



Merle Norman Studio:

MORE THAN JUST A PRETTY FACE

BY CHELLE ELLIS / PHOTOGRAPHY BY DANA FINIMORE



Nancy Anglin



Nancy Anglin opened the doors to her Merle Norman store in August 2003 and hasn't regretted a day since. "It's like playing house every day," she claims. "Giving skin care and beauty advice to women makes a very enjoyable career."

The store, once located on Stateline Road in Southaven, moved to Goodman Road in Southaven when Anglin took over the franchise in 2003. The move seems to agree with her customers and definitely provides for a friendly work environment.

Neighboring stores in the strip mall have collaborated with her to offer greater discounts and freebies to special groups like the Teacher's Program. The teacher of the month receives a discount and makeover from Merle Norman and other discounts to use at surrounding businesses. "This corner is really like a neighborhood and we work together to try and help each other," Anglin explains.

Anglin has a 32-year background in banking to which she credits her knowledge of advertising and marketing: "It's given me the confidence to try out new marketing ideas in the store and the knowledge to discontinue them if they don't work."

She tries to provide her customers with a broad range of choices when they visit her store, from myriad accessories to the Nexagen Weight Loss Patch, also available at www.nexagenusa.com/nancyanglin.

In fact, Anglin's entire inventory exceeds the typical Merle Norman store. She has added many different lines, including knock-off jewelry, purses and accessory items inspired by Prada, Gucci and Kate Spade. These items normally start in the \$1,100 range but her versions sell for around \$30. She also recently added Jimmy Crystal shades, reading glasses, watches and items with crystal accents that add pizzazz to otherwise mundane accessories.



(Above) Ruby, a Red Hat Lady doll, sits outside the door on most days to greet customers of Merle Norman.

(Right) These colorful knock-off handbags are inspired by designers like Prada, Gucci and Kate Spade. These are just a few of the many trendy items offered by Anglin.

Anglin stocked an entire corner of her store with Red Hat Society items and offers a special discount to those ladies. Her customers are familiar with the store mascot, Ruby, a Red Hat Lady doll created by Memphis artist Najee. Ruby sets outside the door on most days to greet anyone who enters.

But Merle Norman products are the main focus of Anglin's business. Her goal is to serve and satisfy her customers so they don't have to come back for a return or exchange – they expect her to suggest what is best for them.

Anglin's customers range from ages 13 and up. They include women who have worn the Merle Norman brand for 30 years: "There is beauty in all ages and we have (aging and wrinkle) products that aren't as invasive as other popular solutions," she states.

But younger women can also benefit from the Merle Norman makeup and skin product line. The Xplorers football team cheerleaders comprise part of Anglin's clientele; Anglin applies their make-up before each game.

Other plans for her store include soon bringing in an esthetician to offer in-depth facials. Anglin says she'll also continue adding items of interest. ◻



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(POT LUCK)



SHRIMP DELICIOUS

TEXT AND PHOTOGRAPHY BY CHELLE ELLIS

Spring has arrived and now is the time to eat lighter and healthier. Impress your friends and family by preparing something light yet delicious. Spring salads are easy in preparation, beautiful in presentation and a treat for all to enjoy.

Shrimp potato salad is a robust selection and can be served as the main course of an indoor meal or picnic. However, you must use caution when serving salads in outdoor settings. Make sure your salad stays well chilled at all times.

Whether you are preparing a quick meal for one or two people or a full scale shindig for the whole family, this shrimp salad will please all.

SHRIMP AND POTATO SALAD

- 1 pound medium shrimp
- 2 qts. cooked and cubed potatoes
- 1 cup sliced pimento stuffed olives
- 2 large stalks celery (chopped)
- 4 green onions with tops (chopped)
- 1 tsp. Kosher or regular salt
- 1/2 tsp. black pepper
- 1/3 cup bottled French dressing
- 3 hard cooked eggs (chopped)
- 1 cup mayonnaise or salad dressing
- 1 bunch watercress or parsley

Shrimp preparation:

Cook and clean shrimp. Coarsely chop all but 8 of the largest shrimp. Pour 2 tablespoons of French dressing over whole and chopped shrimp and chill several hours in the refrigerator (zip lock bag works great).

Combine potatoes, olives, celery, onions, salt, pepper and French dressing (reserving 2 Tbls.). Toss lightly. Chill several hours to combine flavors. Do not freeze. Add chopped shrimp, eggs and mayonnaise and mix lightly. Chill well before serving. Garnish with the whole shrimp, additional olives and watercress or parsley. Dust with paprika and enjoy.



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