



9 More Success Stories

Hope Aesthetics
FOUNDED in 1996 by Vincene Parrinello, 47, in Escondido, California.
INSPIRATION When she couldn't find a cream

Bath By Bettijo
FOUNDED in 2003 by Bettijo Hirschi, 24, in Alexandria, Virginia.
INSPIRATION After creating her first bar of soap, this ex-computer program analyst joyfully traded gigabytes and IT talk for shea butter and tea leaves.
STAR PRODUCTS Precisely packaged Handmade Spa Soaps were born in the tiny kitchen of her high-rise apartment.



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 THE OPRAH
 MAGAZINE

SHOP LIKE A GENIUS!
 Find what you love without going broke!
 Fall clothes, lipsticks, plane tickets, shoes, a house, car, cell phone, doctor & more
 Deals! Steals! Give-O-Ways!

if men could talk
 A few things every woman should know

SHE'S COME UNDONE
 How does a smart woman get lost in a relationship—and find herself again?

DREAM BIG
 How to let yourself get what you want

DR. PHIL
 5 steps to becoming a confident, guilt-free parent

THE O INTERVIEW
 with the very cool, very smart Alicia Keys

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