

## Blush Beauty: Milwaukee's Beauty Bar

**Why it's hot:** Blush Beauty has expanded its luxurious boutique with its new "Beauty Bar" which opened in the spring of 2006. Like sharply done eyebrows, the Third Ward in Milwaukee is shaping up with its emergence of high-end boutiques. One store in particular is a leader, bringing [New York](#) and Los Angeles style to the Midwest with just the right touch of class and panache.

**The variations:** Blush Beauty (a [beauty](#) boutique) is surely face-forward with all the best in high-end [beauty products](#). Now they're continuing the practice with eyebrow expertise in the addition of "The Brow Bar." This is a new approach in eyebrow perfection that is shaping up faces everywhere. Unlike the traditional ambiance of a salon or [spa](#) where brow services such as tweezing, waxing, and threading are normally preformed, the Brow Bar is a nouveau collaboration of innovation and function.

Set amidst upscale [retail](#) cosmetics, fragrances, skin and body care the Brow Bar is a plush bar setting where customers can pull up a chair, enjoy a class of signature "Blush" champagne, and choose from a menu of brow shapes and styles, ranging from the Jennifer Aniston to the Madonna.

Blush Beauty was created by owner Sarah Brucker, a veteran makeup artist and image consultant who has worked in the industry for eight years on the east and west coasts. "Choosing the right shape for your brows is as important as choosing the right cut for your hair, it can make or brake you," says Sarah whose talented hands have made up the faces of beautiful Elle and Vogue models, in addition to other celebrity clientele. She even spread a bit of her makeup magic to the desert, working in Scottsdale and Las Vegas. Brow shaping sessions are \$24 and a brow cleanup is \$16.

Sarah felt it was important to not only sell quality products but also inform people on the correct way to use cosmetics and skin care. You'll find top names like Laura Mercier, Diptyque, B. Kamins, and Terax, all the dreamy stuff the celebrities use." The Blush experience is where simplicity meets glamour and beauty, enabling you to learn about the products you're using and how to apply them,"



Blush Beauty



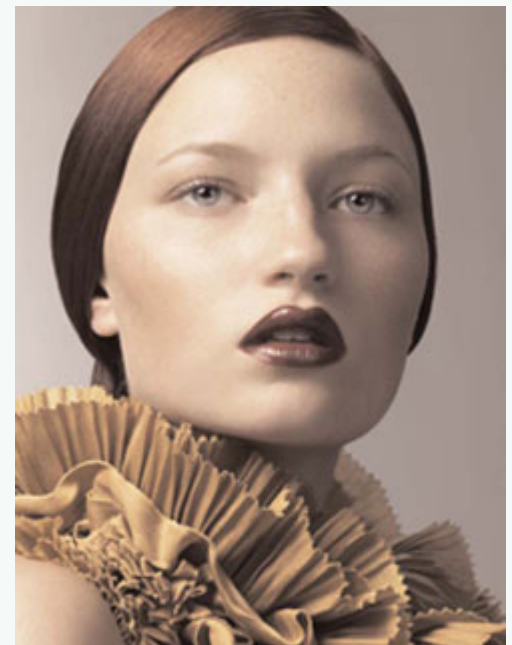
Owner Sarah Brucker

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says Sarah.

This has made many excited about the total Blush Beauty experience. The store provides makeup services that can be scheduled for application and lessons. And that's not all. Blush Beauty is so much more than just great cosmetics. They also have handbags and accessories by designer Angela Adams and trend setting toiletry cases from Stephanie Johnson.

No, Blush has not forgotten the men in our lives. The store carries top-of-the-line skin care, cologne, and shave products for men by Truefitt and Hill and John Allan.

Indulge Yourself! You can see Blush at the *Blush Beauty Lip Service* Saturday, September, 9th during the *Under the Tents on Broadway* designer fashion show.

**Where to retail:** Blush Beauty is located at 249 N. Water St. in Milwaukee. For more information please call 414.272.1718.

- Dana Turner



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