

## Kathleen Carney

**Skin Blend's chief supports the entrepreneurial spirit in all of her customers**

by Melissa Segars

**Y**ou could call Kathleen Carney's resume diverse. It includes stints as a business manager and trainer for the federal government, a degree in teaching, and positions in the skin care industry, from esthetician to sales rep. All of that experience led her to launch **Skin Blends** nearly seven years ago with "an entrepreneurial spirit and the desire for independence." Two qualities, coincidentally, that she nurtures in the skin care pros who buy her products, with a built-in profit margin that allows them to customize treatments for individual clients.

Carney is reluctant to talk about herself, but mention her colleagues, her company and the skin care profession and her words tumble out!

### **what are some of the most significant trends you are observing in skin care today?**

The ever-increasing popularity of skin care and skin care products as well as the increased number of competitors vying for the consumer's skin care dollars. Most notable are the professional product lines that used to be available only through licensed skin care professionals that are now available online, on television and in retail stores.

### **is that good or bad for consumers?**

Good. I think medi-spas, day spas and television have brought greater awareness and appreciation for professional skin care products and services. It has never been easier for an esthetician to start a skin care business and be able to charge enough for services and products to have an excellent quality of life.

### **what advice would you give someone just starting out in the skin care industry?**

I would say that your main focus should be on building your client base; without them you have no business.



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—Kathleen Carney

Second, in addition to being professional (on time and ready to work), you need to be "present." Stay focused on your goals and objectives. Listen and educate your clients. Do research, check your sources and make sure what you are saying is accurate.

### **what are the biggest challenges you face each year?**

Time! There is so much I want to see, do, read, experience, learn, teach and accomplish that I just don't have enough time personally or professionally. How could anybody ever be bored?

### **what is your vision for your company in the future?**

We will continue to build our business one skin care professional at a time. We are developing a grass roots outreach program to allow our accounts to do educational presentations at beauty schools and for other skin care professionals one day a week in their local area. It is great exposure for Skin Blends, plus it provides a platform for our accounts to network and grow professionally. After all, their success is our success. ■