

# BizSnaps

A Snapshot look at local businesses

**Your Name:** Christi Newell and Michelle Casey  
**Title:** Owners  
**Business Name:** True Laser Ltd.  
**Address:** 15 W. Milwaukee St., Suite 203, Janesville  
(also in Madison and Rockford)  
**Phone #:** 608-531-1222 - Janesville  
**Directions & Business hours:**  
in Riverfront Centre - downtown, M-Th 9:00am - 7:00pm,  
Friday 9:00am - 5:00pm, Saturday 9:00am - 3:00pm.  
**Website:** [www.truelaserltd.com](http://www.truelaserltd.com)



**When was the business started?** Christi started in the hair removal business in 1999 as owner of Spa at Riverfront & Laser Center. After a conversation between two Janesville best friends, True Laser was formed in 2005.

**Describe your products / services** True Laser provides laser hair removal that is safe for all skin types, skin rejuvenation/wrinkle reduction, microdermabrasion, anti-aging facials, chemical peels. We also offer Cellex-C skincare and GloMineral makeup.

**What do you do, product, service or philosophy, which differentiates you from your competitors?** We've been in the hair removal business a lot, longer than any of our competitors in Janesville, Madison or Rockford. We know what works and deliver the best results to our clients.

**What kind of training or background do you have?** Christi is a licensed electrologist, spa owner, and certified laser technician. Michelle has a BBA degree from UW-Whitewater with a major in finance. Our entire staff attends all training sessions to stay on top of the latest techniques and trends in our industry.

**What have you learned from this business?** We've learned that our employees are our greatest asset. They are committed professionals in this field and they genuinely care about our clients.

**What are your future plans for your business?** We currently have three locations: Janesville, Madison and Rockford and we're looking at a fourth in the near future. And we're always looking to improve our services and products on a consistent basis to provide the best for our clients.

**What or who has had the most influence in the way you do business?** Our parents instilled in us a very strong work ethic. They taught us that success comes with a lot of hard work, dedication, and having some fun along the way.

**Do you have a favorite saying that applies to your business?** "Deliver What We Promise." We have the most state-of-the-art equipment and a highly trained & dedicated staff.

**What have been some of the challenges you've faced and how did you work them out?** One of the biggest challenges – cost of our equipment. We purchase the best lasers that typically run over \$100,000 each! We have a strong track record and a good relationship with our banker.

**What do you find most rewarding about this type of work?** Truly making a difference in people's lives whether that means giving them more time each day by not having to shave, or by increasing their self-confidence. Every day is rewarding!

**What type of customers use your products / services?** The great thing is that everyone can benefit from our services and our products, regardless of age, gender, race, etc. We can help address your hair removal or skincare needs and help you look and feel your very best!