

HOOK:

Becoming a pro at your weakness

From unqualified hair student to Passionate Hair Salon owner

Finally, Meet Your trusted hairdresser

Here's why Sherine is 100% Qualified for you.

Story:

It's 2005 and Sherine just gave birth to her new baby boy Ruchen.

He was very unexpected and Sherine didn't have anything going for her at the time still living with her mother and father.

She knew she had to step up. She had to put a smile on her new treasure's face.

She asked around searching for an opportunity in her hometown.

A salon owner in her hometown's biggest mall gave her an opportunity. Sherine always had a passion for hair but never felt like she was qualified, as she didn't have the best hair herself always looking at it feeling like less of a woman.

This discouraged her but it was her only option.

She ended up working for three years and that's when it clicked for her. She experienced that with her passion for hair, she should have a lot more. She was not going to let her old beliefs stop her anymore.

There's no way so many customers can come back to you and you're not doing anything right is exactly what she told herself. She was going to open up her very own Salon.

Just as she discovered this brilliant idea Sherine faced another obstacle as she fell pregnant again with her second baby. But just like the first time she wasn't going to let this stop her. She developed a dream and knew it came to her for a reason.

She then started her own business in a small apartment she found. Wasn't much but a start. A start for her to take care of herself and her little family.

Skip ahead 17 years and she has now upgraded to a much more convenient spot open for women with dreams just like herself. This all happened because she knew what she wanted.

She wasn't going to convince herself she didn't want it. Deserve it. Or couldn't afford it.

With her now 2 decades of experience, she seeks to help others struggling with confidence get their self-belief where it needs to be. She gets their hair as beautiful as it deserves to be.

She is far from done however, she still has loads of women to help and is still looking to upgrade.

This is where you come in and how you know the MOST effort and Passion will be put into your hairdo. Your confidence booster.

If you believe you deserve more why not start out just like Sherine with a simple hairdo (wink).