

WOMEN BUSINESS OWNERS

Cindy Landa

Owner

ESTILO SALON AND DAY SPA

HOW MANY YEARS HAVE YOU BEEN IN THE BUSINESS?

Eight years as a salon owner and 30 years in the industry.

WHAT INSPIRED YOU TO START YOUR OWN BUSINESS?

I wanted to bring a special salon to the Des Moines market. A salon where you receive the same quality service as any high end salon but without the attitude. A place where our guests have a great experience.

WHAT ADVICE WOULD YOU GIVE TO WOMEN WHO WANT TO START THEIR OWN BUSINESS?

Learn all you can about your industry, study business, understand legal and tax issues, hire an accountant, have a good relationship with a banker, graphic designer and web master.

WHERE DID YOU COME UP WITH THE NAME OF YOUR BUSINESS?

Estilo means style in Spanish. It is the essence of the concept of my business.

WHAT ACCOMPLISHMENTS ARE YOU THE MOST PROUD OF?

I would have to say my two children, who are very talented in an artistic way. I feel I have passed on some of my good work ethics to them so they can succeed in whatever they choose to do in their life.

The logo for Estilo Salon and Day Spa, featuring the word "ESTILO" in a stylized, black, hand-drawn font.

SALON ☼ DAY SPA

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“SUCCESS LIES NOT IN HOW WELL-KNOWN YOU ARE, BUT HOW WELL-RESPECTED.”