



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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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>.

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 Evolution All-Natural Men's Skincare Line

Chicago – DATE XX 2010 – Style & Spa of Peace announces the launch of its Evolution Men's Skincare Line. The full skincare regime has been developed to combat the unique challenges of the male skin and includes such natural ingredients as olive and almond oils that provide smooth, supple skin. The complete line, formulated for all skin types, is now available at www.styleandspa.com.

"The Evolution Line by Style & Spa is a creation of our client's requests for skincare solutions for men that combat their individual needs such as razor burn, hair growth issues and a tougher epidermis," commented Style & Spa Founder, Theresa Doby. "The launch of this line of skin and body care products portrays our company commitment to meet the challenges of all skin-types in an effort to provide our customers with skin solutions for a more youthful and healthy appearance – as well as overall improved skin health.

The challenge of meeting male skin care market demands is that products must focus on five key attributes of male skin: increased skin thickness, razor burns, black heads, testosterone and hair growth issues. These differences are obvious to the human eye but worthy of scientific discussion. By nature, epidermis of men is much rough and harder as in comparison to the women. Moreover, another point worth noting here is that men shave regularly; it helps in a regular exfoliation and cleansing of the facial skin.

Lastly, Facial enlarged pore is one of the most widespread facial problems of men cause by aging, chronic ultraviolet light exposure, acne, seborrhea, and sun damage



Evolution Skincare Line

The secret to the Evolution Skincare Line has been designed for all skin types and includes a facial regime as well as body treatment products such as a hydrating body crème, a three-in-one body oil and a micro facial scrub. The body products incorporate natural elements such as papaya enzymes, macadamia nuts, olive oils and lemongrass extract.

Evolution products contain no parabens and are completely all-natural. Additionally, Evolution products contain no oils, alcohol, Dioxane or perfumes, dyes or talcs, so they are gentle and non-irritating, even for sensitive skin.

The Complete Evolution Collection

The Cleanser, Crème and Tonic are sold in a set and include a buff brush to help tone skin.

- **Evolution Cleanser** – a dual phase cleanser infused with jojoba and avocado oils for a vitamin-rich yet gentle and lubricating formula. Excellent for shaving as well.
- **Evolution Aftershave/Advanced Tonic** – all-natural toner that tightens pores after shaving without alcohol. Moisturizes and refines skin texture with cucumber, geranium, sage and arnica extracts while stimulating circulation.

- **Evolution Facial Crème** – this anti-oxidant crème helps to fight against razor bumps with a rich, hydrating formula packed with shea butter, vitamins E & C, as well as vitamins A & B which guard cells against free radicals and skin damage. SPF 15.
- **Evolution Body Crème** – specially formulated for extremely dry, flaky skin. Feels rich and luxurious. Created with sweet almond and natural nut oils, as well as leaf extracts rich in vitamins and natural emollients.
- **Evolution Body Oil** – a multi-use body oil blended with five natural oils. May be used as a massage oil, body soak or body smoother. Key ingredients include grape seed, lemongrass, sunflower, jojoba and sweet almond oils.
- **Evolution Micro Facial Scrub** – dissolves dull surface cells and revives tired skin by utilizing micro beads, papaya enzymes and chestnut and arnica extracts.

Launch Party: Devon McDonald of the Indiana Colts to Appear

Style & Spa will be launching the Evolution Men's Skin Care Collection on August 28, 2010 in Tinley Park, IL at the Holiday Inn Hotel & Tinley Park Convention Center from 11:00 AM – 4:00 PM. Attendees will have the opportunity to sample the men's skin products and the first 50 guests will receive a complimentary gift bag worth more than \$50.00.

Professional football player, Devon McDonald, of the Indiana Colts (1985-1995) will be attending the event and offering autographs and photo opportunities for guests. The event will include hors d'oeuvres, indoor golf and other entertainment, mini-spa treatments, skin-care analyses, hair cuts, mini manicures and massages. To attend, a \$25 reservation must be made by August 23rd. For more information visit <http://www.styleandspa.com/events.html>.

About Style & Spa

Style & Spa's mission is to deliver innovative skin care and beauty products for men and women that include natural and eco-friendly ingredients. 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 and Spa of Peace, Inc.

Theresa Doby
Founder and CEO



Come This Far By Faith

FAITH is a word that describes the entrepreneurial journey of Theresa Doby, Founder and CEO of Style and Spa of Peace, Inc. It is through her faith in God, faith in her abilities, faith in her product and faith that she is doing the right thing both personally and professionally that has allowed Theresa to be able to follow her passion and achieve her dreams. Faith is the fuel that ignites the engine that drives her. She is the prime example of how hard work and ethics can fit so perfectly together. With faith, all things are possible.

Theresa Doby's entrepreneurial journey began in 2005 when she enrolled in Salem Baptist Church's A.R.I.S.E Entrepreneur Program, a 6-week training program designed to cultivate entrepreneurs. Through the program she learned valuable entrepreneurial skills. The second part of the course was to present her product at the A.R.I.S.E. Expo. Not one to go with the status quo and once again relying on faith, Theresa decided to forego the usual exhibit booth setup with tables and chairs. She sent out flyers, set up her business in a tent, and invited the public to come inside to see and personally experience her beauty salon and barber concept. Every visitor received a gift bag. Now how is that for a great marketing strategy! It was so unique till it was the catalyst that allowed her to win 1st Place at the 2005 A.R.I.S.E. Business Program as well as the \$5,000 prize.

After winning the A.R.I.S.E. award, Theresa received her business license and incorporated Style and Spa of Peace, Inc. in 2005. The company was originally intended to be a full-service beauty and barber salon, however a major setback occurred. Although Theresa was able to

achieve financing to purchase commercial property for the business; the bank would not invest in funds to purchase the necessary equipment. Once again walking out on faith, Theresa decided to take another route and use the money to develop a skin care line. After three years in research and development and testing each product personally, Theresa launched Style and Spa in 2008.

Style and Spa features all-natural skin care supplement and beauty products in the Serenity Vitamin Skincare, Serenity Holistic and Serenity Spa lines that improve skin tone and enhance beauty. All products are hypo-allergenic, and will not clog pores. This suite of products is designed to work together to refresh, refine and reinvigorate natural beauty from head to toe.

The skin care line is for all skin types. Theresa has spent considerable time in research and development trying to come up with the perfect combination of ingredients that are good for the skin, utilizes natural ingredients and is environmentally safe. The products are mint green "cucumber" based and utilize natural oils. Packaging is eco-friendly.

The products are currently sold online at Style and Spa's website www.styleandspa.com, on eBay and at select Walgreen's locations. Theresa is currently in negotiations to sell Style and Spa products in upscale department stores and other retail chains. She feels that the best person to present your product is yourself. She personally attends all owner-to-buyer meetings and presents the product herself. "If you are selling your product to retail chains, you must have a good relationship with the buyer", said Theresa.

"My philosophy is that beauty glows from within. When you consider how much our skin reflects our good and bad habits, it's important to have the right products to encourage that inner-beauty to radiate outward. Style and Spa was created for all women who have been searching for a rich, elegant and all-natural solution to smoother, healthier skin at affordable prices", said Theresa. She not only sells the products but educates customers on the external things that can affect their skin.

Style and Spa's mission is to deliver skincare products that include natural ingredients and beauty products that improve their customer's skin, enhance their definition of beauty and help them to confidently express what makes them so unique in this world. The company guarantees 100% customer satisfaction and their staff are strongly committed to serving their customers in a professional, encouraging, and caring manner.

Style and Spa's target market consists of women 25 and up, who are middle to upper middle class with disposable income. These women are college educated and are concerned about anti-aging. They read and do research before purchasing a product and are very conscious about what products they will use on their skin.

A new product has been added, Evolution Men's Skin Care Collection. The full skin care regime has been developed to combat the unique challenges of the male skin and includes such natural ingredients as olive and almond oils that provide smooth, supple skin. The complete line is formulated for all skin types. "The launch of this line of skin and body care products portrays our company's commitment to meet the challenges of all skin-types in an effort to provide our customers with skin solutions for a more youthful and healthy appearance, as well as overall improved skin health. It is a creation of our client's requests for skin care solutions for men that combat their individual needs such as razor burn, hair growth issues and a tougher epidermis," said Theresa. The demographics for the men's skin care line will be similar to the demographics for the women's skin care line.

Style and Spa will host a launch party for the Evolution Men's Skin Care Collection on Saturday, August 28, 2010. The event will be held at the Holiday Inn Hotel & Tinley Park Convention Center in Tinley Park, Illinois from 11:00 AM - 4:00 PM. Attendees will have the

opportunity to sample the men's skin products and the first 50 guests will receive a complimentary gift bag worth more than \$50.00. Professional football player, Devon McDonald, of the Indianapolis Colts will attend the event offering autographs and photo opportunities for guests. Guests will be able to enjoy hors d' oeuvres, indoor golf and other entertainment, mini-spa treatments, skin care analyses, haircuts, mini manicures and massages. The attendance fee is \$25.

"I never speak anything negative about my competition. The consumer makes the final decision." Theresa lists her major competitors as Clinique, H2O and Estee Lauder. She feels that it's important to know your competition and to stay abreast of the industry. Pricing for Style and Spa's products fall in the middle of her competitor's pricing. She feels that Style and Spa's niche is that customers have an entire set of products to use together instead of individual pieces. The products are always sold in a complete package. Most of her competitors sell their items individually. The only time that their products are sold in a package is for holidays. When customers purchase individual pieces, they have a tendency to purchase various different brands that they use together. If a problem exists, they may not be able to determine which product caused the problem.

Prior to starting Style and Spa for over a decade, Theresa worked for Soft Sheen, a top beauty company. It is here that she honed her entrepreneurial skills through the invaluable lessons that she learned from Soft Sheen's founder and CEO, Ed Gardner. In her sales position with Soft Sheen, she learned how to sell, market, promote and merchandise products in both the retail and professional market. Theresa holds a Master's Degree in Public Health from Roosevelt University and an Advanced Degree in Biblical Studies from Moody Bible Institute.

Style and Spa gives back to the community. The company is a contributor to the Cystic Fibrosis Foundation, Breast Cancer Foundation, The Breast Cancer Society, The Hyde Park and Kenwood Hunger Program and the Ronald McDonald House Charities.

Theresa makes 100% of the decisions for the company. There are no partners. She started her company without investors. As the business grows, Theresa does anticipate that investors may be necessary. Although she feels that it may be difficult to release control, she knows that some things need to relinquish to experts.

Theresa feels that each entrepreneur should know their strengths and weaknesses. They need to think about how much time they are spending doing certain tasks. Time is a precious commodity that once it is lost, it cannot be replaced. In light of this, she knows that she should leave certain aspects of the daily operations of her business to outside experts. To this end, she utilizes the services of a public relations (PR) firm and a webmaster to handle her marketing, publicity and website operations.

According to Theresa, "One of the major components of marketing is to promote your company. Public relations is a key factor and should be incorporated into your marketing and business plan. When you try to sell your product for distribution with major retailers, they want to know where your product has been featured. A good PR firm knows how to get beneath the layers and can save you valuable time."

Theresa feels that the two most important things that every entrepreneur should have is an attorney and an accountant. According to Theresa, "When choosing an attorney or an accountant, it is important to choose a reputable person. You should also consider your individual personality. Surround yourself with people you can work with. Find someone who compliments you. It should be someone whose strengths compliment your weaknesses". Theresa contributes the words of Bishop T.D. Jakes as being one of her main motivators, "It's

always great to have a different flow or different revenue sources" said T.D. Jakes. You need to think about how else you can grow your business. You should build business upon business keeping it in the same family. Theresa always thinks about what else she can give birth to. All future endeavors will fall under and compliment the Style and Spa of Peace umbrella. Speaking of future endeavors, Theresa would like to one day open a day spa. The clientele and brand identity that has been developed from the skin care line should help to fuel the success of the day spa.

Theresa's four P's are Prayer, Preparation, Patience and Persistence. Theresa said, "You have to keep prayer in your life. You have to be prepared. You have to stay a level ahead. You have to do your research. You must be patient. You must ask yourself, "Can I be happy for another person if their blessing comes first?" You have to be persistent and don't give up. If it doesn't happen today, it will happen tomorrow".

Theresa provides the following additional advice to entrepreneurs:

- Being an entrepreneur is not easy. It's hard work
- It's your business and you have to work your business
- You must invest your money back in your business
- Every business should have a business plan
- You need to brand your product and get your product to the consumer
- It's important to do your research and use outside experts
- Connect yourself with professional people
- When you start out you have to be willing to give
- You should stay fresh in your customer's minds. You can do so by sending out a monthly newsletter, doing in-store promotions; have an online blog or magazine. Style and Spa does an event every quarter.

As seen through her entrepreneurial journey, Theresa experienced several highs and lows, but in the end her faith remained as the main ingredient to keep her focused on achieving her dream of becoming an entrepreneur.

For more information about Style and Spa and to find out more about the Evolution Men's Skin Care Collection launch party, go to www.styleandspa.com or call (773) 540-6986.

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