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ABOUT LASHELLE ULLIE

Raised in New Jersey, Lashelle Ullie is a Los Angeles-based licensed esthetician who specializes in men's skin health and brow grooming. Prior to opening his first skin care atelier in February 2020 in Beverly Hills, Lashelle worked at the renowned Damone Roberts Salon, where he made a name for himself as an expert eyebrow artist, facialist, and makeup artist. His clients have included Kelly Rowland, Toni Braxton, Pat Cleveland, Robi Reed, Emma Watson, Johnny Galecki, Toni Collette, Travis Winkle, and other entertainment insiders and celebrities.

Lashelle began his beauty career in the department store world, where he went from working in the Estee Lauder stockroom to the cosmetics counter and eventually made his way to the West Coast. With over 20 years of experience in the beauty industry, Lashelle has worked in cosmetics and product development for Bobbi Brown, Chanel, Estee Lauder, Guerlain, Neiman Marcus, Saint Laurent, Tom Ford, MAC Cosmetics, and many, many other luxury brands and department stores.

I AM BACK FOUNDATION

In 2001, Lashelle discovered that he was HIV positive. Driven into a spiral of fear and shame, he found himself in a battle for his life after becoming addicted to drugs and alcohol. With the love and support of family and friends, today he is proud to be sober and my HIV is undetectable.

Combining his expertise in skin care with his passion for helping those in recovery, in 2018 Lashelle founded [I Am Back](#), a nonprofit through which he spearheads and develops self-care programs and workshops for oncology patients, cancer survivors, those recovering from substance abuse, LGBTQIA+ youth, and underserved communities. I Am Back has worked with [Keck Medicine of USC](#), [Tower Cancer Research Foundation](#), Union Rescue Mission's [Hope Gardens](#), [Cancer Support Community](#) LA and Santa Monica, [Greet The Day](#), and [YouthWorks](#), and other organizations and nonprofits.

“As both a beauty industry veteran and someone in recovery from substance abuse, I’ve witnessed how something as simple as a facial or a lash lift can boost someone’s confidence. When I began volunteering to provide free self-care treatments to chronically- and terminally ill oncology patients, I discovered that one of my most important missions in life is to inspire dignity, hope, and self-respect through compassion and self-care,” Lashelle says of his work through I Am Back.

Lashelle Effect Atelier at Studio 90210

Opened in February 2020, the Lashelle Effect Atelier offers a range of men's and women's bespoke skin care services, including facials, microneedling, brow grooming, facial and body hair waxing and threading, and makeup application, to name a few.

Designed to evoke European elegance of the 1930s and '40s, the decadent space features grey walls, plush teal velvet curtains, and oil paintings of horse races in London to evoke European elegance. Havana fragrance oil creates a relaxing atmosphere, and clients can get comfortable in the black leather Icarus "Hestia" hydraulic facial bed, which is adjusted and contoured to their comfort.

"The inspiration was to create a very elegant and chic grooming den for men, but that's also welcome to all," says Lashelle. "At first glance, when you walk by the glass window it looks like a comfortable room that any man would want to relax in or use as his study."

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