



Individual roles

"Each one of us brings something unique and special to the table that allows us to operate an efficient, profitable business, says Barbara. "It is important that we understand and appreciate each person's role and strengths."

Barbara brings more than 26 years of skin care knowledge and esthetics experience. She is a licensed esthetician, nail technician and body wrapper. Her actual business experience began as a teenager when she started working on Saturdays for her family's furniture company in Philadelphia. It was here, at the early age of fifteen, when she started to develop her strong work ethic and sense of dedication. It was also where she learned about the rewards and pitfalls of working with family.

Eventually Barbara moved to Florida, began raising her own family, and turned her personal passion for skin care into a full-time career. She received her facial license in 1986 and started working with well known dermatologist James Fulton, M.D. At the time, Dr. Fulton had a private dermatology practice in Hollywood, FL. Barbara later went on to work for major cosmetic retailers, became the lead esthetician at several area salons and served as a trade show educator for a popular professional skin care line.

In 1993, Barbara was hired to teach skin care at the Ft. Lauderdale campus of the Florida College of Natural Health. She remained there for 13 years, witnessing the graduation of more than 1,300 students before moving on to become the skin care program director for American Institute. During her time as an educator, Barbara developed a stellar reputation as one of South Florida's leading educators. Many of today's esthetics industry leaders started their training in Barbara's classroom.

Growing up with her mother in the esthetics industry, Gina always knew that her ultimate goal was to own and operate a day spa. In her early twenties, she attended community college where she studied business, accounting and marketing, and eventually landed a sales representative position with an aviation company based in Ft. Lauderdale. During the next seven years, Gina traveled the state of Florida as a sales representative, honing her skills in sales and marketing.

"Throughout this time, I learned so much from my peers," says Gina, "the company I worked for taught me the value of marketing. This knowledge and experience gave me an edge when it was time to start our business." Gina received her nail technician and body wrapping licenses two years prior to the spa opening. In addition to performing manicures and pedicures, she is responsible for accounting, advertising, marketing, inventory and overall spa management.

Justine began answering phones and greeting clients at the spa when she was still in high school. "She was so enthusiastic and took so much pride in what she did," exclaims Barbara. "It was natural for her to take her career to the next

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