



Beauty Box Salon & Nail Spa

Tucked away in a tiny strip mall lies Beauty Box, a virtual diamond-in-the-rough on this particular stretch of Sunset Blvd. The surrounding area is what one might describe as "up-and-coming"; Echo Park, a Los Angeles suburb, is catching the overflow of artsy hipsters from neighboring Silver Lake. Beyond the new modish boutiques and cafes, past the laundrettes and liquor stores, Beauty Box provides upscale nail services to its young and trendy clientele.



5 Reasons Why We Think it's Fabulous

1 When you're there, you're among family.

Owners—and sisters—Lydia and Vanessa Arce had the dream to one day open their own salon. With the help of their mother, who had to mortgage her home to help the girls pay for it, the sisters opened Beauty Box in 2006. Since opening primarily as a hair salon, their business has swelled, prompting a move to a larger space that allowed them to expand their services to include nails. Still, when walking into the

salon, you get the feeling that you're among family. In addition to the two sisters, their childhood friend is also on staff, which provides a friendly, affable atmosphere.

2 The salon design is practically famous.

Two years after opening, Beauty Box found itself under the scrutiny of style guru Peter Ishkhans. With too much clutter and no clear design image, Ishkhans gave the sisters' salon a much-needed makeover. America watched *Peter Perfect* (hosted by the Style Network) transform the shabby and disorderly Beauty Box into a chic, upscale, vintage-inspired salon. Since moving to the new location, the salon maintains the same glamorous vibe, complete with chandeliers, vanities and luxurious lounge chairs for pedicure services.

3 It gives back to the community.

Two miles from the salon, in downtown Los Angeles, lies Homeboy Industries, a nonprofit gang intervention program. One Tuesday a month, Beauty Box closes its doors to its clients and brings in Homegirls for complimentary makeovers. Each girl is treated to hair, makeup and nail services

to get them interview-ready for when they head out to find a job.

4 It believes in safety first.

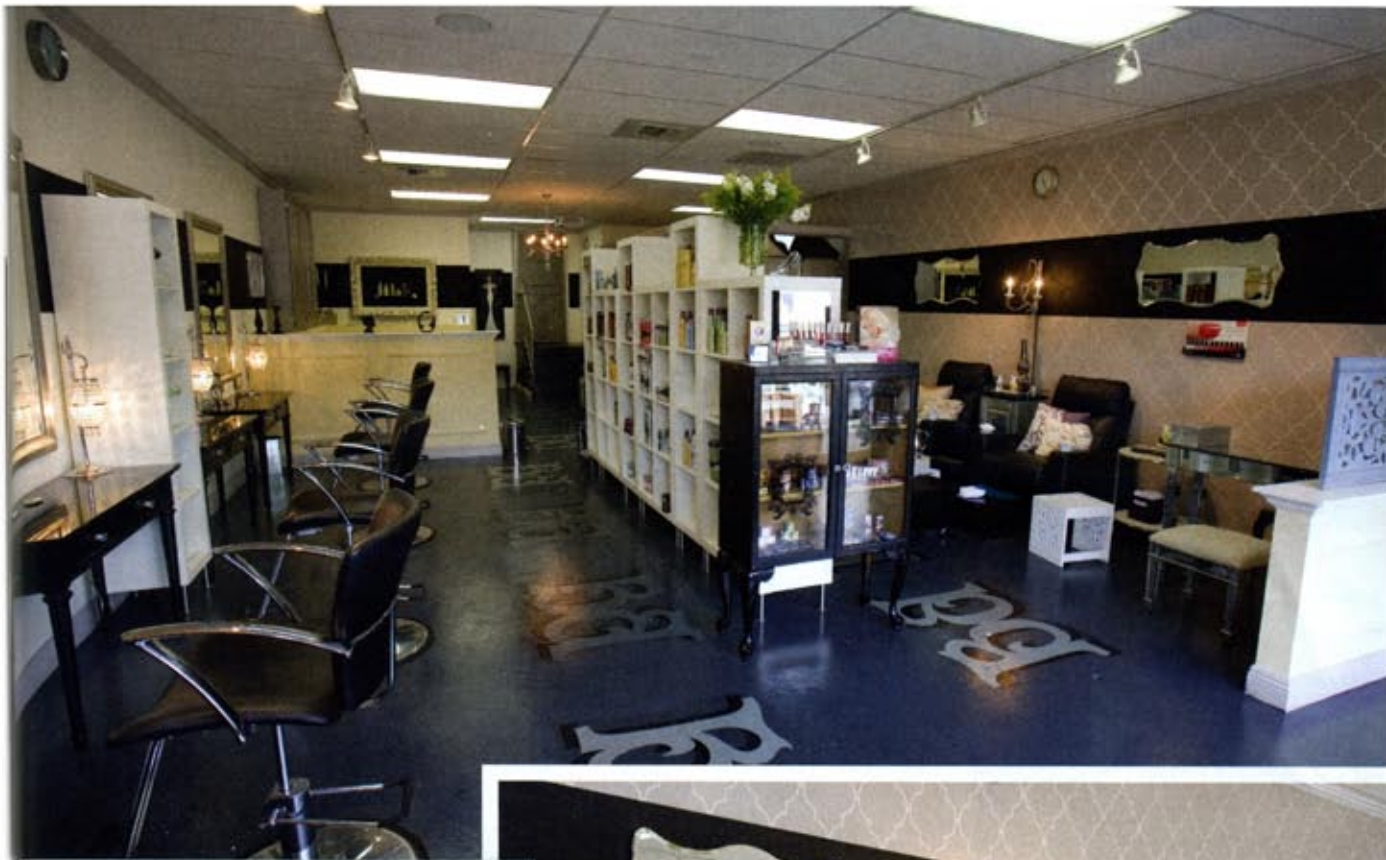
The Arce sisters understand that sanitation is an important part of high-quality nail services, which is why they advertise in the salon brochure that they sterilize all of their implements in an autoclave, providing clean implements for each client. And it explains why they opted for non-absorbent pedicure bowls instead of whirlpool foot baths: "Research shows that when the pipes are not cleaned properly, bacteria, skin and hair particles gather up in pipes and can cause dangerous infections." Better safe than sorry.

5 Innovative products are used.

Beauty Box was the first salon in the Los Angeles area to use Shellac by CND. When the salon added nails to the menu, it was important to the Arce sisters that they provide the best in natural nail services. When they discovered Shellac, they decided to incorporate the innovative product into their salon services, proving that staying ahead of the game is just as essential as offering the best.



Co-owner Lydia Arce



Salon Statistics

Year Founded: 2006

Owner: Sisters Lydia and Vanessa Arce

Address/Phone: 1498 W. Sunset Blvd., Echo Park, CA 90026; 213.250.1515

Hours: Tues.-Fri., 11:00 a.m.-8:00 p.m.; Sat., 9:00 a.m.-4:00 p.m. Closed Sun.-Mon.

Signature Service: Simply Cured Mani & Pedi: Warm oil soak, nail cut and file, cuticle treatment, cuticle oil, massage, moisturize and polish for hands; and softening foot soak, hot stones, exfoliating scrub, nail cut and file, cuticle treatment, cuticle oil, massage, moisturize and polish for toes.