



# Second Nature

*The Gee family brings its beauty business to Bal Harbour. Grace Timothy gets the first*

Looking in on the Gee Beauty at Bal Harbour, you'll see pristine white decor, stylish fittings and rows of beautiful bottles and jars. But don't be fooled by its cool exterior—it's certainly not a case of style over substance. The Gee ethos prioritizes results-driven products and treatments above all else. "Our clients' time is precious and they want to see results," explains co-founder, Natalie Gee, "Timely treatments on a regular basis is our answer—not something that just feels nice on the skin—it has to work!"

Lead by mother Miriam, the Gee team's combined experience in the beauty industry is vast. Miriam was a renowned makeup artist in Toronto, who made sure that every model who sat in her chair left with beautifully groomed brows. She went on to edit the beauty pages of Canada's leading fashion magazines, until her eldest daughter, Natalie urged her to open her own beauty studio in Toronto. Natalie, fresh from a career in film and television, joined Miriam to create the business plan, while her sister Celene brought her skills as a graphic designer to the role of creative director. Finally, the youngest of the Gees, Stephanie, focuses on the beauty menu.

The extensive treatment menu delves beyond the standard salon repartee with specialist skin-care and make-up options, not to mention the unique experience base of the Gee team—who happily dole out beauty secrets with each purchase. Particularly noteworthy is the signature Gee Beauty Brow—a bespoke process to achieve the perfect arch for your face. Both Miriam and Natalie are highly respected threading experts who champion the merits of a good brow—combine 15 minutes of rapid shaping with the Gee Beauty Lash Extension treatment for an instant eyelift effect! Or if you're looking for a complexion-fix try Miriam's personal favourite: the Ultimate Oxygen Facial is a highly effective treatment that combines a peel, extraction, a double dose of oxygen and high-tech Intracutaneous products to deeply nourish and brighten the skin. They also cater to men with a select grooming menu, and if you prefer pampering in the privacy of your own home, the Beauty Calls team will come to you to primp and preen.

There's also a vast selection of carefully chosen brands to shop from, ranging from the more clinical, like Dr. Seibach and SkinCeuticals to natural collections like Nude and Tata Harper, as well as Tammy Fender, Rodin and Talika. It's also the only place you'll find the entire collection of Gee Beauty Cosmetics. This is head-to-toe beauty from those who are truly in the know.

Gee Beauty's new Bal Harbour store is loaded with many products, including the complete line of the company's own cosmetics, seen below.

