

Meet a Downtown Business: Yuva Threading Salon

Each week, the Downtown Alliance will feature a local business. This week, we'll introduce you to Yuva Threading Salon on Fulton Street. Our guest blogger this week is Maria Tirado-Quinones, who recently paid to a visit to Yuva.



If you find yourself walking down Fulton Street between Broadway and Nassau, you'll discover the Yuva Threading Salon, located on the 3rd floor of 141 Fulton.

Those of you who have had to let your eyebrows grow in because someone butchered them can appreciate how desperate I was to get all of that extra weight off of my face (I know it's just hair, but it can feel like a visor sitting low on your forehead when you're as vain as I am).

I'd be lying if I didn't admit that I was scared of trying someplace new. But then I was introduced to someone I can only describe as a facial hair artist. Her name is Neetah.

Eyebrow threading can be painful if you're not in the right hands. But Neetah has the right hands, and—based on the lack of tears and Lamaze-like breathing by the other customers—so do her co-workers.

The euphoria of not feeling the usual pain and seeing that my eyebrows were EXACTLY the way I wanted helped get me off that chair and into the facial room. It was relaxing, refreshing and worth a return visit. As I exited the room, my legs went into autopilot and guided me to the nail station. Josie, the hands and feet artist, made sure the end result of my pedicure and manicure was picture-perfect. In fact, my feet were so smooth that I might have slid right out of my footwear, had it been sandal-friendly summertime.

My vanity helps me appreciate that Yuva isn't on the ground floor. I always felt that it was only a matter of time before the biggest gossiper in my life would walk by just in time to see me teary-eyed, red-faced, and blotchy through a storefront window.

I will definitely be a frequent visitor of this establishment, and should I ever temporarily lose my mind and go at my own eyebrows with tweezers, the folks at Yuva will probably be able to temporarily Henna a hair-like tattoo to cover the damage I've done. They offer that too!

Addendum: On my return visit, Neetah not only remembered me but asked how my birthday was and how my daughter is doing. Talk about personal, attentive service! And of course, my overall return experience was just as good as the first visit.

Yuva Threading Salon
141 Fulton Street, 3rd Floor
212-791-0500
www.YuvaThreading.com