



Your Name: Beth Krueger

Title: Owner, Cosmetologist

Business Name: Bliss Hair Studio LLC

Address: 2016 W. Court St.

Phone: 608-921-6288

Business Hours: Monday thru Saturday by appointment

Directions: My business is located in the Turner Court Suites across from Pizza Hut

When was the business started? November 8, 2008

Describe your products / services I offer hair coloring for men and women, using Schwarzkopf hair color. The Schwarzkopf line consists of shampoo, conditioner and styling products. I also carry the Pureology line – a vegan, organic color-conserving product line that also has shampoo, conditioner and styling products - as well as American Crew, which is a men's hair-care line. I offer haircuts for men, women, and children, as well as conditioning treatments, facial waxing and updos.

What do you do, product, service or philosophy, which differentiates you from your competitors? I offer a premium brand of color and hair care products. I have a great location where I can offer a private relaxing atmosphere for my guests. I feel that it is very important to make my guests feel comfortable.

How did you get interested and/or started in this business? My mom is a cosmetologist, and I grew up working with her in the salon. I always have enjoyed working with people and making them feel good about themselves.

What kind of training or background do you have? I have been in the business for 12 years now. I have taken advanced hair coloring classes with Redken, Aveda, and Schwarzkopf. I have also taken hairstyling and haircutting classes. I plan to keep up with the latest trends and keep myself well educated.

What have you learned from this business? You have to be flexible in this business. Working with individuals you can't just do things one way.

What are your future plans for your business? I plan to stay educated on the latest trends in hair coloring and haircuts, so that I can be the best in the industry.

What or who has had the most influence in the way you do business? One of the reasons why I opened my own salon is for my family. I am able to have a flexible schedule and not only be there for my family when I am needed but for my clients as well.

Do you have a favorite saying that applies to your business? When I named my business I liked the name Bliss because it means happiness. I wanted to have an environment that was happy and peaceful for me and my guests to come too.

What have been some of the challenges you've faced and how did you work them out? My biggest challenge was getting everything to come together when I was opening my business. I just had to be patient and stay focused. I knew it would all come together.

What do you find most rewarding about this type of work? The friendships I have made with my clients and the ability to make them feel good about themselves is very rewarding.

What type of customers use your products / services? I service men, women, and children.

