



# **“Beauty by Brandy” Soft Opens May 2**

by Dalton Brown, News Reporter  
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EAST ALTON - Beauty by Brandy is a new beauty salon that will hold its soft opening on May 2 at 20 Terminal Dr. Suite #106 in East Alton. Owner and operator Brandy Sparrowks said the store is a long-time dream of hers come true as she offers an ever-expanding array of beauty services to the area.

“Beauty by Brandy is my very first salon that I have ever owned,” Sparrowks said. “I’ve done hair for 24 years, and then I recently trained in brow permanent makeup and I’m training in lip at the moment, and then eventually it’s going to be eyeliner.”

Sparrowks said permanent makeup is commonly used as a solution for those who draw on their eyebrows but don’t want to do so every day and usually last 3-5 years. She said she also offers more temporary brow solutions, such as henna brows which last 6-8 weeks depending on your skincare regimen.

Tooth gems and botox are among several other services on the way in the near future, Sparrowks said.

“I’m training in tooth gems - women are now putting a gem on one of their teeth. I’m going to train in that too, so I’ll be offering that,” Sparrowks said. “I do plan on putting in a second booth and hiring someone else to do hair. I’m looking for someone to come in maybe twice a month to offer botox and fillers.”

Offering such a wide range of services under the same roof allows Beauty by Brandy to fulfill a strong demand in the area and stand out from other local beauty salons, Sparrowks said.

“I’ve called around, not a lot that offer temp brow or perm makeup - there are some ... some in STL / eville, not a lot in this area that offer this area,” Sparrowks said. “few that offer some services, but not all - I stand out because I offer all of them and also do hair.”

“There’s a few that offer tinting, but then the other ones don’t offer henna - and then there’s a few that offer lash lift and tins, but they don’t offer the permanent makeup. I feel like I stand out because I’m going to offer all of them, and I also do hair,” Sparrowks said.

Sparrowks said she hopes the community shares her excitement for the store’s opening.

“This has been a 24-year-long dream that has finally come true, and I am extremely excited and I think it’s really going to blow up,” Sparrowks said.

The soft opening will be Monday, May 2 from 9 a.m. - 5 p.m. at 20 Terminal Dr. Suite #106 in East Alton. The location is between Rosewood Heights and Behalto, near the St. Louis Regional Airport and a few doors down from the Bethalto DMV.

Beauty by Brandy’s hours will be Monday-Friday from 9 a.m. - 5 p.m. and Saturday by appointment only. The store’s grand opening date has not been officially set, but Sparrowks said it will be sometime in early June. Stay tuned to [Beauty by Brandy’s Facebook page](#) for updates.