



## *Local Women Of Leadership Past and Present*

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**ERICA DE WAAL**  
**LIEF BEAUTY BOUTIQUE**  
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Erica de Waal - Lief Beauty Boutique As a child, I always dreamed of becoming an entrepreneur - starting my own business and finding success, balance and happiness while working a job that I would love. This vision came from a place of loving being around people, and a great appreciation for design and all things of beauty. I knew that if I put my mind and heart into something that was my own, it would be the biggest gift I could ever give others and myself. In 2007 with hard work, dedication and believing in myself, Lief Beauty Boutique was born. I decided to name my company, Lief, which means, sweet, in Dutch. Being born and raised in The Netherlands, it was important for me to represent my authentic self and culture through my work and business. I started by designing a serene, earthy and beautiful boutique where clients would feel relaxed, safe and a part of something unique; and a place where I could share my knowledge and expertise and make everyone look and feel beautiful from the inside out. My main focus has always been to provide clients an attentive one-on-one beauty experience, starting with a thorough consultation, and specializing in creating natural, rich and dimensional hair color; impeccable haircuts; intricate hairstyles; and flawless makeup applications. Besides my personal services, I'm so proud to have built a talented, friendly and professional dream team to pamper and educate our clientele with additional spa services. I feel so inspired and thankful to be among all these amazing women, all coming together from different walks of life and sharing the big dream of becoming successful business owners. I have the pleasure every day while working, of listening and sharing life experiences with so many wonderful people, and I see this as a gift to learn, and an opportunity to come together and feel thankful. Once just a vision, Lief has become my "sweet" reality and I am extremely grateful to my clients and community for their continued support and loyalty.