



Your daily dose of fashion, beauty, and life's little luxuries!

## Janna Bowman - Intraceuticals Oxygen

**What are your favorite ways to communicate with your customers and what do you plan on trying out in the future?**

I really like to educate my clients on their skin's needs and conditions. Most times they admit that it makes sense and we come to a mutual plan to correct their skin. Right now I'm focusing on my [Intraceuticals Oxygen Infusions](#) and just got certified to do Lavish Lash Extensions.

**What is the most important lesson you've learned about building a brand?**

I've learned to build relationships with my clients -- they refer family and friends. I always cross promote with other women in the beauty industry; hairstylist, nail tech's, etc.

**What is the most important lesson life has taught you thus far?**

I've learned to be compassionate and patient -- we are all doing the best we can!

**How do you see your career evolving in the near future?**

I see myself evolving into a product and treatment educator.

**What is your advice for those who want to start their own brand?**

Work in busy businesses that are focused on whatever field you want to be in -- nothing beats hands on experience.

**What has been the most challenging aspect of starting the brand?**

Taking the risk to just do it!

**Who or what do you look to for your inspiration?**

I look to other women who own their businesses successfully, I read trade magazines and blogs online to see where the trends are heading.

**Has the success of been overwhelming to you?**

Not at all, bring it!

*Janna Bowman - Owner at Janna Bowman Los Gatos California*