

LAURA NOVAK AESTHETICALLY YOURS
Laser Clinic & Spa

vision of beauty

ENTREPRENEUR BELIEVES
IN FOLLOWING YOUR
DREAMS



PHOTO BY
DARC Y FINLEY

Laura Novak loves everything about the beauty business. As a child, one of her dream jobs was to become a Hollywood makeup artist. It's that life-long passion that fuels her enthusiasm as owner of Laura Novak Aesthetically Yours - Laser Clinic & Spa.

After earning her BA at the University of Winnipeg, Novak decided to devote her energies to the industry, and she takes every opportunity to increase her knowledge and her business network.

"I love learning! My passion towards nails, skin care and medical aesthetics led me to where I am today and doing what I absolutely love the most," she says.

A licensed esthetician, Novak is a graduate of The Salon Professional Academy, the Spray Tan Academy, and the Canadian Laser & Medical Aesthetics Training Centre.

Two years ago, she took the leap to open her own laser clinic and spa. It took a lot of hard work, motivation and commitment, but she was encouraged and sustained with support from family, friends, clients

and fellow entrepreneurs.

"All of the support I have received has been incredible. My parents being my number ones. Every conversation I have with a client keeps me going," she says.

"I love networking and attending events. Meeting other small business owners that I can share stories or advice with always leaves me feeling so inspired. You will always have your days where it is a constant struggle and you start questioning whether you are doing the right thing. Connecting with those who get it can get you back on track."

Novak offers a wide range of services, including manicures, pedicures, shellac, gel nails, waxing, facials, lash and brow tint, laser hair removal, photo-facials, and spray tanning. While most of Novak's clients are younger women, they range in age from 25 up to 95, and she also sees a few male clients in their 30s to 50s.

"Everyone who leaves my laser clinic and spa after a treatment, leaves with a smile. They appreciate the quality of work I provide and the way I see it, they deserve nothing less," she says.

Eager to help other would-be entrepreneurs along the way, Novak encourages them to pursue their dreams.

"For anyone who is feeling stuck or without a purpose, don't be afraid to take that leap — that first step that could change your life. You have values and goals; you deserve to live with those values and achieve those goals."

That philosophy helped her achieve her own goals and vision for the Aesthetically Yours space at 3532 Roblin Boulevard in Charleswood.

"It's clean, comfortable and quiet to give you that break you may need from the everyday hustle. I love meeting new people, giving advice when it's needed and providing quality service to each client. I take pride in everything I do and appreciate every single one of you who have given me a chance and continue to support me through this journey," she says.

"Never be afraid to reach out to ask any questions you may have, whether it's regarding esthetics, laser treatments, spray tanning or becoming an entrepreneur. I love helping people whenever I can!" ■

Learn more at www.LNspa.ca and keep in touch on Facebook (Laura Novak Aesthetically Yours) and Instagram (LNmedispa).