

AN INTERVIEW

"With a fresh set of **nails** I'm ready to **take on the world.**"

DANIETSJA FRUTOS

Founder Nagelstudio BeautiQ

**#She
DIDIT**

Sí, soy mi propio jefe

Danietsja started off as being the main nail plug for her friends. As she noticed that more people wanted to get their nails did, she realized that this can't remain a hobby any more. A girl needs to pay her bills. So, she immediately went out looking for her possibilities, since she liked the idea of being independent she was motivated to make it happen. All while barely hitting her twenties. Props to her!

Her business is more than just her passion, it is also a beautiful testimony of how far she has come and worked to make her dream reality. Danietsja uses this as a continuous source of motivation that proves her getting closer to her goals everyday. But, she was put to the test quite a few times. Her journey wasn't as smooth as a fresh layer of nail polish. When the pandemic hit, she too had to change quickly. In every curse there's a blessing, so Danietsje focussed on building her social following. **Also this Spanish chica said if there's one thing her Spanish roots taught her, it is to have determination. Well, it shows after firmly doing what she loves!**

“Do you have a goal in mind and want to start with full enthusiasm? Do it or you will regret it later. However, you must be able to take a beating. It'll all be worth it.”

– DANIETSJA FRUTOS

**#She
DIDIT**

Wear your nails out

Pretty nails alone don't do the job for you unfortunately, as a starter she dealt with a lot of setbacks. She started at a very young age which put her in an insecure position. Her customers were mostly much older than her, which would intimidate her. When things didn't go according to plan, she would only blame herself even though that was not always the case. Like customers not following her advice to take care of their nails, and pin it on her when the care goes wrong. Luckily Danietsja tried her best to either way provide the best service possible. Passion makes you take a lot!

Danietsja was also rather lost on how to handle all the practical parts of owning a business such as administration and accounting (I mean does anybody tho?). Yet, she seeks help from experienced help in order for her to become wiser. **Also don't be scared to ask advice from colleagues, we need to stop with the competition narrative. She has learnt a lot from other nail artists. Aren't we here to uplift each other, you bet we are!**