



Photo courtesy of Myriam Liberman

MYRIAM LIBERMAN discovered a skin treatment in Folsom and started her own business based on the product.

Folsom innovator encourages women: don't be afraid, care for yourself

By Susan Laird
Folsom Life writer

When one meets businesswoman Myriam Liberman, the immediate impression is the positive energy of this dynamic and innovative woman who has built a business from "absolute zero" to a growing concern that is providing a living to other women seeking to start their own businesses locally, nationally and even internationally.

"I am a firm believer that once a month, every woman should do something for herself, to take care of herself," says Myriam Liberman, owner of The Tiger's Eye (TTE). "Because nobody else will."

In fact, it was this belief that every woman should do something positive for her health and mental well-being that

started her on her entrepreneurial journey in 1990.

"My husband, Leo, gave me a spa treatment at the Radisson Hotel, which is now the Lake Natoma Inn," she said. "There was a Native American woman there who was the spa aesthetician. She was a skin specialist to the stars in Hollywood. The stars became her clients because she had an incredible skin treatment that used ingredients applied by the Native Americans for centuries. Because she had family in Roseville, she would come and work in Folsom while visiting them. I was very fortunate that the day I came for my facial, she was in town."

Liberman was immediately impressed by the gentleness and effectiveness of

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#1 Top Producers in El Dorado Hills Lyon Office for 2005!

Real Estate has been a part of my life since the time I was a little girl. My father owned and operated his own Real Estate office in San Mateo, California for over 30 years. I truly enjoyed watching my father and mother working hard and being successful entrepreneurs. Observing this work ethic has driven me to succeed. The real rewards come as a result of my clients reaching their goals of selling their property at top market value and or buying the home of their dreams. My gratification as a Realtor is reached when my clients express their happiness with our service and commitment to their needs.

Consistently in the top 10%, Lynn Putman and her husband and partner Steve, placed #1 Top Producer in the El Dorado Hills Office for the second year in a row and #21 out of over 900 agents working for Lyon Real Estate in 2005. I attribute my success to a business philosophy I hold dear. My clients become my friends and I work hard to make them happy. Our motto is "2 Working 4 You." What we bring to our business is twice the service and expertise than any other single agent can provide.

Along with being a top Realtor, Lynn is also the founder and member of the new EDH Foothills Chapter of Le Tip in El Dorado Hills. She is also the proud mother of two beautiful girls, Kaitlyn who is 17 and attends Oak Ridge High School and Brittney who is 13 and attends Marina Village School.

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the Native American skin treatment.

"I have sensitive skin, and I used to need three days to recover from a facial," she said. "But after her treatment, my skin was glowing, healthy and didn't hurt at all."

Impressed and wanting to share this wonderful discovery with other women, Liberman went to work, obtaining her license as a certified aesthetician. The Native American aesthetician, now a close friend, generously taught her in the authentic techniques and natural ingredients known to her people.

The Native American technique that Liberman specializes in is a natural exfoliation process that involves using a natural, sulphur-free clay which comes from a Native American tribe. The clay treatment is painless and relaxing as a fine textured mixture of clay and water is applied to the face with a delicate hand to gently loosen and remove dead skin cells.

"I started with nothing," she said. "I had zero clients. I had to build everything up from zero. As I developed my client base, my clients were finding that their skin was smoother and healthier. But they also found that over the counter products now felt too heavy their healthier skin."

"That's when I decided to develop my own products."

With a background in chemistry, Liberman already knew that she wanted to develop products that would minimize the use of chemicals. She wanted to use the healing properties of herbs and naturally occurring minerals.

"It is very important to have 100 percent natural ingredients," Liberman said. "My products are based on aloe vera, which is very gentle. The clay we use at TTE has no sulphur. Sulphur is caustic, and can burn the skin. I also use comfrey root and leaves, which have healing properties."

So gentle are the products Liberman has developed, that everyone from babies to seniors can safely use them. They are safe for those undergoing treatment with Retin-A, Accutane, Renova, chemotherapy or radiation. Diabetics can use the products.

"We can treat specialty needs also," she said. "This isn't just for faces. We are finding medical uses for the clay, including treatment for rosacea, psoriasis, eczema and more."

When the Native American woman who mentored Liberman retired, there was a possibility that Liberman's source for the unique sulphur-free clay might suddenly "dry up." Not one to be defeated, Liberman traveled to the Indian reservation and met with the tribe to negotiate a deal.

"I showed the tribal elders my products and my brochures," she said. "When they saw that I acknowledge their culture in everything we do, they were sold."

TTE's clay soap is made to Liberman's specifications by tribal members on the reservation. The tribe has benefited tremendously, and so have Liberman's clients, who have continued access to this natural product.

Word of the Native American skin treatment at TTE has spread so much, that the demand for Liberman's services has outgrown the capacity for a single individual. Never one to shrink from such a challenge, Liberman has trained a very capable staff at TTE and is now focusing the majority of her time on training other women who are aestheticians to start up their own businesses.

"I'm not only in business, I'm here to help other women to be in business," she said. "I tell them: I want you to be successful, like me. I will give you 100 percent support."

That philosophy follows through to Liberman's work in the community. She is very involved with Mercy Folsom's Landing for Life campaign, the Folsom History Museum and the Rotary Club of Historic Folsom. In May, Liberman will be offering a special spa treatment, makeup session and breakfast for a dozen women who will be referred from the Twin Lakes Food Bank.

Liberman's positive attitude is infectious.

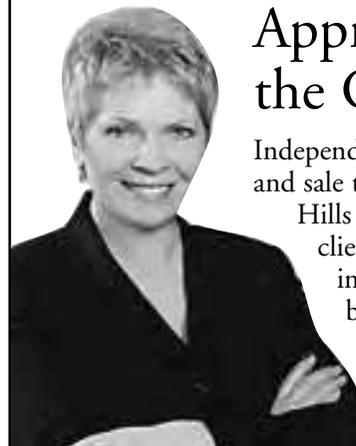
"My advice is: Yes, you can do it," she said. "Don't hesitate. Don't be afraid. Don't say you can't afford it. Yes, we can find a way. A negative attitude will kill you in business. You have to trust people."

"Because, the only thing that is not fixable is when you are lying in your own coffin."

TTE is located at 8016 Folsom-Auburn Road. Hours are Monday through Saturday from 9 a.m. to 5 p.m. For more information, call 988-4961 or go to www.tigerseyeskinicare.com.

"Whatever women must do, they must do twice as well as men to be thought half as good. Luckily, this is not difficult."

—Charlotte Whitton



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