

AN INTERVIEW

**"Beauty comes from within,
I'm helping you take care of
it on the outside."**

ANISSA SAKLI


Owner of The Beauty Agency

#She
DIDIT

She got the beauty and brains

Take care of your skin, you'll wear it every day for the rest of your life. Anissa Sakli, a studentpreneur, is making sure this message is heard by women through her business The Beauty agency. Her mission is to help women regain outer and inner self-confidence through the usage of result-oriented skin treatments: facials, microneedling, peels, and so on. Her love for diversity is also found in her technique, for every skin type and color she has a solution. A true safe space.

They say, your mother is a role model before knowing what that word actually means. In Anissa's case it's true. Her mom used to have a beauty salon, so naturally she learned a lot from her mother and saw how women glowed after a treatment. She wanted to keep creating this effect. Even though she followed various trainings, she still had a love for law - after doing facials, she sat behind her books to finish her paralegal degree. The future will only tell which way she'll go: beauty or brains (*obviously she has them both, always*). **You don't always have to chose immediately, figure it out along the way.**

A photograph of two women wearing hijabs. The woman on the left is looking towards the camera with a slight smile, her hand near her face. The woman on the right is looking down at a perfume bottle she is holding. The background is a soft, neutral color. The text is overlaid on the lower half of the image.

“I learned of #SheDIDIT 1,5y after I started. I wish I knew them earlier, what they offer is more than female entrepreneurship. It's a community & guidance I'd recommend everyone.”

— ANISSA

#She
DIDIT

There is beauty in the struggle

As always, the entrepreneurial road isn't always easy. During the pandemic, Anissa moved from one side of the country to another. Having no network, upholding an education, a new environment, financial investments, and so on really took a toll on her. Yet she was ready to climb the mountain. She got herself a business coach to lay down the foundation, used her sister-in-law as a guinea pig to practice, and focussed on creating her brand to attract the right customers. **If you got your eyes on the prize, you'll always win.** It's still a struggle, keeping everything afloat, but to Anissa it allows her to plan everything and really focus on the right things that will become successful.

But, why do women choose to become entrepreneurs? For Anissa it was quite simple, she asked herself "what can be my added value to women in today's society and how can I also gain self-fulfillment?". She uses her love, passion and knowledge about skin care to empower women to achieve healthy, glowy skin. If you're looking good, you'll feel good. No sales pitch or false promises, honest and open conversations about their skin is a must.



ANISSA'S GOLDEN RULES

You can't do it all on your own, always. It's okay to find a business partner to help set up the foundation.

Know your worth. Not everyone will give your services the same value, that doesn't mean you have to lower the price.

When working with influencers or ambassadors, you need to feel comfortable with them. Make sure you're receive the value that you're investing into it.