

Press Release:

NovaLash announces Ireland Training prices

Spa and salon owners can now save 200 Euros or more on NovaLash training in 2020 within Ireland, making it more affordable to provide premium lash extension services to clients. NovaLash is instantly oil-proof and water-proof which makes the brand a top choice for spas as clients have zero down time after application. Training available in Cork and Dublin, and group discounts and in-house training are also available. Email contact@novalashuk.co.uk to find out more about the worlds number 1 voted lash brand!

NovaLash Names 18 Brand Ambassadors For 2020 Lash Squad

18 lash artists from around the globe have been appointed brand ambassadors for [NovaLash's](#) 2020 Lash Squad. Each year, the eyelash extension brand searches the world for top-notch "lashionistas" to represent the brand in spas worldwide.

When searching for brand ambassadors, NovaLash looks for highly-skilled lash professionals who demonstrate excellent technique and flawless application to produce top of the line lash looks. Four UK lash artists have been selected to represent NovaLash at their highest level, Jamie-Lee Jones, Jasmine Straw, Zoe Kinnear and Michelle Williams. Williams, from Elgin in Scotland, has also been selected as a top 4 finalist in the LASHoff awards, to be crowned 2020 Lash Artist of the Year, and is only the 3rd British person to make the final in the LASHoff 10 year history.

"We are so proud of this talented group of certified professionals," says Christina Barham, NovaLash UK Director. "Their knowledge and technique is outstanding."

Michelle only started to lash, at the age of 40, after a career change, and she is proof that hard work and passion is rewarded". Each Brand Ambassador will get flown to Houston for the awards, with the Lash Artist of the Year winning \$25,000 worth of advertising, marketing, cash, prizes, and travel. The Fans' Choice, voted for by the public, will win \$10,000 worth of the same.