



## **Ann Buivid and Lisa Kable Build a Company The story behind Artemis Woman®**

In 2003, Ann Buivid, age 49, and Lisa Kable, age 33, who had worked together while at Remington Products Personal Care Division, decided to leave corporate America for a chance at entrepreneurship. Their idea: to create a women's wellness company that would sell a series of affordable, professional quality home spa appliances, companion skin care scrubs, creams and butters based on the ancient art of gem therapy, plus holistic healthcare services focusing on alternative screenings for women's cancers. Their target demographic: women over 35 whose needs for specialty wellness products were underserved in the marketplace.

The company would be called Artemis Woman appropriately named after Artemis, the Greek goddess of the moon and hunt. And what a perfect fit! Like Artemis, the company was to be dedicated to empowering women in their quest for physical, spiritual, and emotional health and a chance to embody the personal and professional goals of modern-day American women. As Lisa Kable stated: "Within every woman there's a unique Artemis Woman who is free to ask questions, has the strength to seek solutions and to confidently pursue her own path to complete wellness."

They gave themselves the same business title: Managing Partner, and off they went.

Today, at the dawn of 2006, these smart, sassy ladies have realized their dream. Annual sales of the Artemis Woman 23-product line have already passed the annual million-dollar mark, many of them generated from the Artemis Woman website ([www.artemiswoman.com](http://www.artemiswoman.com)), and from retailers like BJ's Wholesale Club, Target ([www.target.com](http://www.target.com)), Fortunoff's, eqLife (division of Best Buy), The Sharper Image, Ulta, and QVC. Over the course of 2006, Hammacher Schlemmer, Wal-Mart, Bed Bath & Beyond, and Linens-N- Things will also start selling the Artemis Woman line. With success like this, it's no wonder that Ann and Lisa have come to think of themselves as the epitome of an Artemis Woman.

But no road to success is traveled in a straight line and neither was Ann and Lisa's journey:

Ann and Lisa met while working in the Remington Products Personal Care Division in 1998, where Lisa was the Director of Marketing and Ann, her boss, was the President. Almost from the time they met, the future business partners realized that they not only shared a vision for developing and marketing products to women, but they also shared something much more powerful – a desire to give women a greater voice in the workforce and prove, once and for all, that there was a more collaborative way of business that could be both profitable as well as personally rewarding.

No, they are not anti-men or radical feminists. After all, Ann was a single mother to a college-age son and Lisa was married with two young children. Both women had spent their careers climbing the corporate ladder in large consumer products companies and, while they were very successful, it came at a price:

Ann started her career in 1980 after receiving her bachelor's degree from Tufts, a master's degree from Johns Hopkins, and an MBA from Northeastern. She had held senior level marketing and general

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management positions at General Foods, Campbell's Soup, Black & Decker, and, Remington. At Black & Decker she was the company's first female operating Vice President and, as President at Remington Products, she was the *only* woman on the executive staff.

Despite these senior positions, Ann realized that she would never be able to do her best work inside a corporate environment. *Intuition, collaboration, and empowerment* were not words commonly used in boardrooms and rather than concentrate on strategy and marketing, her days were filled with process and personnel issues. As Ann would say, "My golf game wasn't very good either!"

Lisa also jumped on the brand management fast-track right out of college. After graduating from Dartmouth in 1990, she took an entry-level position at Quaker Oats working on Gatorade, the company's largest brand. She was promoted to brand manager in just four years, and went on to hold numerous senior manager positions at James River Dixie, and ultimately Remington Products where Ann and Lisa met.

But in 1999, Lisa's career almost came to a grinding halt. At age 30, she was diagnosed with breast cancer. Her cancer had grown unchecked for several years, despite numerous mammograms and regular visits to top doctors who assured her that the growing lumps were nothing to worry about. She had to take a leave of absence from her job. With support from Ann, she not only made a full recovery, but she was able to return to her job at Remington.

While at Remington, Ann and Lisa had talked about starting their own company for women, where they could use their unique strengths and years of experience spent in corporate America. In 2002, they took a chance and left the security and perks of corporate life to found Artemis Woman.

Ann and Lisa firmly believe that women over 35 were being underserved in the personal care marketplace. Seeing an opportunity, they formed Artemis Woman, LLC, the only company created by women for other women, providing professional spa treatment products at affordable prices, to help women take care of themselves physically, emotionally and spiritually--all in the comfort of home.

An essential element of the company's mission is to give 2% of its profits to support alternative treatments and screenings for women's cancers. Their first sizable donation will help support clinical studies of thermal imaging, a non-invasive screening technique for earlier detection of breast cancer.

Looking to the future with the aging baby-boomer market, there is a built-in need for quality, at-home skin, foot and nail-care products. Obviously, the demand for Artemis Woman products is sure to increase. As more women seek out the comfort, convenience, and privacy of pampering themselves at home, it appears that Artemis Woman products will dominate the landscape for years to come.

As Ann Buivid said: "Artemis Woman natural spa products and wellness healthcare services are part of a woman's total 'wellness prescription,' a proactive way to manage our own well-being. It's all about women supporting other women and the discovery of the Artemis Woman within."