

Success Stories

Featured Article:

France Di Paola

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France Di Paola has made the idea of helping others feel good a mantra for her business, Confident Image Chez France. She believes that this business "found her".



Like many mothers, she found herself at a point in her life where she wanted to escape the long hours and hectic pace of the corporate world and find more quality time with her young family. Her desire to be self-employed, however, was tied to a desire to find something with meaning and purpose.



- photo provided by France Di Paola

While searching online for a business concept, a friend introduced her to Christine Twinn, an aesthetician who was retiring and selling her business equipment. After spending three hours with Christine, France had found her calling, and left the meeting "shaking but exhilarated!" After discussion with her husband, she decided to take the leap into business ownership, and feels that it's the best thing that she's ever done. Although she doesn't argue that owning your own business is a 24/7 proposition, she says that her business doesn't feel like work at all.

In a world obsessed with how women look on the outside, her business, a clinical day spa for women only, centres on making each client feel good about themselves and rebuilding their self-confidence.



France trained with Christine Quinn after purchasing her equipment, took the Business Development Centre's entrepreneurship program, and launched her business in her own home, offering professional electrolysis to start. It only took her

a few months in the program to realize that her single offering wouldn't supply enough revenue, so she took additional training, crunched numbers with her advisor Larry Bitner and with Charles Curley, one of the BDC's financial consultants, and invested in her "dream machine" to be able to add microdermabrasion to her services.

She began to network and build a clientele, but her next realization was that she needed to raise her business to a different level of credibility by moving it out of her home. France was fortunate to find both a great location and another therapist - Reflexologist Lynne Hancox - to share the space with, creating a partnership that



enhances business for all of them. France also provides referrals to Massage Therapist Gayle Church as an additional service. The spa is located on a quiet street with ready access off the highway, and France, inspired by her namesake country, has created an elegant, serene ambience - soft taupe walls, large windows, a little light jazz playing in the background.

- photo provided by France Di Paola

France tests each and every one of her products and services on herself before offering it to clients. Her featured product is Aqua Folia, a Canadian line of all-natural plant-based skin care products that combat some of our worst enemies: aging, skin inflammation, blemishes and wrinkling. They're designed to help any sensitive skin type, especially those with acne and rosacea.

France has visions for her future: promoting the new grape-based facial and body scrub that only she offers in this area; delivering a series of wellness seminars together with her partners; expanding her space to create a complete escape for women who need some TLC. Whatever she creates, it will be a win-win situation for both her and the women of the Niagara region!

