



name SHERRIL DALITZ

business The Brow & Skin Studio

STARTING IN the beauty industry 20 years ago, Sherril found her niche as the salon go-to person for brows.

“I loved doing brows, even before they became popular,” she laughs. “Although it’s been said, brows can change the face and open the eyes. It’s the most expressive part of your face and if brows are done badly, they look dreadful. Done well, they are beguiling.”

Sherril opened The Brow & Skin Studio in Ashgrove three years ago to focus on brows and skin. She believes the principles underpinning her business are great techniques, people and products. Values such as attention to detail, knowing and understanding both the client and products, and having loyal clients and terrific staff are the point of difference at The Brow & Skin Studio. Her integrity and desire to provide quality work means she only uses products that are proven to provide results.

“Good skin is a great asset,” says Sherril. “I try to educate clients that you don’t have to spend a fortune. Invest in key products and age beautifully.”

Sherril says ongoing innovations in the beauty industry create a challenge to keep up with the latest technology and training but as a small business owner, she loves the fact every client is different, and still loves creating beautiful eyebrows.

“You have to have passion about whatever you do.”