

Triplets build thriving beauty empire

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Leslie, Laura and Lisa, from left to right, are the triplets behind Flash Your Style, a salon specializing in eyelash extensions and microblading.

Story by Elsie Puig

Photos courtesy of Flash Your Style

LESLIE MILLER-STIDHAM, LISA OLSON AND LAURA GEERTSMA SIT IN THEIR POSH AND SPACIOUS beauty salon on Keene Road in Richland. Their blonde hair is perfectly styled in updos that expose their sleek eyebrows and voluptuous eyelashes. They are the personification of beauty and success — but for the three sisters, success didn't come overnight.

Today, the Yakima-born triplets are some of the most sought-after lash stylists in the region — but there was a time when they were young mothers working the night shift at a casino just to make ends meet. Slowly but surely, they are building a beauty empire as lash stylists, worldwide distributors of their signature eyelash extension products, and trainers that travel the country sharing their skills and expertise.

Formerly known as Massage & Lash Image, they've

rebranded as Flash Your Style and they're focusing exclusively on eyelash extensions, micropigmentation and microblading.

The triplets have been mastering eyelash extensions for the past five years, applying lashes eight hours a day, every day. They own and operate Flash Your Style, LLC at 118 Keene Road in Richland — along with an online beauty emporium.



Flash Your Style, located at 118 Keene Road in Richland, offers eyelash extensions, microblading, waxing and permanent makeup.



The women also operate an eyelash product store on Amazon.

Humble Beginnings

Leslie said it all started one day in 2009 when Lisa wanted to get eyelash extensions done and coaxed her sister into getting them done as well — although Leslie admits to being skeptical.

"I said, 'No, don't do that. That's so high maintenance, only movie stars get that

me feel more confident, less tired," remembers Leslie. "With the eyelash extension, you feel more confident, and when you wake up, you look less tired," said Leslie. "It's high maintenance for low maintenance; you come in, you get to relax. It's good for people who don't wear makeup but want that makeup look."

done," said Leslie. But the moment Lisa showed up with her eyelash extensions, Leslie was sold and immediately made an appointment to get hers done as well.

"When my stylist handed me that mirror, I just felt so beautiful. I just loved it; it made

An opportunity for change had presented itself. Leslie quickly realized it was something she wanted to do as a career. At the time, she was a young mother of three children who worked the night shift at a casino, yearning for the day when she could be home to have dinner with her family and tuck her children in. She went home that night after getting her eyelashes done and began researching what credentials she needed to provide eyelash extensions for clients.

"You had to be either an aesthetician or a cosmetologist, so I called the beauty school and they happened to have an opening for a new class on Tuesday of the following week," said Leslie. "So that day the three of us brainstormed, and we talked, and all three of us started school the same week."

"I knew this was going to be a good career change for me," Leslie said. She remembers thinking: "I don't know how I'm going to do it, but I'm going to do it."

After eight weeks in the program, the school

“This is a family business, so we treat everyone here like family.”

allowed Leslie to work at the salon. It wasn't long before the school allowed her to use a small room in their basement to start offering eyelash extensions. The services became so popular that she was exclusively doing eyelash extensions Monday through Thursday and hair only on Fridays, because she still needed to meet the beauty school's certification requirements.

The girls built a following of loyal clients and moved out of the Yakima beauty school's basement to another basement, this one slightly bigger than the last. A friend of the sisters owned a spa and let them use the basement to open up their very first lash salon in 2010.

“We fixed that up, started that up, and grew our clientele,” Leslie said. “We noticed we got a lot of clients from Tri-Cities.” So it made sense to make a change.

In 2011, they were driving around the Tri-Cities and found the perfect location for their new business, so they negotiated a five-year lease and moved their business and their lives here.

“We did this all with no loans,” said Leslie. “We were so new that banks wouldn't give us a loan. We would save and invest money, and keep getting bigger.”

Staying Busy

The sisters never rest on their laurels and are always on the lookout for ways to grow and diversify their business and add new products to their beauty line. “Every year we add something different,” said Leslie.

In addition to beauty services, the salon offers training and certification programs for those looking to get into the business. The sisters currently offer eyelash extension training for \$900 and microblading training and certification for \$2,900.

Microblading — tattooing hair-like strokes to the brow to give it a fuller look — was an established eyebrow enhancing technique in Europe before gaining popularity in the United States several years ago. In 2015, Leslie saw someone share information about it in a Facebook group she belongs

to, and asked the group if there was anyone in the U.S that could train her. She went to Texas to undergo training and certification.

“It took me a whole year before I got really good at it,” Leslie said. “It just takes practice.” The salon also offers scalp microblading, which gives the appearance of real hair follicles to thinning or balding hairlines.

The salon also offers waxing, permanent makeup and tinting services. On top of that, the sisters stay plenty busy fulfilling orders for their Amazon store, where they sell their eyelash extension products and beauty supplies.

“We manufacture our own eyelashes and adhesives, and we distribute it worldwide,” said Lisa. The salon processes anywhere from 15 to 50 orders per day to lash enthusiasts around the globe.

Family Business

A lot of people ask the sisters what it's like to work together, but they say they don't know any different. They've been working together since they were teens.

“Our first job when we were young in high school; we worked at Subway together. They hired one of us and they ended up hiring all three of us,” said Leslie.

The sisters support each other in everything they do — whether it's babysitting each other's kids or grabbing coffee for one another. They make sure their employees feel like family, too.

Every month they hold their team meeting next door at Tap & Barrel or at other local restaurants, where the sisters treat their whole staff. They like to plan other team activities to make sure their staff knows they're appreciated.

“We get to come to work and hang out with our best friends every day,” said Lisa. “The girls here are amazing, we have a great crew. We lift each other up. This is a family business, so we treat everyone here like family.”

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