

So Successful!

prayer, PASSION and purpose: One Woman's Recipe for Success

BY RITA TEMPLETON

Working as a model in her twenties, Jamie Lee Metz couldn't help but learn a lot about aesthetics. "I was into skincare and makeup for the obvious reasons," Jamie says. At that point in her life, though, she never dreamed that she would someday be the one making others look beautiful. When she felt it was time for a career change, she turned to real estate. After several years, Jamie decided that the money wasn't enough: she wanted something that was more personally rewarding. Friends urged her to pursue a career as an aesthetician, and at first she was hesitant – but these days, as the owner of Jamie Lee Metz Advanced Aesthetics, Jamie knows that she couldn't have made a better decision.

"It just keeps developing, growing, and blossoming," Jamie says of her business, which she describes as providing "Aesthetics A to Z – all the 'feel-good' stuff." Clients can select any number of decadent treatments, from intensive therapies such as micro-dermabrasion and the non-surgical facelift to laser hair removal to traditional spa treatments such as massages, facials, and waxing. The menu is varied and extensive, and the soothing, elegant atmosphere lends itself to a very peaceful session.

Crucial to the success of Jamie Lee Metz Advanced Aesthetics is its staff, all hand-picked and rigorously trained. "I love my girls," says Jamie. "They're the biggest asset that we have." Each aesthetician must pass two physical tests before being hired, and are given written tests periodically throughout their careers. Not only that, but Jamie utilizes "secret shoppers" – women posing as regular clients who are actually critiquing the services – to ensure consciousness of quality at all times.

Jamie has plans to franchise, eventually adding locations in Colorado and Hawaii. Until then, she will continue to nurture the women of Las Vegas. When asked the secret of her success, she answers without hesitation: "Prayer, passion, and purpose."

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