

FOR IMMEDIATE RELEASE

BROW TRAINING WITH RACHEL LAVELLE

Meeting the professional needs of today's mumpreneurs.

Exciting things are happening for Rachel Lavelle with the opening of her new, dedicated training studio and brow and lash salon on Silas Street in East Fremantle. Launching September 13th, the facilities are a celebration of Rachel's stellar career as a renowned cosmetic tattoo artist, and educator and director of Rachel Lavelle Professional.

The academy is acclaimed for the exceptional calibre of its training, and she's expanding her business and brow tattoo training facilities to address the needs of an ever-growing number of mumpreneurs. Well-known in the industry as an eloquent cosmetic educator with an impressively broad skillset, Rachel is a passionate supporter of the mumpreneur movement.

As a mother Rachel knows managing business and family can be a challenge, and she aims to assist other women in finding everyday harmony. "I have such a passion for empowering women to earn great income while still having time for their kids, and maintaining a healthy work/life balance."

Around 70% of her students are mothers determined to educate themselves in the beauty industry, with the goal of establishing a home-based business or commercially situated enterprise that allows them to personalise their workplace dynamic.

Many women are searching for ways to earn an income from home partly to avoid the high cost of day care in Australia. For many, the comprehensive skills learnt from Rachel Lavelle Professional contribute toward making the dream of working from home an accessible reality.

As an astute businesswoman, Rachel established her brand based on extensive experience as a cosmetic tattoo artist and dermal aesthetician. In less than a decade the Rachel Lavelle name has become synonymous with exemplary cosmetic education in the lash and brow beauty field, both locally and nationally.

Brow and lash beauty is an ever-expanding industry. Cosmetic tattooing embraces ongoing innovations that simplify beauty routines in an era where time is precious. Rachel Lavelle Professional is famous for premier microblading, lash lift and lash extension training, cosmetic treatments and beauty services.

"My technique specialises in hyper realistic brows," says Rachel, "building the brows up by placing ultra fine, hair-like strokes throughout the brow, thereby creating texture and depth, ensuring the most realistic results."

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Rachel is committed to helping her students graduate with the skills to become outstanding brow and lash artists, while imbuing them with the confidence to excel in business. She also understands keeping up with technological advances is integral to providing premium service.

Reflective of this commitment to excellence, Rachel Lavelle Professional is the exclusive Australian stockist of the Aria Pro Machine, a state of the art digital cosmetic tattoo machine used to create gradient ombre, pixel brows, soft shading effects and hair stroke line work.

While proud of her part in establishing an ever-growing industry, Rachel is equally proud of her continually expanding role in helping mumpreneurs gain the tools they need to secure access to income flow. In the face of ever-changing family needs, skillsets that can also allow for workplace flexibility is in ever-increasing demand.

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