

THE COURIER-SENTINAL, DEC. 2016

## Bricelyn resident to showcase farm derived hair care products this weekend at Brush Creek Boutique

Lifelong Bricelyn resident Paulette Legred creates professional hair care line and her story as to why and how is very inspiring. She's a farm girl and credits her hard work and passion to being such. Paulette and her husband Kevin have two children Justin (Amy) and Alicia (Nate Shutes). The couple has four grandchildren; Ethan, Brennan, Brinley, Henrik; three step-grandchildren; Isaiah, Layla and Ruby. Paulette's parents are Bud and Mavis Leland and father-in-law is Arlen Legred.

### When asked how did you come up with the idea of creating Lis'n?

I saw a need in the professional salon industry for premium product at an affordable price. I decided I wanted to become a champion for buying from your hairdresser. There are two main differences between professional products and "big box store" products.

1. Think of the difference this way. Wine is made of grapes. Wine-making processes are similar. Yet, a bottle of wine can either cost \$4 or hundreds of dollars. The difference is the quality of the grapes and the purity of the wine-making processes. The same is true of hair care products. Even the water makes a huge difference in the quality of the product.

2. Follow the money. When you buy professional haircare from your stylist, they make a profit. That profit is reinvested in the salon which benefits the community by hiring staff, taxes and their education. The local salon supports local volunteer organizations. When you buy from "big box stores" you pay for advertising and celebrity endorsements.

I also began Lis'n because I wanted a brand stylists and consumers could trust as safe for them, their loved ones and their world.

Finding a name was indeed difficult. I struggled for months. I wanted a name that reflected what hair-

dressers do most often and that is they "listen." When discussing the name with one of my mentors he said, "if the product sells, it's a good name. If it doesn't sell, it's not a good name." Advice that really didn't help me a lot at the time, so I thought, but he was right. Time will tell, but so far so good. Lis'n...(tagline) because we do.

The ingredients are trademarked as Farm to Fashion™ because the key ingredients are naturally farm derived, and with them, I give a nod to the American farmer. I'm a farm girl and always have marveled at the similarity of stylists and farmers. Both are hardworking, independent, and extremely passionate about what they do.

### What are your favorite things about the products.

When I met with my chemist for the first time I told her, "I just want a straight-forward honest product. Don't put any "fluff" ingredients in there just so we can say it's in there." (exp: many over-the-counter products say they feature an ingredient and it's barely a drop of that ingredient.) So I am proud of my formulas.

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I know they are safe, perform like we say they will and they are multi-purpose.

All my styling products have multiple uses. I'm very proud of that. I'm proud it's made in Minnesota. I'm proud it's not tested on animals. (Of course, we're from the farm.) I'm proud it's gluten, paraben and sulfate free. I'm proud the key active ingredients are farm derived.

### Who has helped you along your journey?

I'm proud of my support team. I could not have done this without them. When I called Beth Schultz and Judy Oelerking (former Country Cutting stylists) and told them my vision, they said, "how can I help?" My chemist is a dear friend and is incredibly talented understood what I needed. My Director of Creative designed and understood my vision and could interpret it in print. My team of stylists and consumers who tested product pre-production had the tough job of telling me what I didn't want to hear. My support team believed in me from day 1 and picked me up when I wanted to give up. It isn't easy being the little guy in a world of 25,000 bottles is a minimum order when all I needed was 2,000. But most of all my family and Dave Brooks were always there. They did the unglamorous and tedious jobs and the heavy lifting. Justin brainstormed processes and helped with everything. His daily phone calls for Lis'n updates keep me positive. Amy did the website design and anything else I needed. Alicia modeled and all things legal and Nate did the important job of cost accounting. My brother Jeff, advised in the business structure, my nephew, Mitch, designed the made in MN and other seals. Even my mom was always there to do key tasks, and Kevin, everything else and ..... well, he listened, the most important thing I needed.

Looking at the website it is apparent that family and farming are important to Legred. USC graduates and family members Kia and Jenna Legred (daughters of Tom and Karl) were models along with Megan Jacobson, USC graduate, (daughter of Beth and Larry). I didn't have to go far to find beautiful models! Their integrity shines in their photos.

Please visit Legred's website, [www.lisnbeauty.com](http://www.lisnbeauty.com) where you can shop directly from the site or find a complete list of salons that carry her products. Locally it can be purchased at Ultimate Design in Wells, Huntington's, Sandy's Salon and Krosch's Kut and Kurl all of Blue Earth. Or you can visit with her at Brush Creek Boutique in Bricelyn this Friday evening December 2, from 4:00-7:00 p.m. and Saturday, December 3 from 10:00 a.m.-3:00 p.m. Share your stories and talk with Legred about the professional hair care difference.



Lis'n ... because we do