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Uniontown native works hard to make beautiful dream come true

By JoAnne Klimovich Harrop
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Tiffany Fluhme is a walking advertisement for her company.

The tall, 31-year-old, drop-dead gorgeous blonde has near-perfect skin. Her makeup is pristine.

As CEO of her cutting-edge cosmetics company -- Fluhme -- she has made it her mission to empower women and create beauty from the inside out.

"I started Fluhme to enhance the appearance, self-esteem and lifestyle of women," says the Uniontown native, who recently took her South Hills-based business national. "It's a tremendous gift that we offer to others."

Interest in makeup and skin care is in her blood, says Fluhme, who would often apply blush, lipstick and eye shadow as a child, following in her cosmetologist mother's footsteps.

Fluhme's natural beauty led her to modeling and acting in her teens and early 20s. She went on to become a physician's assistant for several prominent Pittsburgh plastic surgeons and noticed that women who routinely take care of themselves exhibit greater self-confidence. She began providing makeup and makeovers to plastic surgery patients, and soon expanded her line by holding house parties in which she demonstrated her techniques.

Today, Fluhme's line is sold in more than 25 states. She hopes to launch a division to handle events, such as bridal makeup parties.

Fluhme started with 16 beauty artists in November 2009 and now has more than 200 in Pittsburgh who hold parties to sell the Fluhme line. She created a trendy, chic, sexy and cutting-edge cosmetics company with two lines of products produced by top Italian manufacturers, including a medical grade anti-aging skin care line and a completely customizable line of makeup products with stunning color palettes.

"I have tried probably every product Fluhme makes, and it's addictive," says Jody Lackey of Cecil. "You will see a total difference in your skin within two weeks. I started using it and now a lot of my friends are using her products, too. I have had complete strangers tell me how nice my skin looks."

Lackey was introduced to the line by Daneen Friel, who earned the No. 1 spot in personal sales last year.

"The products are wonderful, and once you meet Tiffany you know how dedicated she is to this company and to the products," Friel says. "I love selling the products because I believe in them."

In addition to buying through beauty artists, Fluhme's products are available through her website and in some salons.

"I love the line," says Lisa Campbell, owner of Posh salon in Upper St. Clair. "And I trust Tiffany. She is smart and everything she does is thought out. She tests all of her products. I think one reason I like her products so much is they are baked mineral and not messy. It is nice coverage but still very natural at the same time.

"She is also one of the nicest people. She truly is. She is so beautiful and really sweet and smart. You can tell she loves what she does."

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