



SUCCESS STORY

Divinity Lifestyle Salon Spa Is a Dream Come True for Small Business Owner

When Cheryl Tucker opened Divinity Lifestyle Spa Salon in Botetourt County earlier this year, it was an accumulation of more than three years planning and preparation.

The idea of opening her own salon/day spa began after the birth of her second child. She had left the workforce during her pregnancy and when she was ready to again return to work, she made the decision to find a career she would not only enjoy doing but also feel she was making a contribution back to the community.

Tucker's resume is impressive. At the tender age of 14, Tucker attended cosmetology school in Ohio. She worked in beauty salons during her summer breaks, holidays and weekends for two years and became a state certified cosmetologist by the age of 16. Following the death of her father, Tucker's family moved to Virginia. Again she



Cheryl Tucker, Founder/Daymaker of Divinity Lifestyle Spa Salon

acquired her cosmetology license in Virginia and worked in salons during high school and while attending Virginia Tech.

"I always loved the industry," Tucker says of her earlier career choice. She graduated from Virginia Tech with a double major in accounting and finance in 1984. She became a CPA and worked as an auditor until going to work for Elizabeth Arden Cosmetics in

Roanoke as the general accounting manager for eight years.

"That brought me back into the cosmetic industry which I loved and in the accounting background that I have," Tucker explains. "But there was something missing. I really wasn't quite satisfied in that role. I wanted to be the one naming the lipsticks rather than the one that was counting them."

Tucker went back to school and got her master's degree in marketing and went into pharmaceutical sales. With her background in cosmetology and health care, Tucker began seeing a trend in the establishment of health spas. Her husband first approached her with the idea when she was looking for her lifetime career.

"My husband suggested I start a little salon or spa," Tucker remembers. "The idea just kept blossoming from there."

Tucker contacted Roy Baldwin, director of the Roanoke

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business but Tucker is a “working partner” with Aveda. She explains, “They look for work partners who would uphold the ideals and standards of what they want to represent their products. They also look at the demographics. They had been looking to put a lifestyle location in this geographic area so the timing was good. We exclusively provide Aveda products and they in turn have an international presence.” Aveda also provides training for the Divinity’s staff of 24 employees.

“Now as an independent business I feel like I’ve got a support system and I’m not on my own,” Tucker says. “I’ve got the

support of the Aveda Corporation, my consultant, and the Small Business Development Center nearby that has enabled me to be able to focus on taking the resources available and getting the best people surrounding me to help me make the best decisions possible.”

Divinity is a full-service salon and day spa. It features a hair salon, offers manicures and pedicures, massage, body treatments, hydrotherapy, a Vichy shower treatment room, aesthetics facial services, waxing, lifestyle consulting, wellness programs, and private yoga lessons.

The day spa opens Monday through Saturday at 8 a.m. and the

evening closing hours vary. They will also schedule private individual or group appointments. “We’re able to cater to groups for special events. We can create an experience for the individual or for a group,” Tucker explains.

She continues, “To me Divinity truly was a dream of mine. The vision we have is to create a safe and nurturing environment to those we serve and to the employees who work here.”

To learn more about Divinity Lifestyle Spa Salon, call (540) 992-4005 or visit the web site at www.spadivinity.com.

For more information on the Roanoke Regional SBDC and how it can help your small business grow and succeed, call (540) 983-0717 or visit www.rrsbdc.org.

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