



SHELIA SMITH  
Merle Norman

247 US Highway 27 North  
Sebring, FL 33870

[Visit Website](#)  
(863) 451-5047

Host: Victoria Napolitano

V.N.: Hi, this is Victoria Napolitano VNSNRadio.com I have a glamorous Sheila Smith with you today. She is an amazing skin and makeup artist. I met her in Sebring Florida when I was preparing for my new movie coming up, 'Ageless'. Now, she's going to be there to help me look fabulous for the day that I do my shooting in October. So, Sheila, thank you so much for being here with me today!

S.S.: *You're welcome, thank you for having me.*

V.N.: Now I want to give everyone a little background because I need to plug you when I'm looking hot on film and in photos. I need to plug you to say why I look so great. Let's go all the way back and find out to how you got into makeup and skin care.

S.S.: *I've used it ever since I was young and I continue to do so.*

V.N.: Do you have your own location?

S.S.: *Yes. In two thousand seven I was living in Illinois and we had them Norman there for years and it closed. So, I decided to open up my own store and have used it ever since.*

V.N.: Then what happened? You went into nursing school. How many years did you do that?

S.S.: *I went into nursing school in two-thousand-twelve and graduated in two-thousand-fifteen. My husband retired in two-thousand-seventeen, so we moved to Florida. When we arrived, there wasn't a Merle Norman anywhere. The closet Merle Norman was an hour and a half to two-hour drive away. So, I just felt like there was a need for the product, the accessibility, and the services. In twenty-twenty-one I opened another one here in Sebring.*



V.N.: That's has to be tough because you opened at a very critical time in our history.

S.S.: *Correct. During pandemic, yes, but I'm a diehard.*

V.N.: What made you become a beauty expert? Is it because you just like taking care of people because you I could feel that about you when I was talking to you that day and your shop?

S.S.: *Yes, I feel like my years of expertise and experience contributes to my passion to help other people. I love doing the makeovers; making women feel good about themselves. When ladies come into my store it's more than just trying to sell them products and make money. I can help them to see the positive things about themselves and not look at the negative. Every person who comes in, we treat based on their skin care concerns and makeup needs.*

V.N.: Yes, you're very good at customer service. I could see you don't tell them what they need, you give them suggestions. I love your style. It doesn't feel as though you are overselling your products. You were gentle with one of the ladies who was sitting there and I could tell she needed that extra attention and you gave it to her and did a great job doing it.

S.S.: *Thank you, People are going through things in life and we can't always see it, you know, and sometimes they just need a little pampering and someone to talk to. If I can tell you a little story. I had a customer come in once and she said, "I need lipstick therapy! If I buy an ice cream cone, it will go straight to my hips!"*

V.N.: That's funny!

What would you give advice to a younger girl all the way through the ages? Is there something you would tell them? Give us three ideas on how to stay beautiful and when should you start.

S.S.: *Skin care starts during puberty. You know we have hormonal changes and the breakouts and things like that. Many people just concentrate on the makeup, but the skin care is where you need to start. You know it's. It's the largest, largest organ in your body and skin care is important because if you let the skin go then You know that makeup is only going to look as good as the skin underneath it. You know. So, I feel like skin care is really important for the for these young girls to get started on that.*

V.N.: When I work with models, they will say, they (makeup artists) will make me pretty, but I tell them, you know, making your skin healthy will make you prettier. There's not enough Photoshop or blending that replaces good skin care.

S.S.: *You have to start with the basics correct A cleanser, toner and moisturizer. I tell my client this all the time. That's where you have to start. Get a good cleanser. Use a toner and a moisturizer and you know just do those things faithfully twice a day and you can see a big difference.*

V.N.: Can you suggest a starter kit for someone who's new to doing their skin? The reason is, I'll see these brands on television and there's a thousand things you're supposed to buy and do, and that's so intimidating for someone new to taking care of their skin.

S.S.: *That's what's good about Merle Norman. When you come in, we set you down and you have a personalized consultation. We actually do not have a starter kit. We basically look at your skin and give you the best advice on your individual skin. We treat every skin type and condition and go over those concerns and we give you what you need based on those concerns. Yeah, so like the three steps you know you know are just going to be the cleanse home masteries of course, but you know, there's also things if you're having trouble with acne and things like that, we can add serums. We can add treatments in between those things too.*

V.N.: Smart because I see some girls, they'll call me because I do skin care as well, but not as a profession just to help them get on their feet. And they're just so intimidated. They said I'd go in the store and I feel as though the saleswoman is trying to sell them these huge packages they will never use.

S.S.: *Yes, I agree, too much.*

V.N.: What if a client isn't close to your location, how could they talk to you without physically going into your store? Do you have consultations, if so, is there a fee?

S.S.: *No, I do not charge. Basically, Merle Norman is a franchise and all of us are independently owned and operated. Merle Norman created this business in nineteen thirty-one during the depression when women didn't work. She wanted women to have the opportunity to own their own businesses and to be successful at it.*

V.N.: How can someone contact you?

S.S.: *Contact us directly on my Facebook page; Merle Norman Sebring Florida, on Instagram: Merle Norman Sebring.*

V.N.: If you want to get a hold of Sheila, we have her information on VNSNRADIO.COM Sheila is our business of the month. Sheila, thank you so much for being here with me. Sheila, you are an amazing and I can't wait until you do my makeup in October for my stunt driving!

S.S.: *Thank you for having me.*

V.N.: This has been Victoria Napolitano for VNSNRADIO.COM