



Blaire Kessler

Age: 35

Occupation:
CEO of Pristine Beauty, Inc.
www.shoppristinebeauty.com

Hometown: was NYC
but now Raleigh

Astrological Sign: Gemini

WHAT IS ONE OF YOUR TREASURED POSSESSIONS AND WHY? I consider my daughter my most treasured "possession" because she is truly a gift from God. She is the reason I found my cancer. I was feeding her one night and she accidentally kicked me in the breast area. I felt a strange pain and got it checked out and I was diagnosed with cancer the same week. Also, when she was 18 months old she was incubated for 11 days due to a severe case of the croup and pneumonia. It was a horrific experience that I will never forget. This is why I treasure every minute of every day with my daughter.

WHAT IS THE MOST REWARDING EXPERIENCE YOU HAVE HAD AND WHAT MADE IT SO? Besides the birth of my daughter Dylan, the most rewarding experience professionally has been how far we have taken my company Pristine Beauty in this past year. In under one year's time, we have managed to be profiled on CNBC on "The Big Idea with

Donny Deutsch" show, appeared on multiple regional television and radio shows, along with being profiled in several national magazines. We also recently got in our first Whole Foods store. To do all this in under a year has been a very rewarding experience.

WHO OR WHAT INSPIRES YOU AND WHY? The millions of cancer survivors out there inspire me. To have first hand knowledge of what these individuals have gone through physically and emotionally, is a motivating experience. Life goes on and you have to live it to its fullest. If I didn't go through what I did with my cancer diagnosis, I would have never had the idea to create Pristine Beauty. I started my company because it was very difficult for me to find cosmetics that weren't laden with chemicals. My products are all-natural and are made for the consumers out there who don't want to have to worry about what they are putting on their body. Since we give a portion of our

proceeds to cancer charities, I am driven every day to make sure my company succeeds; not only for my benefit, but for the benefit of others.

WHAT WOULD BE ONE THING PEOPLE WOULD BE SURPRISED TO KNOW ABOUT YOU? That I have no scientific background at all and I can't cook. I was a Communications Major at NCSU so in order for me to create my products which in the beginning I made in my kitchen, I had to do a ton of research on different ingredients. I learned a lot during this time. I also did a lot of investigating to find the ideal manufacturer who had a great team of chemists to collaborate with to create Pristine Beauty's all-natural products.

WHAT IS THE MOST UNUSUAL GIFT YOU'VE EVER RECEIVED? When I lived in NYC, I waited tables at a restaurant on the Upper East side. A elderly man who was a long-time patron of the restaurant gave me an antique Indian clay lamp. To this day I am not sure it is worth anything, but I do know it is extremely old and is probably some type of relic that belongs in a museum somewhere.

WHAT'S THE BEST DECISION YOU'VE EVER MADE? The best decision I have ever made was to take the leap of faith and put all my time, money and effort into Pristine Beauty. I am not only helping people realize chemical laden products are not safe but while providing a natural resource for people, we are also giving back to charity with every purchase.

DESCRIBE YOUR PERFECT OUTFIT. Well, you are asking someone who actually wore heels in a cancer walk and was actually comfortable. That said, my perfect outfit would be a very girly sundress and a pair of ultra high wedge heels.

WHAT IS ONE ACCOMPLISHMENT YOU'RE REALLY PROUD OF? I was chosen to be Miss Winston Cup for NASCAR in 1998.

WHAT'S THE BEST ADVICE YOU'VE BEEN GIVEN? Trust your instincts. I didn't have a lot of corporate business experience when starting Pristine Beauty, but I have learned a lot since. You learn from little mistakes along the way and sometimes you have to trust your gut when making business decisions about what is best for your company without compromising anything that will cost you in the long run.

WHAT IS ONE OF YOUR GUILTY PLEASURES? Shopping online late night. Sometimes I don't even buy anything. I will be on the Saks Fifth Avenue website, fill up my cart and before I click purchase, I close the screen...SOMETIMES

AS A MOM, DO YOU HAVE A TIME SAVING TRICK YOU SWEAR BY? A great husband to pick up the slack when I am busy... Also, staying on a schedule is very important. If my daughter stays up too late, everything is out of sync the next day and we are off schedule. And Shrek DVD's don't hurt!

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