

Caledon business owner calls on community to help local causes

Written By ALYSSA PARKHILL

Since launching her own business in Caledon, Crystal Larouche has committed herself to giving back to the local community.

Starting Crystal's Luscious Lashes, located on Queen Street in Bolton, back in 2014, Ms. Larouche has dedicated herself to building up her clientele, while ensuring she helps out non-profit organizations and charities in Caledon any chance she gets.

"I began six years ago, and I started in my home. I was a single mom at the time and I wanted to start a business that could work around my child's schedule, which made it easier for me because I was all by myself," explains Larouche. "I needed to find something that would keep me busy. When I discovered lash extensions, I was getting fulfillments in more than one way. I was still being able to take care of my child and make money, but I think the most rewarding feeling that this business, is I'm giving women self-confidence about themselves."

Larouche graduated with an honour roll Medical Aesthetics Diploma in 2014 from Canadian Beauty College, and went on to get her Classic eyelash certificate from a business in Montreal called Misencil, as well as a Russian Volume Course.

According to Crystal Luscious Lashes website, eyelash extensions are defined as "an advanced technique that lengthens and thickens eyelashes. They are single strands of lashes that are curved to replicate a natural eyelash."

Larouche began a community page on Facebook in 2017 and has since become a strong voice within Caledon. She uses her platform to connect with members of the community on updates going on in the area, in council or for local businesses to promote themselves on Mondays.

On Jan 9, Larouche posted on the community page asking for locals to come together to help charities in Caledon. Her post read, "What is 5 bucks to most of you? Just pocket change? Look we have some charity groups in Bolton here that could really use your help. You can send 5 bucks or as much as you want but we really need your help."

Her inspiration came from Harold Janes, who dedicates his time and effort to collect old electronics and bottles, heads over to the recycling centre and donates all the funds he collects from his runs.

"I've been watching Harold Janes, and he's tugging around a trailer, doing all this hard work collecting electronics and empty bottles, so that he can donate all the money. And I thought, why is he doing this all himself? As a community we should be working together and supporting one another," explains Larouche. "We're stronger together as a group, then trying to do things by ourselves. So, I thought, I have a loud voice, why not make a post?"

She added, "For most Caledon citizens, five bucks is pocket change. If we can get five dollars from everyone in the community, and give it to all these special groups, that would benefit them so much."

Larouche is asking for members of the community to donate five dollars that will be split and given to specific groups, such as Jason's Quest, the Special Olympics and the Meaghan Zarembo Music Room just to name a few.

"Our community should be supporting each other, because we're stronger together than we are working apart," says Larouche.

For more information about Crystals Luscious Lashes please visit crystalslusciouslashes.ca, or head over to 62 Queen St S, to drop off a donation.