



Meet Justina Lisi, owner of I Love Honeycomb...

1. Describe Your Business:

I Love Honeycomb is a hair salon and body waxing studio located in Hanover Square that uses Aveda products and other leading salon product lines to achieve the best results for hair coloring and styling. The team at Honeycomb consists of a group of individuals who specialize in different areas to cover the needs of our guests. We work together to create a fun, creative, positive environment that welcomes all types of people.

2. Tell us your story:

I'm originally from the 607, with a lot of experience living in different areas along the east coast of the U.S. Although I have lived in different places, including bigger cities, I've always considered this area home. After high school I dabbled in different creative

outlets that have stayed with me since, like working in the film industry which was fun and exciting. I started painting as a hobby to express myself which inspired me to start college and study fine arts and psychology focusing on art therapy. Later I was introduced to the Aveda Institute in St. Petersburg Florida where I started my career as a hairdresser. Since then, I've been bouncing between NY and FL, hence my hair portfolio on Instagram... @The_Wandering_Hairdresser. My goal is to work in both locations someday... maybe sooner than later.

3. What has helped you succeed and gain experience?

I would have to say my mother is a huge influence in my life being an entrepreneur herself. I experienced firsthand that you need to take chances on yourself and how to invest your time and money, but it takes a village! I'm very lucky to have so many people believe in me, which I know makes up for a lot of the success I have today. My experiences helping my mom and jumping on opportunities to gain experiences in anything I was doing has helped me have a very open mind and see the big picture. The opportunity to gain experience in so many creative fields has definitely helped direct my career as an entrepreneur.

4. What inspires you?

I'm inspired by observing someone who is passionate about what they do no matter their experience level or interest.

5. What keeps you up at night? What are your challenges?

I have new business ideas all of the time. If I think I have an idea or vision that has potential I'll be up all night researching it. Some ideas I keep on the back burner and some will take immediate priority. These business ideas always add value to what I've already been working on. My greatest challenge would be that I put too much on my plate. Being in my first year and a half of my first business I wear all the hats that I hope to delegate someday, but until then I will make it work.

6. What is your favorite local activity?

Hands down summer time hiking with my dog, hanging out at the lake, going to waterfalls off the beaten trail, driving around the hills and coming into smaller towns with so much character. Dining at local restaurants and bars and supporting local businesses.

7. Is there anything else we should know about you?

I'm an animal lover. I practice visualizing my life/career/passions on a daily basis. I love to work a lot, but I also love to travel a lot. I love hibernating in the winter with my fur babies, making candles, crafting, watching movies, and my favorite TV shows. I tend to be shy and reserved at first, but I have an open heart towards everyone.