

THE MAKE-UP & SKIN CARE STUDIO
OF LODI:
CREATING
Radiant
LOOKS

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The Make-up & Skin Care Studio is nestled inside Texture Salon on the corner of School and Oak Streets in lovely downtown Lodi. This bustling business, owned and operated by Aimee Pennington, has been committed to providing superior customer service, clinical-grade skin care products, high-quality mineral-based makeup and education to assist clients in achieving healthy skin and radiant looks since 2010.

Experience AND COMMITMENT

“Our goal at The Make-up & Skin Care Studio is to provide professional make-up and skin care services that not only provide the results our clients are looking for, but also to offer our clients products that work on a wide variety of skin types,” Aimee shared. “Our team of skin care specialists is made up of highly skilled, licensed estheticians who have a passion for helping others look and feel their best. We are committed to educating our clients on effective ways to achieve a healthy and beautiful look through our professional expertise and clinically proven products.”

Aimee and her staff have many years of experience and share the company’s common goal of striving to deliver the results their clientele wants by customizing each service to their specific needs. Inside their tranquil studio, visitors will find an elegantly appointed facial room that is fully equipped to provide the ultimate relaxation during services such as microdermabrasion, facials, peels and waxing.

CREATING *Radiant Looks*

The business’ make-up studio also boasts the largest selection of Jane Iredale Skin Care Makeup™ available in Lodi as well. Touted as “elegant, timeless and effective,” Jane Iredale Skin Care Makeup offers beautiful

makeup solutions for skin of every color, and products that aren’t loaded with fillers, binders or dyes. “We carry and recommend Jane Iredale’s makeup because all of her products are hypoallergenic and dermatologist tested. They also contain vitamins and antioxidants that not only look good on our clients’ skin, but are good for their skin and health as well,” Aimee added.

Lash extensions are another offering at The Make-up & Skin Care Studio that continues to grow in popularity. “Lash extensions are something our clients love because the transformation is immediate,” shared Aimee. “In around two hours, our client’s eyes are transformed. Our staff is highly trained to provide our lash extension service correctly and in a way that won’t damage the client’s lashes. They frequently attend specialized trainings, offered by the Utah-based company Borboleta, to learn to provide this service properly and to also be able to educate the client on lash care after the service is done.”

Beauty PLUS HEALTHY SKIN

Skin care products and education are two more important offerings at this locally owned business, and their skin care management systems are a favorite choice among clients. Aimee added and her team take pride in working exclusively with Jan Marini Skin Research®, a recognized leader and innovator in skin care that is committed to continually expanding and improving the professional skin care market.

“Skin care is so important, and we have worked with countless women on how to nurture their skin or how to regain control over adult acne,” Aimee revealed. “For those people who have given up in frustration after trying countless products for their adult acne, we say, ‘Let’s give it one more try.’ We have amazing, clinical-grade products and solutions that allow acne sufferers to



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take back their life within a few months. Our clients include teens coming to us for skin care solutions all the way up to ladies in their 80s. There is no age limit on taking care of your skin, and radiant skin is progressive and a long-term commitment.”

Results AND FOLLOW-UP

Long-term relationships and a commitment to providing premier client experiences are two of the many things that allow this Lodi studio to continue to flourish and grow. “My manager, Teresa, came up with a great summary as to how we view our commitment to our clients; we tell them that they are not just buying products from us, they are buying us as well,”





Aimee confirmed. “We are dedicated to supporting and following up on all of our skin care clients for days, weeks and months after their service.

“It’s not a one-and-done philosophy here. We go the extra mile for all of our clients, whether that’s following up with check-in phone calls, keeping tabs on appointment reminders, teaching teens about proper skin care and makeup application or even traveling to a wedding venue to provide wedding day makeup for the bride. Our staff is not only trained well here, they are mentored in a way that helps them grow within their careers as well. And when it comes to our valued clients, we are committed to cultivating those long-term relationships because we truly care about their satisfaction and success through all stages of their life.” **HLM**

To learn more about The Makeup and Skincare Studio of Lodi, visit their website, themakeupstudio.biz, or find them on Facebook and Instagram.