



Le Sanly Beauty – Illinois SBDC ITC at Governors State University

With the dream of sharing healthy lifestyle and beautify every women- Sanly brought her Traditional Chinese Medicine knowledge and her skillful estheticians hands to the land of opportunity–America. Even with her whole family working behind her dreams, very little could be done beyond operating a successful studio. Her dreams of starting a quality, professional skin care solution never left her. Sanly's chance came when she came to SBDC International Trade Center for help in 2014, there she met Mary Ma – director of the International Trade Center at Governors State University. Mary Ma, with her team helped Sanly realize her dream each step of the way! They brought Sanly together with cosmeceutical research labs in Illinois to help develop her own line of quality, professional skin care solutions (Le Sanly Beauty – Angel Grace). Mary introduced the local product manufacturer to help prepare and package the skin care product.

With ITC 's support, Sanly Beauty applied the STEP grant to participant the group trade mission to China in April 2015. Sanly proudly represented Illinois in the 18th China International Nutrition & Heath Industry Expo. The expo brought Sanly to Beijing and Shanghai met face to face with many vendors and brought excellent sales opportunity. By end of 2015, Le Sanly Beauty has experienced 50% increase to their retail sales, and added more than 1000 new clients all through the excellent support from ITC, who worked with Sanly all the way through any paperwork and brought her to workshops to become better educated and connected with greater Illinois small business community.

Early 2016, as Mary's coordination, we worked with First Midwest Bank to secure SBA 504 financial program to help the business make their first expansion. Le Sanly Beauty will move to downtown Lisle in a brand new 4500 sq ft shop front - another result of direct assistance from ITC. Sanly looks forward to further expand her business throughout Illinois.

Sanly is very grateful to have the opportunity to be connected with ITC. As a woman small business owner, the support ITC had brought to enrich and encourage her business growth is beyond what was imaginable. She wants to thank and want to share SBDC/ITC service with anyone who is thinking of making their dream come true.