

as seen in ... LIS'N in the news

Minnesota's NEW beauty magazine, THE VOLK, SUMMER 2018

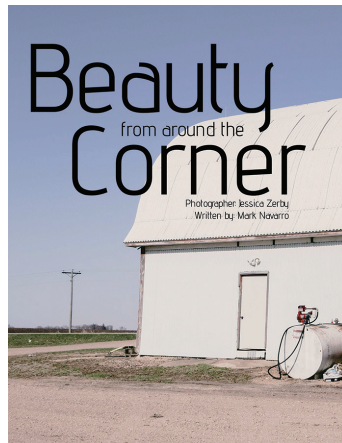
Beauty from around the Corner - by Mark Navarro *(article excerpt follows)*

As the "shop local" movement spreads across the country, what could be a better way to celebrate than with a new local beauty company that sprouted right here in Minnesota? This naturally-derived hair product called Lis'n made its debut almost two years ago and is making a big splash in salons across the state! Recently The Volk caught up with the ever-so-busy founder, Paulette Legred, and got the inside scoop of where, when, and why this product is quickly becoming a household name.

Unsurprisingly, Paulette started out as a hairdresser, then progressed to become a salon owner. Hair has been her passion for several years. As a hairdresser she developed intimate bonds with her clients by listening, sharing and caring for those she served. Over the course of her years behind the chair, one thing led to another and she found herself in another aspect of the beauty industry as a sales and marketing guru! She became an educator for a couple of big-name haircare companies and traveled across North America writing, and teaching industry programs. Paulette connected with hairdressers and built relationships by listening and caring about their needs. She helped hairstylists and salons alike to flourish and reach their goals.

The successful farm girl stayed true to her roots and developed a haircare line that honors the land that she dearly loves. The ingredients in her products are renewable resources and farmed responsibly in Minnesota. From the corn, which is non-GMO and USDA certified for softness and flexibility; to the soybean which uses newly applied science to make it a more refined and premier moisturizer; to the sheep wool which adds strength and protection from both heat and UV rays; to the beeswax which defines and tames hair while sealing in moisture. These are only a few of the ingredients that go into her multi-functioning products. Above and beyond the responsible ingredients, an integral part of the Lis'n ethos is to offer on-going professional education in all aspects of the hair beauty business including artistry and technical education.

Go to any Lis'n salon or the Lis'n website, www.lisnbeauty.com. Follow us on instagram @lisnbeauty.



Lis'n ... because we do