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# FALICIA FRACASSI

For Booking: [Info@FracassiLashes.com](mailto:Info@FracassiLashes.com) | (585)-489-0338

## Creating her brand



Creating her brand didn't happen overnight. Ever a perfectionist, Fracassi tested multiple eyelash adhesives in laboratories around the world to find the right one. She wanted to ensure the glue she used would be both long-lasting and safe to the natural lash.

She also developed her own lashes: The Dash Lash™, Fracassi's signature Million Dollar Lash™, and The Vegas Lash™.

## Six years later

Fracassi is the owner of three eyelash boutiques in New York, offering an array of services from eyelash and eyebrow tinting, to tanning, permanent make-up, massages and more.

## Looking forward

Fracassi believes her biggest accomplishments are still ahead of her. She plans to expand her eyelash business, and she has her eye on hosting seminars on entrepreneurship.



Falicia Fracassi has always prioritized education and community.

As a high school student, Fracassi worked thirty hours a week during her junior and senior years to finance her education at an all-girls private high school.

As an entrepreneur, she demonstrated her understanding of community when she opened a branch of Fracassi Lashes on Frederick Douglass Boulevard, in the heart of Harlem, a neighborhood steeped in culture and history.

While in college, Fracassi studied journalism and mass communications. When she wasn't studying, she was producing videos or giving her friends

makeovers. More than just lipstick and eyelash applications, the makeup sessions also focused on making over the women's insides as well.

At twenty three, she was working full-time in the corporate world, and raising her siblings. Transforming her garage into a salon, complete with real flooring and a counter, she spent her free time applying eyelashes on all her friends.

Fracassi was inspired to turn her passion side project into a full-time business after constantly seeing women walking around with long, thick, and over-dramatic eyelashes. "I wanted to change that," she said.

In 2009, she opened her first Fracassi Lashes in Rochester New York. The lash parlor offered eyelashes, make-up, and facials.

For Fracassi, the best part of being an entrepreneur isn't "about the celebrities and hoopla. It's about making everyday people feel good about how they look," she said. Having had low self-esteem as a child, this is important to her.

Fracassi defines happiness as "when you can live your life in harmony with everyone, despite what's going on around you; when you can put all your worries on God's shoulder."