

July 2022

SHOUTOUT DFW

LISA CRAWFORD THOMAS

Hi Lisa, can you walk us through the thought-process of starting your business?

I always knew that I wanted my own business. What kind of business, I didn't know. After making my body moisturizer for 5 years, my sister talked me into selling it. Believe me, I didn't want to.

The thought of actually starting a business was daunting. I got to thinking about how well my product worked for my daughters, friends, and myself and thought how much it could help others.

I knew that there were people, who were struggling with skin problems and desperate for answers, because that was me at one time. If I could help others find the relief they were looking for, then why not? That's truly what our talents and gifts are for, to help others.



Alright, so let's move onto what keeps you busy professionally?

Cura Bello body moisturizers are made for sensitive skin from natural and organic ingredients. We know that there are certain skin problems that require specific solutions.

While all of our products moisturize your skin, they also help relieve different problems. I'm most proud of the results

We had the good fortune of connecting with Lisa Crawford-Thomas

that others see after using my products. I love receiving before and after photos! When I'm having a rough day, that's what keeps me going. It's not easy running a business. Women oftentimes struggle with work-life balance.

There are always days when the business gets more of your attention than your family. I dedicate at least one day a week to my Family and make time for a vacation.



Through all of the ups and downs of running a business, I've learned to give myself grace. I'm not perfect. I'm going to make mistakes, and that's okay. I learn from my mistakes, get up and approach things a different way. It's part of life, whether you're running a business or not. What I'd like for everyone to know is that I love helping others feel beautiful and confident in their skin.

If I could give my products away, I would. I've struggled with skin problems all of my life and I know what it feels like to be embarrassed because of it.

I still struggle, but now I have something that helps. Whether it's my product or another, find what works for your skin. Your skin is Beautiful!



Let's say your best friend was visiting the area and you wanted to show them the best time ever. Where would you take them? Give us a little itinerary – say it was a week long trip, where would you eat, drink, visit, hang out, etc.

If I had a friend that was visiting, I'd definitely take them for a tour of AT&T stadium. I don't understand much about football, but that stadium is a wonder! It's worth the tour, Cowboy fan or not! We would then tour downtown Dallas, because there's so much to see. A spa day at The Crescent would be just what we need to get us up and running again, but not before we dined at Nick & Sam's or one of the fabulous restaurants in the area. There's no way you can come to Dallas and not visit North Park Mall. Once we start shopping, it's a wrap! There's just too many places to mention!



Who else deserves some credit and recognition?

I'd like to shoutout to my support group! My Family and friends have supported me from day one! They believed in my dream and wouldn't let me quit, although I've tried to a thousand times. Also, a big shoutout to TWU for supporting women entrepreneurs!

They help us keep growing!!

Website: curabelloskincare.com

Instagram: @curabelloskincare

Youtube: Cura Bello