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Lashelle Ullie Opens First Skin Care Atelier in Beverly Hills

The new space allows the LA licensed esthetician to further focus on men's skin health

Beverly Hills, CA (February 2020) – After making a name for himself at the renowned Damone Roberts Salon, LA licensed esthetician Lashelle Ullie has opened his first atelier in Beverly Hills within Studio 90210.

Open as of February 2020 (temporarily closed due to the coronavirus), the Lashelle Effect Atelier is located at 338 North Canon Dr. (suite 1, 2nd floor) and 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. Lashelle has previously worked with Kelly Rowland, Toni Braxton, Pat Cleveland, Robi Reed, Emma Watson, Johnny Galecki, Toni Collette, and others, and he's excited to bring the same luxury treatments and A-list attention to detail to all of his clients.

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.”



Introducing the Gentlemen's Skin Engineering (GSE) Technique

Though Lashelle is primarily known as a brow grooming artisan, his new space will allow him to focus on his passion for men's skin care and treating melanated skin. Noticing a void in results-oriented men's skin health and the challenges that many estheticians face in "convincing" men to view self-care as part of their holistic health regimen, Lashelle developed his signature [Gentlemen's Skin Engineering Technique](#) (GSE) to address concerns such as razor burns and bumps, uneven skin tone, dry or dull skin, fine lines and wrinkles, and sebum hyperplasia (to name a few).

The GSE facial includes a comprehensive analysis that factors in every individual's ethnicity, lifestyle, age, and underlying skin and health concerns and conditions. Lashelle uses professional-grade brands like Le Mieux and incorporates microneedling, masks, extractions, and other techniques.

The result: Short-term solutions and long-term results, leaving clients with hydrated, nourished, healthy-looking skin. Every client will also receive a custom post-treatment plan with product recommendations.

More about Lashelle: Raised in New Jersey, Lashelle Ullie is a licensed esthetician based in LA. He 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. Prior to opening his first skin care atelier (temporarily closed due to coronavirus) in

February 2020 in Beverly Hills, Lashelle worked at the renowned Damone Roberts Salon, where he became known as an expert eyebrow groomer, facialist, and makeup artist. 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.

With over 20 years of experience in the beauty industry, Lashelle has worked in cosmetics and product development for Neiman Marcus, Chanel, Saint Laurent, Tom Ford, Bobbi Brown, MAC Cosmetics, and many, many other luxury brands and department stores. 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 Effect Atelier at Studio 90210

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