

Partners in Beauty

Teaming up to give their clients an amazing look from head to toe

By Sue Baldani

Samantha Walton and Nancy Burgess already had very successful careers in the beauty business, but when they decided to pair up in the same office in the summer of 2021, their clientele couldn't have been happier. Although the two had heard about each other through mutual clients for many years, they didn't actually meet until about five years ago when Burgess requested Walton's services. Initially, both women were operating out of their respective homes.

"We've always referred our clients to each other, and now our clients can come to the same space for both services," says Walton, owner of Simply Beauty, a professional lash extension studio. "Plus, my new clients would see that we have tanning and her new clients would see that we offer eyelashes."

Burgess, owner of Airbrush Tanning by Nancy, adds, "It's been great. I didn't realize how many of the same clients we had, but it has also brought me business from those who didn't know that I could make a body beautiful too. And, my clients end up inquiring about her services as well."

Their office, located on the second floor of 14950 Washington Street in Haymarket, has a cozy sitting room and two private rooms where the women provide their services. "It has good vibes and feels very peaceful," says Burgess. "Everyone loves it."

Walton, who initially rented the office space about 3 ½ years ago, loves that they're not competing against each other, but instead complementing each other. And the two work very well together. "Nancy is so creative, fun, caring and outgoing and I couldn't have asked for anyone better to be partnered with."

Burgess loves having someone to bounce ideas around with and is so glad she asked Walton to share her space. Of course, it's also nice to have someone to split expenses with since rent can be very prohibitive for many small business owners.

Simply Beauty

Walton has been an aesthetician for 10 years and began focusing on eyelashes about five years ago. "When eyelashes became big on the West Coast, I wanted to learn how to do it even though it wasn't super popular here yet. I figured maybe I would add it to what I was already doing, but one person after another started coming in and it just kept growing." Today, she sees about 60 clients a week, and also gives courses to others in the business so they too can offer the best in eyelashes to their clientele.

Her clients can choose variations of lengths and thicknesses and once Walton knows a client's desired look, she places synthetic lashes one by one onto natural lashes with a special adhesive to make sure they last.

Since great care has to be taken when working around the eye area, it's important to have an expert who is trained in doing the procedure. "If someone doesn't know what they're doing, it could be dangerous," says Walton. "In Virginia, as in most states, it's actually required that you hold an aesthetician or cosmetology license to do them."

If someone already has full lashes, she offers lash lifts, which is perming the lashes upward, and tinting, which will make light eyelashes darker. These alternatives are also great for people who may want an all-natural look or might be sensitive to the eyelash glue, she explains.

The procedure itself takes an average of 1 ½ hours for a full set, while refills can take 45 minutes to an hour. Walton says clients should get refills every two to three weeks since the lashes naturally shed off.

Airbrush Tanning by Nancy

Burgess has been offering professional airbrush tanning for the last 10 years. "As a teenager, I worshipped the sun and tanning beds and I saw the damage it did to my skin," she says.

When she was diagnosed with skin cancer in her late teens, she knew she had to find a safer solution. "Back then, I'd been searching for the perfect sunless tanning product that would provide me with a natural glow and I could never find one," says Burgess.

Eventually, she received a spray tan that utilized the same product she uses now, and the experience was so fantastic that she decided to offer it herself while continuing to work in real estate. "I then went ahead and did it full time when I was going through a divorce and wanted to stay at home and be there for my son."

The secret to a great spray tan, says Burgess, is not only finding the right tanning solution, but also having a trained person apply it. "I initially learned from the person who did my first tan, but then I went to Florida where the solution is made and had further training there. I continue to learn and always strive to find out about any new techniques."

In addition to giving clients a gorgeous color, the tanning solution, if applied properly, can camouflage skin flaws such as stretch marks. "The solution I use is also very good for your skin," she says. "It's 100% all natural, organic, and paraben free. It also has a lot of anti-aging properties, and can help clear up acne."

And as long as you follow her instructions, the tan will last about 10 to 14 days and then slowly fade away.

To find out more about these great businesses, go to <https://www.simplybeautyva.com/> and <https://www.airbrushtanningbynancy.com/>.