



# MISENCIL

## SUCCESS WITH STYLE

Ingrid Gagné is the fashionista behind Misencil. She and her sweetheart have founded a flourishing company offering women a glamorous look. An interview with this passionate woman entrepreneur!

### What triggered the settlement of your company?

I've always loved the world of beauty. When I was a little girl, my mother enjoyed putting makeup on us. Later in life, I worked as a beautician, spa manager, and sales representative. I met my life and business partner Jean-Jacques Benguigui at a convention. Six months later, BG Beauté (for Benguigui and Gagné) was starting its activities.

### You have chosen eyelash extensions. Why?

We were looking for something different in terms of products to offer our clientele. During a trip, I tried permanent eyelash extensions, an emergent technique at the time in the United States. I knew instantly that I would no longer go without...and that women from Quebec would love it too!

### What sets apart Misencil from the other brands?

It's a top-quality product from Quebec that comes with a revolutionary adhesive and a complementary beauty product line at the cutting edge of fashion. Moreover, it's a network of beauty centres that offer women from everywhere the same professional approach and prices.

### It just so happens that new franchises are on the way....

The success of Misencil is such that women are literally requesting the product. In fact, those 'franchises' are rather licences or 'user-friendly franchises.' This concept is more convenient as it provides technicians with full support, from continued training to targeted advertising. The industry of beauty being in full swing it's a new interesting offer for women, a new profession even! Across Canada, 1,500 centres are featuring Misencil and nearly 2,500 are doing so around the world. Every month, 10,000 new customers are trying our products in Canada.

### At age 35, you're already a success story!

I'm lucky, I know! But I am so proud of my product and happy to pass on my passion. I meet satisfied customers and beauty technicians all the time. My daily life is filled with positive things!

### How do you foresee year 2010?

Exciting! I'd like to open a school—The Look Academy— where we would combine eyelash extensions, customized makeup, and permanent makeup techniques.



Misencil eyelash extensions...

Long and lush eyelashes all the time...An impeccable look without the fuss...

Hypoallergenic polyester lashes...A fresh look when you wake up...A glamorous style for your nights downtown with friends!

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## How to get a Glamorous Look?

Visit our website at [www.misencil.com](http://www.misencil.com) to find the answer and a list of authorized dealers near you.

When she sees you for the first time, the technician/stylist guides you to find out what you want precisely: a vamp look or an ingénue look; long or extra long eyelashes? After this personalized consultation, she proceeds with the eyelash extensions application, fixing them one by one on your natural lashes with the HD adhesive. Duration: 2 hours

Touch-up sessions are required (just like nails!) after 4 to 5 weeks. Duration: 30 minutes

Misencil oil-free skin and makeup products are also essential to maintain and extend the beauty of your eyes for as long as possible

**misencil**  
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[www.misencil.com](http://www.misencil.com)

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BG Beauté, Terrebonne