





MARY KICKLIGHTER AND BETH KICKLIGHTER HALL

WORDS BY **CYLE LEWIS** | PICTURE BY **TAMARA GIBSON**

Legacy” is a fitting word to describe the teamwork of Mary Kicklighter and her daughter, Beth Kicklighter Hall. Together they are a powerhouse mother-daughter duo with expertise in hair services, artistic make-up application, and a history of successful pageant coaching.

The Mary Kicklighter hair salon sits adjacent to Mary’s home, separated by a porch and a walkway. The backdrop of the salon is a lovely lake and a marshside dock with mature landscape framed by a large window that creates a picturesque view for her customers.

Mary recalls the purchase of her first home. “It had a salon in it which the owner assumed I wouldn’t like; for me it couldn’t have been more appropriate. I’ve always had a salon in my home.” This year marks Mary’s 50th year as a beauty professional.

Growing up with a hair salon just across the porch, Beth began to assist her mother in the shop when she was 12. Her talent for the business manifested much earlier, however. “Beth had a natural ability to understand the shape of someone’s face,” Mary says. “She just knew what hairstyles would best suit them. Often she would cut photos out of magazines while I was working and bring them in to say, ‘You need to do her hair like this.’ It was an innate sense she had at just seven years old.”

She became an expert in applying make-up to best suit the client’s bone structure. This skill has become her trademark. Prior to graduating high school Beth had accumulated more than the required 3,000 hours to earn her master cosmetology license. Training in Atlanta then Texas under award-winning make-up artists, Beth developed and released her own exclusive product line in 1989, Elizabeth Lee. An illuminating and sheer make-up known to offer great coverage without clogging pores, her line was sold exclusively in the salon.

It was an invitation to judge a beauty pageant years ago that set mother and daughter on the road to coaching pageant contestants. “The girls all sported what was trendy or ‘in,’” Mary recalls. “No attention was given to what would best enhance their individuality.”

The two decided to offer coaching services to pageant contestants, and another successful venture was born. Beth did make-up and Mary did

hair, strongly considering each young woman’s natural features. “From the very beginning we had winning girls,” Mary says.

“We were working with internal beauty as much as outside beauty – developing their interviewing skills, articulation – grooming them to verbalize their key qualities, set goals, and to become their very best.” Mary’s girls were confident and gracious and consistently scored above the rest.

“I have been blessed to see many of my girls win crowns, but more than that I’ve seen them become winners in their personal lives, growing into strong, confident women, and some even become our life-long friends.” Mary tells all of her girls, “A modern woman has to be able to articulate who she is, her purpose and what she stands for.”

Having limited her work for a time to raise her children, Beth has lately been pouring her energies into relaunching the Elizabeth Lee line, even adding a tween line, Channing, for girls 8-12. The new products are available for direct purchase through a new website, complete with tutorials and videos.

Beth guides her business and life with this mission: “Beauty is not only cosmetic. It’s honesty, integrity, knowing who you are and being concerned about those around you and never compromising your conviction.”

Together, Mary and Beth are committed to helping their clients look and feel their best. “Outwardly we demonstrate how to highlight and diminish for the overall appearance,” Beth says. “Inwardly we teach thankfulness and forgiveness which produces peace and joy, naturally enriching the way people feel.”

“While sitting in the chair, many clients begin to tell stories,” Mary says. “I encourage forgiveness, and tell my own stories illustrating its importance. It’s my key to living a full life – to true beauty – so I can’t help but share it.”

Speak to Beth and Mary directly by calling the salon at 912.264.3705. For product information visit Elizabethleemakeup.com 