

## **Anastasia Soare**

Anastasia Soare is widely referred to as “The Definitive Eyebrow Expert”, and that is for good reason. Over the years she has achieved iconic status in the beauty industry for her unique and revolutionary way of shaping the eyebrows. Anastasia’s Beverly Hills salon has built on a steady flow of celebrity clientele which include the likes of Oprah, Madonna, Jennifer Lopez, Naomi Campbell, Jada Pinkett Smith, Lara Flynn Boyle, Melissa Etheridge, Penelope Cruz, Sharon Stone, and others. Anastasia has been featured in the pages of top publications such as Vogue, W, Town & Country, Elle, InStyle, Allure, Entertainment Weekly, Newsweek, People, Flaunt, and Los Angeles Magazine.



Anastasia grew up in the Romanian Black Sea port of Constanta, a town famous for being the final resting place of the great Roman exiled poet Ovid. Once the region’s most important port, Constanta is a mix-bag of cultural currents, from the traditional Romanian to the Greek, Roman, and Byzantine styles. Anastasia was exposed to all these influences from an early age, working as an apprentice in her parents’ tailor shop. It was there that she first developed a sense of style and became acquainted with proportions and how they apply to the human body.

Once in college, Anastasia broadened her field of interest with studies in architecture, engineering, drawing, and mathematics. She learned of the Fibonacci sequence, as well as Leonardo Da Vinci’s drawings and studies of the Golden Ratio, as it applies to Nature and the human body. She then decided to apply her knowledge and sense of style to a career in the beauty industry, so she became a licensed esthetician.

Soon after, Anastasia left Romania and moved with her family to California, where she spent a few years working as an esthetician at various beauty salons in Beverly Hills. It was during this time that Anastasia developed her original ideas and technique of shaping eyebrows based on universal standards of beauty. It didn’t take long for Anastasia to open her own salon in order to accommodate her rapidly growing clientele. Placed in the heart of Beverly Hills, Anastasia’s salon is an obligatory stop for everyone looking for an eyebrow shape that perfectly complements one’s facial features.

The Anastasia Beverly Hills cosmetics line encompasses a full array of products, including an extensive palette for the eyes, a full range of lip liners, lipsticks, foundation, powder, and brow products. This exclusive collection will bring to women the same sense of style and elegance that has made Anastasia the definitive eyebrow expert and a leading brand in the beauty industry today.

Anastasia’s lifetime commitment to the advancement of women has translated into working relationships with charitable organizations such as:

- Oprah’s Angel Network
- Blue Heron Foundation
- Blind Baby Fund
- Women for Women International
- The Carousel of Hope
- The Children’s Circle
- Artists for a New Africa
- Project A.L.S.
- United Friends of the Children