

## E-BLAST

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### **Grow Your Skincare Business and Stimulate the Economy: Work with Smaller Companies**

*According to skincare expert Ellen Clark, owner of Global Beauty Skincare, Control Corrective International and Topical RX, companies can grow even during a recession, as can the skincare industry as a whole, by supporting the efforts of smaller companies. She offers the following insight:*



Simply stated, small entrepreneurial companies can offer you a level of customer service and quick response times that larger companies may fall short on.

In order to keep the skincare industry healthy and growing, spend time becoming familiar with companies that may not necessarily have extravagant marketing budgets, large trade show booths and an extensive sales force. The spa business in the U.S. is still a cottage industry, largely comprised of entrepreneurial spa owners and suppliers. The large well-known skincare companies provide a great opportunity for education; however, there are numerous advantages to working with smaller businesses.

An example of this is La Maison Gourmet, a wine and cheese boutique in Mission Viejo, CA. They are not as busy as the supermarket chains; however, their regular clientele wouldn't think of shopping anywhere else. The store proprietors take the time and effort to learn customer names and preferences, and work hard to engage them and retain loyal customers. They also have the advantage of acquiring immediate feedback and the ability to make changes quickly.

Regardless of the industry, most people enjoy the benefits of working with small entrepreneurial businesses. If you are a spa owner or a sole proprietor, do not be discouraged if you struggle to grow or "hang in there" during the slowed economy. You too have much to offer. I am proud that Global Beauty is small and aims to be "customer-centric," every single day. We know most of our customers by name, which is actually part of our competitive edge.

Grow your business one customer at a time. The suppliers and skincare companies you do business with play a part in helping you succeed. I encourage you to give the smaller, "boutique" skincare lines, whether private label or brand, a chance to earn your business. This will help keep our economy growing in the right direction and keep the spa industry exciting and creative.

For more information or to receive regular tips on growing your business, visit [www.ellenclarkinternational.com](http://www.ellenclarkinternational.com) or contact Clark at [ellen@globalbeauty.net](mailto:ellen@globalbeauty.net); (949) 770-4290.