

Businesswoman creates own skin care products

By Napoleon F. Kingcade
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Terri Peoples has good reasons to be a happy working class woman.

This 35-year-old entrepreneur is her own boss in the highly competitive skin care business. Three years ago when things got really rough, Terri Peoples decided to go into the beauty salon business. After tiring of that, she decided to start making her own skin care products. She has been selling her skin care products all around the West Philadelphia area.

Under the business label "Urban Essence Spa," Terri Peoples is selling her best body lotions, soaps and oils at a women's beauty store called "Couture For Sure and More," located at 2115 N. 63rd St. Her

products are priced from \$9.00 and up. Her products are done by hand and are made with natural ingredients such as brown sugar, demerara and turbinado sugars, cocoa and shea butter, sweet almond oil and other natural ingredients and beauty compounds. The businesswoman also makes her own soaps the old fashion way. She does all of this in her house from her hot kitchen.

"I do everything myself," said Peoples. "I own my own labels and products. I label my own bottles. I create the lotions, the shower gels and the whipped body butter and sugar scrubs. The only thing I don't do is make the plastic bottles."

Peoples sells scented and unscented skin care products and has them available inside the 63rd Street store. Also with her products, she sells a product



Terri Peoples of West Philadelphia recently launched her own line of skin care products. PHOTO/NAPOLEON KINGCADE

called Smelly Jelly, Bath Bon-Bon and Tea Bon-Bon.

"Our products are better because my skin care items don't have a whole lot of chemicals in it," said Peoples. "Our

ingredients are all-natural. I had to learn everything about skin care from scratch and I'm still learning."

Before Peoples placed her products on the store shelves, she had to make sure she obtained her business insurance and that her products met all Food and Drug Administration guidelines.

"When you start a business

you have to take little baby steps and do things in the proper order," said the wise businesswoman. "I also had to make sure all my labels were done properly."

This year, Terri Peoples has done a pretty good job selling her skin care. She said she sold her 1,000th product this year and there are more customers coming to buy more of her skin care items. On July 14 from 9 a.m. to 5 p.m., Terri Peoples will have a table set up with her products at Clark Park at 43rd and Baltimore Avenue.

"I really enjoy when someone comes up to me and try one of my products," said Peoples. "The first thing they usually ask me, if I really made this lotion or if I really made this body oil. They can't believe it."

In the next two years, Peoples hopes to expand her skin care products to more beauty stores in Philadelphia. One day she hopes to become a household name in the skin care business. And if her dream

really comes true, she wants to market her products across the entire country. In the meantime, this local businesswoman is willing to continue learning the ropes of the hard and competitive business. She knows skin care companies like Olay Fashion Fair, Avon, Mary Kay Aveeno, Ambi and Cashmere Soft Soap are at the top of their game and that the global competition will always be tough.

Because of the heavy competition, Terri Peoples said she plans to start doing radio talk shows and paying for radio spots to promote her products. She knows she has to join the competition in order to run with the big dogs.

"This has turned into a wonderful addiction," said Peoples. "My wish is for my business plan to come true in two years. With the Lord's help I feel my wish will definitely become a reality."

In order to reach Peoples and purchase your own personal skin care product, you can call (610) 734-1918.