



WYSP Skin Studio

Background

Faces by Aida, or WYSP Skin Studio as it's now called, offers aesthetic services for all individuals. We are all-inclusive and provide minimally non-invasive aesthetic services to maintain the health and integrity of the skin. Our name "WYSP" stands for "wear your skin proudly", and it evolved over the years as a movement to help people embrace their natural selves through all phases of life. We don't offer injectables; instead, we focus on good old-fashioned skincare to heal and keep the skin radiant and clear.

I got into this industry almost accidentally. I moved to Florida from Chicago when I was 20 after my dad's sudden passing. So, I had to grow up quickly and start working. I started out doing makeup, then became a personal assistant to a famous pianist, taking care of wardrobe, hair, and makeup for him. Afterward, I joined a Swiss company where I took charge of everything beauty-related, like cosmetics and hair products.

Some skin issues led me to meet an esthetician who helped clear my skin, and that's when I fell in love with this field. I embarked on my journey by going to school, getting licensed, and later taking a break due to pregnancy.

About 10 years into my career, I decided to open my own business, and that's when Faces by Aida was born. In 2022, I rebranded it as WYSP Skin Studio to prepare for future growth and opportunities.

Solution

The Florida SBDC at FIU, which is the Hub under the Miami-Dade Business Navigator Program that is funded in part through a cooperative agreement with the U.S. Small Business Administration has been a tremendous help for us. It assisted us in creating clear-cut systems to improve the flow of our business. Before the program, I lacked proper systems and struggled to share my knowledge with my team. But now,

through meetings and touch points, my employees' retail sales, engagement, and commitment have shown incredible growth. I've learned to know our numbers better and how to run the business effectively.

Consultant Roslyn Rutledge-Rice has been amazing, providing valuable insights and helping me approach challenges with confidence. Her intuition and listening skills have been invaluable. She always finds solutions to help me overcome any obstacles, making me feel capable of conquering any challenge. Consultant Myrtha Wroy has shown me there are new opportunities within my business, and I'm now working on aligning everything to seize those opportunities.

I used to fear financial uncertainty and lacked knowledge about my business's financial health, but with the program's help, I gained clarity and learned where to seek assistance.

The systems and knowledge provided by the program, along with the supportive network of people, have been a true blessing and will help me scale up my business in every aspect.

From the Owner

"My advice for any aspiring entrepreneur is to embrace adaptability and resilience. There will be bumps along the way, but they often lead to breakthroughs and blessings. Create a village of like-minded people and resources to help you grow. Don't be afraid to ask for help. Delegating tasks is crucial as you expand your business. Have clear systems in place, and run your vision, not just work on it. The Navigator program is a heaven-sent blessing that has given me the tools to succeed and the confidence to spread the word about its impact."

Business Owner Name: Aida Castro

Company Name: FACES BY AIDA, INC dba WYSP Skin Studio

Phone Number: 754-777-7380

Email: info@facesbyaida.com

Location: 2701 N. Hiatus Rd. Cooper City, FL.

Website: <https://facesbyaida.com/>