

Beauty Secrets

Myrtle Beach Area SBDC Client
Woman and Minority-Owned Small Business



Her Success is Not a Secret

Tammy Dease has interwoven beauty, entrepreneurship, and innovation throughout her remarkable 25-year career. She began her journey in 1996 as a hair braider renting space in a small salon. By 2004, she had progressed to leasing a local store in Georgetown, founding Tammy's Hair Solutions, LLC. While working as a beautician alongside her tenants, Dease resolved to expand and revitalize her business, envisioning a multi-purpose commercial space to accommodate more clients and tenants.

Dease encountered many obstacles pursuing this goal, including difficulty obtaining funding. But the tide turned on a fateful day in December 2019, when she met Janet Graham, Area Manager and business consultant with the Myrtle Beach SBDC.

Dease and Graham hit it off instantly, sharing a birthday and many interests. "I get bored very easily and am always looking for 'what's next,' Janet understood and helped me with that," said Dease. Graham became Dease's mentor, friend, and advocate, helping her restructure her business plan and financial projections, and connecting her with viable loan programs.

The pandemic brought both challenges and opportunities to small businesses. For Dease, it was the chance to access needed funding. With Graham's guidance, she secured two CARES Act loans in July 2020 totaling \$25,000, enabling her to open Beauty Secrets, a revival of Tammy's Hair Solutions. She credits Graham for pushing her through this critical phase.

RESULTS:

- New Business Started
- Financing Obtained: \$135,000
- 2023 Annual Percentage Sales Increase: 91%
- Jobs Created: 3 full-time
- Jobs Retained: 22 part-time

Graham's assistance also enabled Dease to secure five SBA loans totaling \$80,000 by the end of 2020, which she used to retain two employees and hire three full-time staff.

But Dease was just getting started. She continued to seek more funding to expand her business. In February 2021, she received a \$30,000 loan from Charleston's LDC Climb Fund, which she used to retain seven independent contractors, create two new jobs, and add a barber shop, spa, and more booth rentals to her salon. She also invested in products to pamper her clients, boosting customer satisfaction.

Dease applied her ingenuity and expertise to formulate a proprietary hair growth oil that, along with shampoos, wigs and other items in her custom-made product line, she sells exclusively in her shop--generating 40% of her annual revenue.

Dease is also channeling her passion for learning and desire to heal by training to become a licensed trichologist, a hair specialist using holistic and medical approaches to treating hair and scalp conditions.

Although she's the lifeblood of a bustling salon, Dease is planning to scale back her onsite presence at Beauty Secrets to pursue other aspirations.

Dease's success is not a single thread but a beautifully woven tapestry of many achievements. She praises Graham for being able to translate her aspirations into actionable plans and providing wise counsel. Graham said, "I consider Tammy more of a friend than a client and admire her tenacity."

"It's passion that drives me," said King, "and my journey has just begun."

Services Provided:

- > Business Plan Development
- > Obtaining Financing
- > Financial Projections
- > Business Strategy

“Janet Graham has been a wonderful mentor and taught me ‘the business of running a business.’”

Tammy Dease, Founder/Owner, Beauty Secrets

