



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

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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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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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Style & Spa Launches All-Natural Minerals Make-up Line in Chicago

Serenity Bare Minerals Cosmetic Collection with Light Reflecting Minerals Now Available

Chicago – January 11, 2010 – Style & Spa of Peace announces the launch of its Serenity Bare Minerals Cosmetic Collection, an all-natural, minerals makeup line that is made from 100 percent natural minerals with absolutely no chemical fillers. The mineral make-up line allows skin to breathe and goes beyond just covering up imperfections – it actually deflects light away from flaws. The complete line, from mineral foundations to brow tints and lip liners are now available at www.styleandspa.com.



Serenity Bare Minerals Cosmetic Collection

The secret to the Serenity Bare Mineral Make-up Collection is an exclusive formula of light reflecting minerals that blend magically with your skin's natural oils for perfect coverage that's amazingly light. The minerals blend with your skin's natural oils, adjusting to provide natural looking skin and glow. Serenity Mineral products contain no parabens, are completely all-natural, and are infused with skin soothing botanicals, natural sun protection, and anti-oxidant green tea to help protect your skin from damaging free radicals and the visible signs of premature aging.

Additionally, Serenity mineral products contain no oils, perfumes, dyes or talcs, so they are gentle and non-irritating, even for sensitive skin. The products blend beautifully into an individual's skin tone for a perfect color match by utilizing signature Shadow Quad Nakeds while filtering the sun's harmful rays with an SPF 15.

"After years of development, we are delighted to launch our Serenity Mineral line beginning at home here in Chicago," commented Founder, Theresa Doby. "We believe our customers will find that our latest make-up products will not only protect their skin, but will bring out their inner beauty and glow."

The Complete Cosmetic Collection Includes:

- **Age Defying Mineral Foundation with SPF 15** – Protects and improves skin with anti-aging ingredients, super-hydrators, vitamins, sunscreens and elasticity-boosting Matrix Rebuilding Complex. Available in nude and toast shades.
- **Mineral Blush** – silky, talc-free blush loaded with anti-oxidants and vitamins for a flush, radiant look. Reflects light away from face creating a contoured look. Loaded with vitamins A, C and E to help condition and protect skin. Blends great with other mineral products. Available in Cinnabar.
- **Mineral Signature Eye Shadow** – clinically formulated for the most fragile area of the face and fortified with skin-caring vitamins. Sweeps over eyelids without creasing or fading and reflects light away from imperfections such as dark circles or fine lines. Available in a range of matte and pearlized shades. Hypoallergenic.
- **Super Glosses Lipsticks** – Packaged in a transparent mini tube that's perfect for slipping into your pocket or handbag. Non-sticky formula and contain anti-oxidants with

Vitamins A and F. Waterproof and non-drying formula. Available in nude, bare, sweet, and candy shades.

- **Serenity Luxury Mineral Lipstick** – A vitamin-rich conditioning creamy lipstick infused with 100 percent pure bare minerals. Made from naturally moisturizing shea butter and aloe. Gives a luxurious, aromatherapy treat for lips. Available in toasted gold shade.
- **Volume X Mascara** – made with polymer technology that forms an invisible impermeable veil over lashes so they are wrapped with intense color that doesn't flake or smudge. Patented V-shaped brush is engineered to lift and curl lashes from root to tip for maximum volume. Hypoallergenic. Comes in shades of copper and brown.
- **Brow Tint with Vitamin E** – brush on tinted brow gel with built-in subtle highlights helps define a natural color while coordinating with hair color. Fills in sparse brows to create a fuller, thicker and more natural-looking brow. No fading or flaking. Available in three colors.
- **Waterproof LiquiLiner** – sculpts eyes with bio-boost complex, an all-natural alga that helps stimulate hair follicles and improve the length and fullness of lashes without smudging or flaking. Available in cognac, brown and plum.
- **SlimLine Lip Pencil** – available in a Natural shade, this classic, no-fuss, wooden lip pencil lines lips smoothly and easily and creates a barrier that helps prevent lipstick from feathering.

Launch Party

Style & Spa will be launching the Serenity Minerals Make-up Collection on February 6, 2010 at its **"2010 Love Day – A Day of Pampering and Entertainment"** event to be held at the Holiday Inn, Matteson, Illinois. Attendees will have the opportunity to sample the cosmetic line and the first 50 guests will receive a complimentary gift bag worth more than \$50.00.



The event will include hors d' oeuvres, delicious cup cakes by Chef Kayo, mini-spa treatments, skin-care analyses and massages. Entertainment will include Grammy Award Nominee, Kim Stratton. To attend, a \$15 reservation must be made Thursday, February 4, 2010. For more information visit <http://www.styleandspa.com/events.html>.

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