



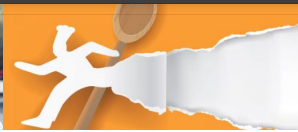
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OCTOBER 12, 2020

Meet Adriana Trejo of Viva La Brow in North Dallas



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Today we'd like to introduce you to Adriana Trejo.

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

I am so excited to share my testimony and I really hope it can inspire someone. I was raised in Illinois in a small town where violence is very high. I wanted a better life for myself and my two kids. Not knowing the struggles I had ahead of me, I packed my car and moved to TX and I've lived here for seven years.

Shortly after making that choice, I faced challenges that led me to being homeless. But because of my faith in God, I conquered the challenges that were set before me. Which led me to my career and desire to be an entrepreneur so that I could create the life I've always wanted. My passion has always been to help other women feel more confident. After experimenting with makeup, I quickly realized eyebrows could make or break an entire look and self-esteem. Ombré Shading was the newest permanent makeup technique in the beauty industry. So I took a leap of faith that completely changed my life!!

Not knowing how successful I would be I took my first class and signed my contract for my suite. While juggling my full-time job, I worked after hours and every weekend faithfully for three months. I was then fortunate enough to quit my full-time job and focus on my passion. My ambition was always fueled by how my client's confidence boosted with their new eyebrows. I was still in shock with how investing in one class gave me financial freedom and the flexibility to be a mom. I then knew I had to take this opportunity to the next level and help other women change their life as it did for me. I enjoyed teaching and was eager to share the knowledge I had gained in the past two years. I held my first class and the feedback was incredible.

We're always bombarded by how great it is to pursue your passion, etc – but we've spoken with enough people to know that it's not always easy. Overall, would you say things have been easy for you?

Nothing in my life ever came easily. There were several challenges I faced and still do. Aside from struggling financially to pay for my class, thankfully, it has been a smooth road in my career.

So let's switch gears a bit and go into the Viva La Brow story. Tell us more about the business.

My business started off with me independently. As I experienced rapid growth, I then realized I needed a team of like-minded individuals. I am known for my dedication, discipline and patience. I'm also known for my amazing brow shapes that I freehand and I am not satisfied until my clients are happy and my students are confident in their skill. I don't back down from a challenge and I am always hungry! I'm proud of how far I've come starting from ground zero to running "Viva La Brow" full time. I am changing lives one face and student at a time.

Has luck played a meaningful role in your life and business?

I wouldn't consider anything in life luck but more like a breakthrough and blessings.

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