

San Diego Business Journal

[PRINT](#) | [CLOSE WINDOW](#)

Facelogic and Its Founder Get Noticed

By - 1/24/2007

San Diego Business Journal Staff

Carlsbad-based facelogic International is a finalist in the competition for best new business in the third annual Stevie Awards for Women in Business.

The Stevie Awards organization, based in Fairfax, Va., will present the honors during a ceremony in March in New York City.

Additionally, facelogic Chief Executive Sherryl Ford is a finalist for the best entrepreneur award, in the category of service business with as many as 100 employees.

Ford created facelogic, a franchise spa concept, in May 2005. In 18 months, facelogic has sold 59 locations across the United States and Canada.

Ford and her partners in facelogic, Shari Nevarez and Evangelina Eastman, founded and operated a full-service day spa before facelogic, developing a client base of 4,800 within two years. Ford also has operated two Curves fitness clubs.

Facelogic bills itself as the first luxury spa experience that everyone can afford.

— Brad Graves

San Diego Business Journal, Copyright © 2007, All Rights Reserved.