

suburban life

**SUPER-
WOMEN**
pg. 52

+
**Also
Inside:**
Top Realtors,
private
schools,
and more

At **WEBBeauty** in Bucks County, **Natalie Webb** offers the ultimate salon experience, complete with one-on-one attention and a proprietary line of in-demand hair products.

page 20



In August 2020, when master stylist and color expert pro Natalie Webb opened WEBBeauty, the Washington Crossing salon became an instant hit. WEBBeauty quickly carved out a niche in Bucks County's hairstyling scene by offering private bookings in a tranquil, beautiful space. The salon has continued to make news—and attract new clients—in the time since.

"It's nice to have a salon experience with no drama or stress," she says. "I had the idea for several years, but COVID pushed me into doing it. I think after someone experiences getting their hair done in this type of atmosphere, they don't want to go back to a crazy, busy, noisy, hectic salon. We're all about hair, and it's been amazing."

Natalie's career included stops in the fashion hubs of France, Italy, and Manhattan, to name just a few. Her globe-trotting experiences helped her create something truly unique at WEBBeauty, which is located within a historic building that features beautiful wooden floors and a fireplace. Natalie describes the space as having "a very Bucks County vibe and a warm, Zen, inviting environment."

"When a client is in my chair, they have 100 percent of my attention," Natalie says. "My clients have become friends. I know if someone wants to talk, and I know when to give them their privacy. Clients choose the music, too. They tell me they love it. My clientele has probably quadrupled since word has gotten out that I'm offering this experience."

WEBBeauty has evolved in ways apart from its growing client base. When Natalie opened the salon, her son and his girlfriend were visiting from New York City. Their visit resulted in a momentous collaboration, as the two women found they shared an interest in the beauty industry, particularly in product development.

"She worked in the beauty sector in product development, marketing, and ad-

vertising," Natalie shares. "I was frustrated with existing product lines, getting one product from a certain line, then another from another line. She said I should have my own line, so we decided to put together one line that suited all my clients' needs."

"I have two types of clients," she continues. "They either want thicker, fuller hair, or straighter, smoother hair. That's how we developed our 'huge' line for voluminous hair and our 'smoothing' line for silky smooth hair."

The product lines, *F*ING HUGE* and *F*ING SMOOTH*, are available online at getwebbeauty.com. Clients can choose from products including dry volume spray and volume mist, as well as keratin bonding masks, frizz-fighting primer, mousse, shampoos and conditioners, and more.

"We went viral on TikTok," Natalie shares. "It's been fun learning that whole new side of the business."

The No. 1 seller, according to Natalie, has been the *F*ING HUGE* dry volume spray, which adds body to hair from roots to ends. Natalie describes it as "not a hair-spray, not a dry shampoo; it is a thickening volume spray that really is like no other."

"I wanted products that smell great and work great," says Natalie, who worked with industry insiders to develop her line's fragrance and function. "They sell themselves."

With a line of custom hair products and one-on-one attention, it's no wonder that Natalie's styling chair has become one of the hottest seats in Bucks County. Natalie, who is an expert in everything from cut to color to balayage, is proud to offer clients—women *and* men—transformations in such a serene environment.

"With the right color and style, any woman can look and feel younger," she says. "It's quick gratification. In an hour and a half, you can change someone's attitude and make them happy. It's rewarding for me when a client leaves feeling confident."

Natalie shares the opinion that it's never too late to make a change that will alter one's life for the better, whether it's getting a dramatic new hairstyle or pursuing a new business venture. Natalie, who brought WEBBeauty to life after a long career in beauty and fashion, is a fine example.

"I think a woman can reinvent herself at any age," Natalie says. "It's easy; you just have to work hard." ■

→ WEBBeauty Washington Crossing

1099 General Knox Road
Washington Crossing, PA 18977
(215) 932-7861 | GetWEBBeauty.com
WEBBeautyLLC.com

All About Hair

suburban life
WOMEN TO WATCH

At **WEBBeauty** in Bucks County, **Natalie Webb** offers the ultimate salon experience, complete with one-on-one attention and a proprietary line of in-demand hair products.