

Dermagraphics at  
*Lesley's*



1767A Portage Avenue  
Winnipeg, MB R3J 0E3  
Phone: (204) 487-6765  
[www.permanentmakeupinc.com](http://www.permanentmakeupinc.com)

March 6, 2008

**NOMINEE FOR  
2008 WOMAN ENTREPRENEUR OF THE YEAR AWARD**

**Lesley Kwiatkowski  
Dermagraphics at Lesley's**

**Categories:**

1st Choice: Excellence in Service

2nd Choice: Building Business





## MISSION STATEMENT

**"When you look good, you feel good." - Lesley Kwiatkowski**

Our mission is to offer the highest-quality service and latest technology when it comes to all of the specialized, state-of-the-art cosmetic treatments we offer. Our continuous commitment to research, training and expanding our knowledge base reassures our clients that they are in the best and most capable hands they can possibly be in. Dermagraphics at Lesley's offers the same quality services and up-to-date technology that would be found in any large, prestigious city throughout North America.

### **Testimonials from Lesley's elated clients speak for themselves.**

*"Words cannot express how much Lesley has changed my life and how happy I am with the results of my permanent makeup. I no longer worry about how I look. Having oily skin, my makeup often smeared and made me look like a raccoon at the end of the day. Lesley's artistic gift in beautifully applying permanent makeup has allowed me to look my best all the time. Time previously spent primping is now spent enjoying my life. Permanent makeup by Lesley is something every woman should do. I could not recommend Lesley any higher. I am also in the midst of repairing some of the damage I did to my skin when I was younger through tanning beds. MicroDermabrasion and Lam Probe treatments have taken years off my face and I am excited to see the overall results after a complete series of treatments. " - Jamie Saari, 32*

*"I was unable to wear eyeliner due to allergies and permanent makeup is the only way I can line my eyes. It has made my life easier because I now just get up out of bed and go. I absolutely love it and recommend it to everyone I know. " - Angela Schmichael, 20*

*"I highly recommend permanent makeup and wish I had done it years ago. It gives me added confidence that I do not have to worry about whether my eyebrows have smeared or my eyeliner has rubbed off. Permanent makeup also provides me with one less thing to worry about in the morning getting ready for work. Where I really LOVE it is on our winter holidays. I love being able to get in and out of the pool or ocean knowing I'll still have my makeup on when I get out of the water. I did a fair amount of research prior to selecting Lesley and quite frankly after what I learned, I would not trust this procedure to anyone else. Lesley knows what she is doing, while many others in the industry do not. She is highly professional and has a vast amount of experience which made me feel very comfortable. Thanks Lesley!" - Pat Bukoski*

*"If you're a person with sensitive skin or are allergic to makeup, permanent makeup is for you. I have extremely sensitive skin as well as rosacea and love the fact that I can walk the dog in cold weather, have tears running down my face, and have no eyeliner streaks. It certainly makes my morning routine go more quickly because my face is ready to go from the moment I rise up from bed. I am really pleased and highly recommend the procedure to anyone." - Susan Green*

## BUSINESS HISTORY

Lesley Kwiatkowski first opened the doors of her business, Dermagraphics at Lesley's, on April 2, 1999. It was the beginning of a Manitoba-made company that would become and remain a constant pioneer in the beauty industry. Dermagraphics at Lesley's is often the first to bring many innovative, state-of-the-art cosmetic technology and procedures to Manitoba and has many groundbreaking initiatives and goals in mind for the future. Among some of her company's firsts include:

### PERMANENT MAKEUP

Lesley was one of the first people in Manitoba to offer permanent makeup, a revolutionary method of applying micro-insertions of natural pigments into the dermal layer of the skin. To this day, she remains the most qualified and experienced permanent makeup artist in the province with certification to teach as well as a masters degree from the American Institute of Intra-dermal Cosmetics.

Also a certified paramedical technician, Lesley can treat people dealing with alopecia (total hair loss), burns, scars (one year old or more), post-mastectomy patients, or those undergoing chemotherapy or radiation treatments and vitiligo variables.

Lesley has honed her skills to become one of the best permanent makeup artists in North America. Because of her renowned reputation for doing such high quality work, she regularly gets referrals from leading plastic surgeons to assist patients with facelift scarring, areola restoration, dog bites and disfiguring burns. She is a regular guest on Don Percy's radio program on CFRW 1290 a.m. where she educates the public as to why and when they may need her services. Lesley has also appeared in stories the Winnipeg Free Press, TV Guide, local magazines and more.



Before



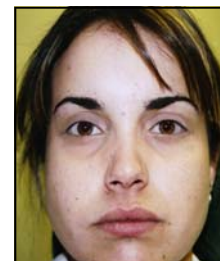
Eyeliner (top & bottom), lip liner & eyebrows



Before



Eyeliner (top & bottom), full lipstick & eyebrows



Before



Eyeliner and eyebrows



### SIX-SECOND, SPRAY-ON TAN

Lesley's was the second business in Winnipeg to offer the very popular spray-on tanning. This UV-free, spray-on tan offers healthy alternative to tanning beds. With skin cancer rates on the rise all over the world, this service remains one of the most popular services she offers. The instant tan booth gives clients a rich bronze tan in just 6 seconds and is 100% UV-Free.

With just the touch of a button clients are misted with highest quality self-tanning solution available. The instant tan delivers DHA, bronzers, nourishing moisturizers and vitamins A, E, and C to give your skin a smooth and healthy glow. Clients can look bronzed without risking sunburn, eliminating premature aging and the risk of melanoma.

## ABOUT LESLEY KWIATKOWSKI

Lesley Kwiatkowski was born with a determination and drive that has helped to make her the successful business woman and community leader she is today. Certain periods of time throughout her life would be an early indication of how her determination and perseverance would eventually make her a leader and pioneer in Manitoba's beauty industry.



As a baby, Lesley was born with Polio and was diagnosed as paralyzed by doctors. Her mother brought home a newborn baby that doctors said would never walk. For the first two years of her life, Lesley's mother said she screamed in agony constantly due to her body growing and her little joints often locking and seizing up in pain. As a baby Lesley never reached any normal developmental milestones (such as crawling or standing) until she was three years old. It happened as a surprise while her mother was making lunch in the kitchen one afternoon and her three-year-old baby (who never had crawled or stood up on her own) miraculously came walking into the room.

"My mother screamed and started to cry when she saw me walking," said Lesley. "She picked me up and took me out to the field where my father was farming. They could not believe what had happened."

After taking her first few steps at the age of three, Lesley quickly caught up with other children her own age and defied everything the doctors had diagnosed about never being able to walk. After graduating from high school, Lesley attended the University of Manitoba for three years, majoring in psychology and taking Slavic studies of the Polish language as her minor. This delighted her grandmother, who was a Polish immigrant.

At the age of 23, Lesley was hired by the Department of Health, Selkirk Mental Health Centre where she was employed as an activity worker. After five years, she became disillusioned by the government's health care system and decided to take a different, less stressful and more fulfilling career path. After speaking with Mdme. Wallace, the principal of the Scientific School of Esthetics, Lesley decided to enrol in their aesthetician program. In 1988 she graduated with honours and can vividly recall her instructor, Miss Larry's, speaking to the graduating class, "Remember girls, you are now the pioneers in this industry ...". These words would ring true for Lesley for years to come.

Lesley always found new technology in the beauty industry to be fascinating. After graduating she took the ambitious leap of opening her first salon in Winnipeg on Selkirk Avenue. Because of her passion for keeping up-to-date with the latest technology, Lesley negotiated a unique business agreement with a local beauty supply house, Barber & McEwen Limited. The local beauty supply house agreed to a pay-as-you-go financing plan that made her salon a showroom to demonstrate their newest equipment and latest technology. This helped Lesley fuel her passion for new technology.

After a few months of working together, that same company came to Lesley with the opportunity of a lifetime. She was offered the position of Esthetics Consultant and Director of Training, a position that could take her skills to new levels that would not be possible with running her own shop. She gladly accepted and closed the doors of her business knowing she would eventually returning to self employment after learning all she possibly could from this dynamic, exciting new job opportunity.

As part of her new job she travelled extensively throughout Canada and the United States, participating in trade shows, training seminars and absorbed all she could during her time in this glitzy, glamorous area of the beauty world. After six years of constant travel and living in hotels, Lesley felt it was time to settle down some roots. She made her way to Toronto in 1994, where she accepted a job practicing electrolysis. At the time permanent makeup was a relatively new phenomenon and she became fascinated by the concept and creativity involved in this area. She immediately began training in the application of permanent makeup at the Toronto School of Aesthetics. The more she learned, the more she wanted to continue her education in this exciting, new area.

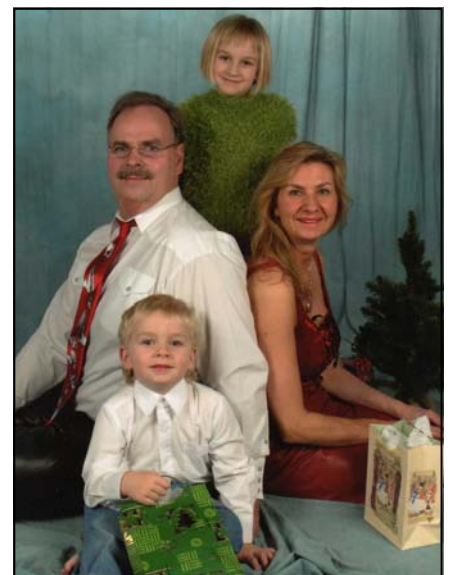
After eventually exhausting all the training available in Canada, Lesley decided to pursue further training outside of Canada and went to the United States to study paramedical procedures, such as scar camouflage, tattoo removal and areola restoration. Unfortunately there was and still is a growing demand for repairing botched work done by poorly-trained permanent makeup artists. After receiving all the training she possibly could find for permanent makeup in North America, Lesley decided to return to her home province of Manitoba. Not only did she miss her family, she knew the women of the prairies could use her services.

In 1998 Lesley met her husband, Dave Dickson, and with his love and encouragement she opened Dermagraphics at Lesley's on April 2, 1999 on Academy Road. The business immediately grew, thanks to an expanding repertoire of services and referrals from her growing client base.

Two years later she give birth to a beautiful, nine-pound baby girl named Kennedy Jean. Balancing motherhood and being an entrepreneur was and remains both challenging and rewarding. In 2002 she gave birth to her 11-pound son, Thomas Scott. Both Thomas and Lesley nearly died the day of his birth and she required five weeks to recover due to complications resulting from his large size. Lesley's colleagues and loved ones could not believe she was back to running her business so soon since the medical complications resulting from the birth of her son were so severe. It would be another two years before Lesley truly felt back to her normal self both physically and emotionally. During this time, she still ran her business and put in long work days.

After leasing space on Academy Road for her business for five years, Lesley began looking into the idea of buying her own building. She soon discovered her current location at 1767A Portage Avenue and fell in love with the facility. She and her husband worked diligently for six weeks to build Lesley's dream boutique and she opened the doors of her new location on September 2, 2003.

Now going into her 10th year of incorporation, Lesley's future goal is to use her extensive education and experience to open up beauty schools that focus on high-end, state-of-the-art aesthetician services that are not covered by mainstream beauty schools. In order to become certified to offer high-end services such as MicroDermabrasion, Permanent Makeup, Derma Pod treatments and LED (Light Emitting Diode Therapy), Lesley had to individually pursue an education and certification from different schools all over North America. There is currently no one educational facility in the world that offers training in all these high-tech, advanced areas of aesthetics. Lesley's goal is to open her first school in Winnipeg and use her experience with the first school to expand throughout North America. From there, the sky is the limit in terms of opening other franchises throughout Europe, Asia and other parts of the world. She is also in the midst of learning more about how she can franchise Dermagraphics at Lesley's.



## PRODUCTS AND SERVICES

Lesley's specialty is permanent makeup which includes brow enhancement, upper and lower eyeliner, mucosal, lash enhancement, lip liner and full lip colour. Her paramedical areas of expertise are scar camouflage, areola restoration and tattoo removal. She works on both men and women, many of whom are visually impaired or allergy sufferers. A great number of her clients are professionals, entrepreneurs, teachers, nurses, doctors etc. She even caters to a growing number of transsexuals who come to her for and electrolysis permanent hair removal and permanent makeup. With such a vast array of high-tech services, Lesley is able make everyone look and feel better about themselves.

The original concept of her business has always been "skin care specialist" and she offers traditional manicures, pedicures, facials and body wraps. She has also expanded her repertoire to include:

- **MicroDermabrasion:** Fine resurfacing of the skin to regenerate damaged cells reversing sun damage, fine lines and wrinkles, superficial scars, face and body treatments, stretch marks.
- **Lam Probe Treatments:** Lam probe treatments can remove a range of minor skin irregularities including whiteheads, skin tags, broken capillaries, angiomas, and age spots. a service that can help eliminate unsightly skin tags, blackheads, whiteheads, blood spots, broken capillaries, age spots and fibromas.
- **Six-Second, Spray-On Tan:** With the knowledge that sun tanning beds were becoming linked to skin cancers, Lesley saw the opportunity to bring the UV-free, spray-on tanning system and to Winnipeg. The next generation can enjoy the bronzed and sun-baked look without ever risking sunburn, thus alleviating premature aging conditions and the risk of melanoma.
- **LED (Light Emitting Diode Therapy):** Lesley was also one of the first entrepreneurs to bring LED Therapy (Light-emitting diode) to Winnipeg. LED therapy is an increasingly popular methodology for the treatment of sun damaged skin. Combination use of light wavelengths stimulate collagen synthesis and accelerate fibroblast-myofibroblast transformation may display a composite rejuvenating effect.
- **Electrolysis:** Lesley has more than 20 years of experience in electrolysis, the only proven permanent method of hair removal available.
- **Body Piercing & Tattooing:** In 2006 Lesley's husband, Dave, obtained his Masters Degree in Body Piercing and she became certified to offer the service of body piercing. Although Lesley is certified in tattooing, her passion lays in the creativity of cosmetic tattooing (permanent makeup), so they are in the midst of searching for a tattoo artist who can take care of this area of the business.

## MARKETING OBJECTIVES & GROWTH STRATEGIES

Lesley has honed her skills to become one of the best permanent makeup artists in North America. Because of her renowned reputation for doing such high quality work, she regularly gets referrals from leading plastic surgeons to assist patients with facelift scarring, areola restoration, dog bites and disfiguring burns. She is a regular guest on Don Percy's radio program on CFRW 1290 a.m. where she educates the public as to why they may need her services. Lesley has also appeared in stories the Winnipeg Free Press, TV Guide, local magazines and more.

Paying attention to details and offering unique services has kept Dermagraphics at Lesley's growing steadily at approximately 25% annually. Over the past three years there has been a steady increase of sales in all services offered. Word-of-mouth advertising has become the cornerstone of Lesley's success.

As of January 2006, the federal government began regulating tattooing which opened doors to another avenue where she could grow her business. Because she is certified in permanent makeup (a form of cosmetic tattooing), her company was placed into the new government classification as a "body modification establishment." Lesley and her husband Dave embraced this as another opportunity to grow her business and expanded their skill base into the areas of professional tattooing and body piercing. Dave obtained his Masters Degree in piercing from the American Institution of Intradermal Cosmetics in Arlington Texas and both of them became certified in offering painless body piercing. Although Lesley is qualified to do body tattooing, her passion is cosmetic and paramedical tattooing and she is currently searching for a tattoo artist to take over the body tattooing. The tattooing and body piercing industry is the second fastest growing retail venture in North America, eclipsed only by Internet retailing.

## **MANAGEMENT STRUCTURE**

President & CEO: Lesley Kwiotkowski

Master Piercer: Dave Dickson

Electrologist & Nail Technician: Sindy Pena

Electrologist, Aesthetician and Technician: Angela Schmiechel

Electrologist, Aesthetician and Nail Technician Apprentice: Elly Zou

Book Keeper: Iris XXXX

TAB Board (The Alternative Board): An organization that will guide Lesley into her new endeavour of starting the world's first high-tech aesthetician school here in Winnipeg.

## **COMMUNITY AND BUSINESS ASSOCIATIONS**

In keeping with the pioneer spirit envisioned to her upon graduation, Lesley keeps herself extremely active in both emerging techniques and enhancing new apprentices. She still is an educator for American International (a major beauty supply manufacturing company that provides products for many North American salons) and regularly travels across North America to various trade shows, expos and conventions.

Locally, Lesley belongs to the Assiniboia Chamber of Commerce and the Better Business Bureau of Manitoba. She has been a member of the provincial trade legislation in place to recognize esthetics and electrolysis as Red Seal Trades. She has also volunteered to help re-write and update the provincial Occupational Analysis book for Manitoba Education and Training and Apprenticeship. She remains a provincial examiner for the Trades of Aesthetics and Electrolysis. As her practice has flourished, she now offers survivors of breast cancer areola restoration at no charge. With people living longer now than ever, it is Lesley's goal to educate the public and keep people looking as good as they can for as long as they can.

As Lesley delves into the next phase of her business - opening up the world's first high-tech aesthetician school - she has turned to an innovative organization called TAB (The Alternative Board). This organization is helping her by analyzing, developing and implementing solutions that will allow her businesses to grow, eventually be franchised and open up a high-tech aesthetician school. The professionals at TAB are there to help guide her through this process and to help ensure her continued success down the road . ♦

## LAM PROBE TREATMENTS

Lesley's is currently one of just a few Manitoba companies to offer state-of-the-art lam probe treatments, which can remove a range of minor skin irregularities including whiteheads, skin tags, broken capillaries, angiomas and age spots. Lam Probe treatments can also help eliminate unsightly blackheads, blood spots, broken capillaries and fibromas.



## MICRODERMABRASION

Lesley was one of the first companies in Winnipeg to be qualified to offer MicroDermabrasion treatments, ahead of many local plastic surgeon clinics. MicroDermabrasion is micro controlled peeling that gently removes epidermal cells to treat a vast range of skin imperfections.

It is especially effective for skin aging, treating sun-damaged skin or acne scars. The gentle and natural peeling action triggers the skin's repair mechanism to produce healthy epidermal growth, improving skin tone and elasticity.



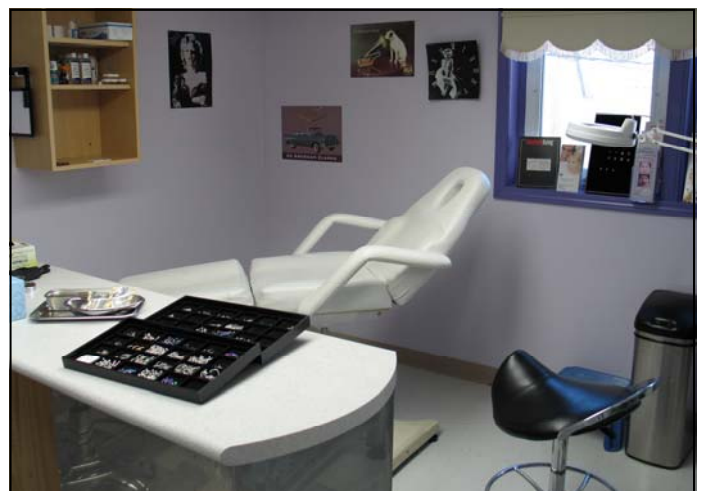
## LED (Light Emitting Diode Therapy)

Lesley is also the first entrepreneur to bring LED Therapy (Light-emitting diode) to Winnipeg. LED therapy is an increasingly popular methodology for the treatment of sun damaged skin. Described as "the Cadillac treatment for skin," it uses a combination use of light wavelengths stimulate collagen synthesis and accelerate fibroblast-myofibroblast transformation may display a composite rejuvenating effect. LED can also treat rocasia, acne and acne scarring, with no thermal damage to the skin.

## PIERCING AND BODY TATTOOING

In 2006 Lesley's husband, Dave, obtained his Masters Degree in Body Piercing and she became certified to also offer the service.

Although Lesley is certified in body tattooing, her passion lays in the creativity of cosmetic and paramedical tattooing (permanent makeup), so her company is now in the midst of searching for an talented tattoo artist who can take over all body tattooing services offered through her company.



In 2006 Lesley expanded and renovated her facility to include a room for body piercing and tattooing services.