

**BEAUTY BUZZ**

While some contend that beauty is merely a game of genetic roulette, Christi Harris, president and CEO of the The Christi Harris Companies, Inc., of Dallas, insists that every woman has the potential to be beautiful. "There is no such thing as an unattractive woman or teen, simply an untrained one," says Harris. She believes that instructional beauty through education is the key to a fabulous appearance. Along with her specialized beauty products, including women's and men's skin care, hair treatment, body care, anti-aging and professional cosmetics, her approach has made her a pioneer in the beauty industry. In 1983, she opened her first Makeover Center, instructing women how to properly care for their skin and hair and offering step-by-step lessons on how to enhance their look with makeup.

In order to service her growing clientele, Harris established a mail order division which then led to the opening of her flagship Chisty Harris Makeover Center in the Dallas Galleria. For almost 30 years, Harris has assisted legendary Texas beauties in perfecting their look. Her multi-million dollar company's recent expansion to Nordstrom and Victoria's Secret stores nation wide is a fine testimony to her exceptional service and quality products. "It's an exciting time," says Harris about her national presence in the beauty industry. "We've



always done well regionally, but we really wanted to expand...and along came Nordstrom. They liked our high quality and reasonable price points, plus the fact that we guarantee to back up our products with ongoing store personnel training, my own personal appearances, and regular visits by my team of professionals. I guess you could say I like to get in your face...but in a good way!" \*\*\* *Adair Blakestad*