

## VIVO Beauty Bar: beautifying, educating & sustaining our community



**Samantha Sharpless**  
Owner & Stylist

### Tell us about VIVO!

We are a full service salon. We offer everything from hair to skin to lashes to nails. You name it, we offer it.

### Why Cuyahoga Falls?

I'm fairly new to Cuyahoga Falls. I moved here 5 years ago and really fell in love with our space. Very shortly after we opened is when Front Street started to redevelop. The community has been so incredible and welcoming to us! I love that I can walk to work and pick up a coffee or breakfast along the way. There's really everything I need here in Cuyahoga Falls. I also love all the outdoor space!

### What is something that surprised you about owning your own business?

I am obsessed with our numbers and checking our growth! At first I checked our numbers daily and if you check them every single day, there's not a lot of new growth. I've had to force myself to check it weekly or monthly. I love sharing this information with my team and I didn't realize how much I would enjoy it.



all photos courtesy of Black Dog Photo LLC

# VIVO BEAUTY BAR

## What makes VIVO unique?

In the early stages of VIVO, I knew I wanted to create a culture for beauty professionals to grow. For them to be able to develop their careers and love what they do. We are a training based salon meaning we offer in-house training, on-site training, and on-the-job training to every Beautytender at VIVO. You can come in and get your nails/hair/lashes done and even shop at our boutique.

## Tell us more about your sustainability efforts!

An astonishing fact that I discovered pertained to beauty industry waste. Each day the beauty industry produces 877,000 pounds of waste with 63,000 pounds of that being hair that goes into landfills. Over half the weight of a commercial airplane in metal waste alone. That transformed my thought process behind what we do each and every day. We are a very large salon that produces a lot of waste. We decided to be conscious of that and recycle.



  @VIVObeautybar

[www.vivobeautybar.com](http://www.vivobeautybar.com)

VIVO Beauty Bar

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## What is your pet peeve?

What irks me the most are people who just complain. You control your day today! Get up and have a good day. We are all going through crap, but just smile and keep on moving through it.

## Something people don't know about you.

I played volleyball in college. I'm a very competitive person and have a whole tomboy side. I love to play sports.

## How can we support VIVO?

Stop in and see us! Recycle all of your single use and PPE items. Follow us on Instagram and Facebook @VIVObeautybar

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