

# Meet Nina Rose of Precise Glow in Lakewood

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Thanks for sharing your story with us Nina. So, let's start at the beginning and we can move on from there.

It all began in 2013 with a search for a newfound confidence in my own eyebrows. I searched endlessly for a permanent makeup artist to correct them and found many who would try, but none to complete the task to my liking. I found an amazing training institute a couple of years later and they were able to give me everything I needed to become a permanent makeup artist. I decided to specialize in eyebrows and I quickly realized that my passion was helping other woman find confidence and happiness in perfecting their eyebrows. Eyebrows are powerful and we can lose them for various reasons. After becoming certified and licensed, PreciseGlow was born, and today I spend all of my days and nights creating permanent, perfect eyebrows for women everywhere.

**Great, so let's dig a little deeper into the story – has it been an easy path overall and if not, what were the challenges you've had to overcome?**

Has it been a smooth road as far as turning a passion into my career? Yes. Has it been a smooth road getting everyone else to believe my passion? No. Running a business is very daunting, and on top of running a business, you must do the work that you've been gifted to do! At times it becomes overwhelming and you second guess if you can even conquer what you've set out to accomplish. Being a smart businesswoman is tough, but with support, patience and dedication, I continue to rise.

**Alright – so let's talk business. Tell us about Precise Glow – what should we know?**

PreciseGlow is a permanent makeup studio that concentrates on Microblading eyebrows. I am the owner and artist, and I am known for creating custom, natural, face framing eyebrows. My number one goal as an eyebrow artist is my client's happiness. Safety and satisfaction are also my responsibility. I am most proud of the fact that every last client, since the opening of PreciseGlow, has been overjoyed with the services they've received. The constant compliments that come my way have made me extremely proud to help women feel more confident within themselves entirely. What sets me apart from others is simple... the bottom line for me is not money, it's the client's complete satisfaction.

**NINA**

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**Is there a characteristic or quality that you feel is essential to success?**

The essentials that have shaped my success and continue to help me grow my business are my willingness to embrace change and my eagerness to learn. Each client comes in with a different face, so this requires a strong ability to adapt. Every set of eyebrows is a learning experience for me and my success is measured by their happiness. I pride myself in taking my time to make sure everything is perfect for everyone who steps into my salon.

