

FACE TO FACE WITH LORETTA SPENCER

by kate hamilton

Are you an industry professional who would like to be featured in *Face to Face*? Contact Melinda Taschetta-Millane, editor, at 630-653-2155, ext. 565; send a fax to 630-653-2192 or e-mail taschetta-millane@allured.com.



Loretta Spencer
Face the Facts
Charlotte, North Carolina

Touting her self-made success, Loretta Spencer is her own best cheerleader. Throughout her career, Spencer has taken her destiny into her own hands, never limiting her accomplishments, destinations or goals. Born and raised in New York City, she has traveled from New York to Nigeria to London. In her travel bag, an array of artifacts, souvenirs and life accomplishments tell the story of a versatile, eclectic career woman working in an industry she loves and receiving a diverse education that encompasses modeling, makeup, design, cosmetology and esthetics.

With each geographical move and career transition, Spencer has jumped into

every experience with open arms, ready to learn and grow. In 1977, Spencer began working as a makeup artist at Saks Fifth Avenue in New York for Edda de Paris Cosmetics. Soon afterward, she was sent to Nigeria to market and distribute products to major department stores. She spent five years working in the country as a makeup artist and model. It was there that Spencer met her best friend, Pat Reddick Durajaiye, who has traveled with her ever since.

Her exposure in Nigeria opened the door for her to begin traveling internationally for International

Looks/Models On The Move in 1982, offering makeup artistry for large fashion shows. She won the Silver Cup for excellence in makeup and hair for Salon 82 at Wembley Conference Center in London. The corn-row looks showcased there inspired actress phenom Bo Derrick to follow suit, popularizing the look in the hit movie *10*. Spencer then spent several years working in salons in San Francisco and New York, acquiring a license in cosmetology and esthetics in both states.

Longing for more, Spencer decided to establish her own business and chose the location of Charlotte, NC. "I shook up slips of paper with city names on them and picked one at random," she says with a laugh. Starting out by renting a booth in a local spa in 1990, Spencer gradually built a clientele. "I always had a dream to open a spa," she says. As the booth grew, so did the space, expanding into a larger room until Spencer owned a facility of her own.

Face the Facts houses a masseuse, personal trainer and nail technician, and provides skin care and makeup. Spencer emphasizes preventive skin care that is both realistic and healthful. "Sometimes clients feel guilty for lying on the bed for a facial or massage," she notes. "I've educated them that it is important to take care of yourself—it's a special treat for clients to make themselves look gorgeous."

Upon entering the spa, clients are greeted with photos of movie stars. Egyptian cotton covers treatment tables and rich aromas fill the air, offering a genuine international experience that has become an oasis in Charlotte. Spencer uses her hands-on, personable style to encourage repeat visits and loyalty. "I have the same clientele I had 14 years ago," she says.

Spencer hopes to pass on her business perspective to other estheticians, discouraging the misconception that the primary goal is financial. "This industry is not about the money," she says. "For me, I do it because I love it." Spencer believes that treating the client should be the focus, by offering a full-service treatment throughout the duration of their spa experience. Staying with the client is a technique she learned in Geneva, Switzerland, where facials consist of 45 minutes of massage and product treatment. "One of my goals is to educate licensed spas on how to do a facial that is hands-on," she says.

Spencer's gregarious and warm personality fills the room as she energetically discusses the past 12 months. "This has been the best year of my career," she says. "Everything I've wanted—in my life and in my career—has happened." Spencer's exuberant energy carries throughout her life and profession. She radiates as she talks about her most recent accomplishments, even telling callers on her answering machine, "Never in my wildest dreams did I ever think this would be the best year for Face the Facts." ■