

Move over Mary Kay, Tiffany Fluhme is staking her claim in at-home beauty events

Written by Sarah Sudar

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As women, we have become accustomed to receiving invitations to home parties. Whether it be make-up, purses, candles or cookware, women constantly want to gather their friends and have at-home shopping parties.

One local women, Tiffany Fluhme, 31 of the South Hills, is marking her territory in the at-home party business model with her cosmetic and skincare line, "Fluhme." Like many women, Tiffany always had a love for the beauty industry and had a dream as a child to start her own beauty line.

After modeling for print and runway in her teens and early 20's, Tiffany graduated from college and became a Plastic and Reconstructive Surgery Physician Assistant. When she began practicing in the industry six years ago, she realized that selling a cosmetic and skincare line out of plastic surgeons office was the perfect platform to launch her own line. Since then, "Fluhme" has evolved to be sold at home beauty events through independent Beauty Artists across the country.

Tiffany decided on an at-home beauty event model to sell her cosmetics and skincare products because it was a fast and efficient way to get her products to women who were the most

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interested in the beauty line. "At each beauty event, you have a wonderful, captive audience who is there to learn about and sample the product," says Tiffany.

To differentiate her beauty line amongst so many other beauty products on the market, Tiffany offers glamorous, sexy, cutting edge and affordable products that have similar ingredients to those found in plastic surgeons and dermatologists offices. Unique to the Fluhme cosmetic line are anti-aging skin products that Tiffany has poured her experience and knowledge in the plastic surgery industry to create, and a new form of baked make-up (eyeshadows and blushes) formulated in Milan, Italy. Other products in the line include lip color, eye liner, mascara, foundation, tinted moisturizer, concealer and application brushes.

One product that Tiffany is excited about is the line of customizable color palettes. Each palette contains five eye shadows, two blushes and two lip colors. Women can customize the palette to fit the colors that are best for their skin tone and personal, make-up style.

"There aren't too many places where you can customize your own makeup palettes with the colors of your choice," says Tiffany. "This is always an exciting and engaging activity at our beauty events!"

To learn more about the Fluhme cosmetic and skincare line, visit www.fluhme.com . Be sure to check back on Wednesday for Tiffany's list of must-have beauty products and her tips for achieving a fresh, spring look!