

BUSINESS SPOTLIGHT

Simplicity **Professional Hair & Body Care**

Want to relax, feel pampered, and look beautiful? Step into “Simplicity Professional Hair & Body Care” located on “The Great Canadian Main Street.”

“Making people look and feel good has always been something I’ve enjoyed,” enthused owner Erin Wood, who attended Nu-Wave School of Hair Design in Thunder Bay and then worked as a stylist at a local salon for four years before deciding to start her own business.

“I opened the business to further my career as a stylist and make people happy,” she voiced, although adding it took plenty of work to open her own salon.

She said she and her husband did plenty of research, worked diligently on a business plan, and sought funding. Wood noted they contacted the Rainy River Future Development Corp. for assistance.

“They gave us lots of information and worked alongside us and helped with our business plan,” she voiced. “They certainly gave us some business perspective.”

Wood noted a variety of classes were offered that focused on starting up businesses, which she added were great for people who don’t have a lot of background in business. And thanks to the support from the RRFDC, Wood stressed, her business has been a success.

“Things have been going really well,” she expressed. “We have expanded our services, offering more body care services now that we have more room. We have been pretty busy, people can come in and relax and not worry about what’s going on in their day.”

She added she’s really happy about the salon’s new location downtown. “I like being a part of the downtown community,” she voiced. “Everyone has been very welcoming.”

While the salon started out in 2010 with just Wood and another stylist, the business has grown to a team of 8 people including herself.

“I’m very proud of what we have accomplished and what we’re offering to the community,” she said. “Simplicity” provides a full range of hair and body care services. Hair services include cuts, colours, perms and up-dos, while body services include waxing, makeup services, manicures, pedicures, eyelash extensions, and starting this month, body sugaring services.

“We couldn’t have done it without the support of the RRFDC,” Wood expressed, citing RRFDC continues to provide assistance if any problems arise. “[Angela Halvorsen] is really easy to talk to,” she remarked. “If things weren’t going well, they’d help get us back on track.”

Erin was awarded the Business Woman of the Year in 2011 and “Simplicity” was also nominated for Business of the Year (1-15 employees) in 2011 and 2016 and was a winner in the RRFDC Customer Service Challenge in 2010 and 2011.



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Erin Wood
Simplicity Professional Hair & Body Care

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