



all-natural skincare products that awaken your senses and uncover that shine on your inner-beauty.

Company Bio

About Style & Spa



Style and Spa of Peace is well on its way to becoming a recognized name in skincare products. The company is headed by Founder and CEO Theresa Doby, who personally developed and tested each product. Style & Spa features all-natural products in the Serenity Vitamin Skincare, Serenity Holistic and Serenity Spa lines. This suite of products is designed to work together to refresh, refine and reinvigorate natural beauty from head to toe.

Launched in 2008, Style & Spa delivers all-natural skin care supplement and beauty products that improve skin tone and enhance beauty. All our products are hypo-allergenic, and will not clog pores. 100% customer satisfaction is guaranteed and the staff is committed to serving you in a professional, encouraging, and caring manner.

Just a year old, Style and Spa is already gaining local brand name recognition. The products are currently sold online at www.styleandspa.com, eBay and at select Walgreen's locations. The company has been featured in Rolling Out Magazine, FashionNews.com, and BlackNews.com.

The Mission of Style and Spa:

To deliver skincare products that include natural ingredients and beauty products that improve your skin, enhance your definition of beauty and help you confidently express what makes you so unique in this world.

www.styleandspa.com
(773) 540-6986





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Company Fact Sheet

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Founder: Theresa Doby

Mission: To deliver skincare products that include natural ingredients and beauty products that improve your skin, enhance your definition of beauty and help you confidently express what makes you so unique in this world.

Description: Style and Spa of Peace is well on its way to becoming a recognized name in skincare products. The company is headed by Founder and CEO Theresa Doby, who developed and personally tested each product. Style & Spa features all-natural products in the Serenity Vitamin Skincare, Serenity Holistic and Serenity Spa lines. This suite of products is designed to work together to refresh, refine and reinvigorate natural beauty from head to toe.

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Just over a year old, the company is working extensively to gain local brand name recognition. The products are currently sold online at www.styleandspa.com, on eBay and at select Walgreen's locations. Style and Spa has been featured in Rolling Out Magazine, FashionNews.com, and BlackNews.com.

Products:

Serenity Skincare Line
Serenity Spa Line
Serenity Holistic Line
Men's Skincare Line (*Available Soon*)



Serenity Skincare Line



Serenity Spa Line



Serenity Holistic Line

Testimonials:

"Thank you for the services that you rendered at Exquisite Hair Salon. I really enjoyed my facial but most importantly I enjoyed our conversation. I received your email and again I say Thank you! The candle that you gave me is sitting on my bedroom dresser and I catch a whiff of it each time I walk past it and it smells great. You will be glad to know that I have been exfoliating just weekly as directed instead of daily. And I will try my peel mask for the first time this weekend. I pray that you have a safe and enjoyable Labor Day."

– Aida Hulon

"My face is still glowing from the wonderful facial that I received."

– Donna Wright

"The facial cleanser is wonderful."

– GiGi Nichols

"I am loving my spa line and I have started Justin to using the facial cleanse. I know your event at Walgreen's went well. God Bless and thank you for creating such a beautiful line of products."

– Love You, GiGi

"I really want to let you know how your product is working, it's doing wonders on my face keeping it feeling smooth unlike proactive. Proactive got competition on their hands with serenity!"

– Marlene Moss

Press Releases:

Featured article in Rolling Out Magazine - March 2009
www.rollingout.com

Article about Style & Spa - August 14, 2008
www.fashionnews.com

Article about Style & Spa - August 13, 2008
www.bizjournals.com

Article about Style & Spa - August 2008
www.blacknews.com

Article about Style & Spa - November 15, 2005
www.bronzevilleonline.com

Charities:

Cystic Fibrosis Foundation
Breast Cancer Foundation
The Breast Cancer Society
The Hyde Park & Kenwood Hunger Program
Ronald McDonald House Charities

**Professional
Affiliations:**

National Association of Women Business Owners (NAWBO)
American Business Women's Association (ABWA)
Cambridge Who's Who

Theresa Doby



With more than 13 years' experience in the beauty industry, Theresa Doby is a visionary and a powerful professional. Driven, organized, motivated, focused, and ambitious are only the beginning of how one would describe the character of Ms. Doby. She is the Founder and CEO of Style & Spa of Peace, a company that is well on its way to becoming a recognized name in skincare products. Her strong desire to identify a solution for smoother, healthier skin at an affordable price was her inspiration for creating a line of all-natural skin care products. "I want to make a difference for women like me who want all-natural, elegant products that help stimulate fresh, special beauty", says Doby.

Ms. Doby brings a sincere passion for beauty and for business, and exhibits the essence of a true entrepreneur. In 2005, she was the 1st place winner of the A.R.I.S.E. Business Program sponsored by Salem Baptist Church of Chicago. Her professional affiliations include the National Association of Women Business Owners (NAWBO), American Business Women's Association (ABWA), and Cambridge Who's Who.

As a highly respected leader with clear, focused direction, she has seen notable results throughout her career. Her strengths, proven track record and positive communication style guided her professional experience in Sales and Account Management. Before Style and Spa, she was the Executive Director of Business & Industry Services at Harold Washington College.

Focused on spiritual and personal growth, a large component of Theresa's success is contributed to her well-rounded lifestyle and background. She is a member of Salem Baptist Church of Chicago, under the tutelage of Reverend James T. Meeks. She has taught Adult Sunday School for seven years and has been an Evangelistic Counselor for five years. She is refreshingly humble, committed to social contribution, and remembers her roots.

Ms. Doby understands the significance of education and has made it a priority in her life. She has an Associate's of Arts Degree in Computer Science from Devry Institute of Technology, a Bachelor of Arts in Business Administration from Chicago State University, a Master's Degree in Public Health from Roosevelt University and an Advanced Degree in Biblical Studies from Moody Bible Institute.

She also understands the importance of charity and is committed to giving back to her community and to others. Her involvement includes the Cystic Fibrosis Foundation, the Breast Cancer Foundation, the Breast Cancer Society, the Hyde Park & Kenwood Hunger Program and Ronald McDonald House Charities.



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Style & Spa All-Natural Skincare Line Now Available to Spa Locations & Retailers

Awaken Your Skin, Awaken Your Senses and Awaken to Peace

Chicago – October 26, 2009 – Style & Spa of Peace announces the launch of its all-natural skincare line to the spa market. All natural and elegant, Style & Spa's products for personal or spa use help stimulate fresh, personal beauty. The complete line, from cleansers to eye cream and even body oils, refresh, refine and reinvigorate for a youthful, fresh appearance. All products are non-comedogenic and will not clog pores.

Products are available at styleandspa.com and La Face Cafe Spa in Chicago and are now available to spa owners nationwide wanting to share the skincare benefits with their clientele.

Spas may order in any quantity and wholesale pricing is available upon request.



Style & Spa's complete suite of products are designed to work together and include:

- **Serenity Spa Products**– These superior body treatments duplicate the experience of a professional spa therapy at home. The Serenity Spa Line gently exfoliates firms and replenishes beautiful skin with a more radiant texture. The four step line includes a firming body lotion, peppermint foot therapy, hydrating body crème concentrate and an exfoliating enzyme scrub. MSRPs start at \$12.00.
- **Serenity Vitamin Skin Care Products** – Our Serenity Skincare Line provides you with five easy steps to cleanse, hydrate and enrich skin to glow beautiful. Vitamin-rich formulas protect skin from environmental damage that triggers premature aging. Skin appears smooth, fresh, and healthy-looking. The five step skincare line includes a Vital Gel/Crème Cleanser, Vital Toner, Vital Moisture SPF15, Vital Nourishing Crème and a Vital Eye Crème. MSRPs start at \$20.00
- **Serenity Holistic Line** – Designed to fight the effects of environmental exposure, this line is created with apothecary formulas for clients who prefer a pared-down, no-nonsense regiment. The Serenity Holistic Line is bursting with nature's best fruits, vegetable and botanical extracts. The products are naturally scented and wonderfully pampering and created to nourish skin as they reenergize the senses. The line includes three steps to youthful skin including 3-In-1 Body Oil, Hydrating Milk and a Peel-Off Mask. MSRPs start at \$24.00.

"I believe beauty glows from within and taking care of ourselves is what energizes that inner-beauty to burn brighter. The Style & Spa line was born from my effort to find products to nurture my skin – from my face to the soles of my feet," commented Founder, Theresa Doby. "After three years of development, we are delighted to launch our line to local and national spa so that they may share the benefits of Style & Spa of Peace to their customers as well."

About Style & Spa

Style & Spa's mission is to deliver skin care and beauty products that include natural ingredients

that improve your skin, enhance your definition of beauty and help you confidently express what makes you so unique in this world. We work with each customer individually to help them choose the best products for their particular needs at an affordable price. All our products are hypo-allergenic, will not clog pores and were researched, developed and tested personally by Theresa Doby, our president. We guarantee 100 percent customer satisfaction and are committed to serving our customers in a professional, encouraging, and caring manner. The company is also a contributor to various charities to include the Ronald McDonald House Charities, the Breast Cancer Society, Cystic Fibrosis Foundation, Breast Cancer Foundation and the Hyde Park and Kenwood Hunger Programs. For more information visit www.styleandspa.com or call 773.540.6986.

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