

From 'Farm to Fashion,' Legred's haircare line 'Lis'n' sells big

Bricelyn native is raising hairs in the industry with natural ingredients

BY KATIE MULLALLY
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Hairdressers and farmers have a lot in common. That is what Paulette Legred, of Bricelyn, says. She has been in the hairdressing business for many years and knows how passionate she and other hair stylists are.

"That is what we have in common, the most," says Legred. "Farmers and hair stylists are independent, passionate about their work, and have got to be creative." And it seems as though Legred has used her rural Bricelyn farming background and hairstyling know-how to create a new local twist on one of the most basic needs of the American household. Shampoo.

Legred boasts her new hair product line called "Lis'n" (pronounced "listen") pulls both Minnesota agriculture and hair care together.

"Farm to Fashion," is Legred's motto. She says she uses key ingredients that are naturally farm-derived, like natural proteins found in sheep's wool, corn-based moisturizers, glycerin that is found in soy beans, and macadamia oil that helps with the strength and elasticity of your hair.

These are just a few of the "farm to fashion" ingredients Legred has put into her new products. And, bonus, all of the components in Legred's products are renewable resources. All of Legred's

ents made right here in Minnesota. This and my deep respect for our land and nature provided the obvious creation of these products, that's it. It's that simple," says Legred.

Her start-up business has taken off like a rocket in the past three months. Legred says she made it "Facebook official" in September, and since then has been incredibly busy and has already had to restock product.

She says her husband, Kevin, has been the most supportive through her entrepreneurial adventure.

"One day, I sat down with him and I said, 'Well, I have this idea,' and before I could say another word, he said, 'Hold on, let me go get a beer,'" laughs Legred. "He was extremely supportive of the whole idea, and I have had nothing but help from him."

After that, Legred called upon her two friends Beth Schultz and Judy Oelker to hear out her idea, and before the full pitch could be given, her friends wanted to know how to help. From there she called upon her multitude of salon friends and professionals and began creating her products.

Legred boasts the "Lis'n" product line should be credited to her support team — from the chemist, to the creative director, the bottle filling company, and her new warehouse employee and friend, Annie Harvego. Even Legred's son, Justin, and his wife, Amy, who

"I thought I would have enough product for an entire year, and it is flying off the shelves."

— Paulette Legred



Paulette Legred, of Bricelyn, has made a facility on her and her husband Kevin's farm. At right, she stands next to her new "Lis'n" product line, which are made right here in Minnesota. Multiple local salons already carry her line.

Staff photos by Katie Mullally

focus ideas, her mother who helped with a number of projects, her husband — the list goes on.

And it is with the help of Legred's entire team that she has been able to make a successful product. Legred searched high and low for a filling, or bottling, group that understood the importance of her

says Legred. "All wine is made from grapes. Wine-making processes are similar, yet some wines are \$4 and others can cost hundreds of dollars. The difference is in the quality of the grapes and the purity of the wine making process. The same is true for shampoo. A professional hairdresser can feel the difference and recommend

one that will give your hair what it needs."

But Legred says do not be fooled, her products are very reasonably priced and located in many salons in Faribault County and beyond. Try seven states and more than 30 salons.

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Legred says the entire process has been very eye-opening, but one component of her eyes-wide-open experience that she did not expect? The welcomed embrace of local businesses.

"I have been so welcomed and honored by the local salons and people

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that I have worked with before. There have been so many who have supported me. My first two salon sales were from former employees of mine," says Legred, who admits the journey has been an exciting and emotional one.

"Without hesitation, these salons have basically said to me with their business, 'you've been good to us, so we are returning the favor and will be good to you.'"

Her hometown friends, customers and other salons have "filled the hollow-ness" that Legred felt at the beginning of her business venture.

"I felt so hollow at first.

The most important thing to me was that these people supported it. If the people that I know best didn't support it, it was back to the drawing board. It means so much to me they enjoy and appreciate these products," she says.

Local salons in Wells, Kiester, Blue Earth and other areas of Faribault County have already begun business with Legred by purchasing items from her "Lis'n" line, which includes shampoo, conditioner, styling elixir, styling mist, hair and body oil, as well as other multiple-use products. Even a salon in Albert Lea sold out of Legred's products in

two weeks.

So why the name, "Lis'n?"

"Because we do," says Legred. "We, as stylists, listen to our customers. We create a bond between us each time we visit with our loyal customers. We listen to their stories. We create a special bond. It is an honored relationship between guest and hair dresser, and some of our guests have truly special stories to share."

Tucked away in a little farm just a few miles south of Brush Creek, right here in Faribault County, Paulette Legred is busy at work, doing what she loves. In the years to come,

the rural entrepreneur hopes she will see her product become so prosperous, the corn market will increase just to keep up.

Long before she started selling shampoo, Legred grew up on a farm and did just about every farm job imaginable.

"That's where I learned a handshake is a deal, your word is all you really have in life and a great work ethic will take you far," says Legred.

Perhaps there is more in common between farmers and hairstylists than assumed.



Lis'n ... because we do