



"I love people. I love serving people. Nobody can ever out-serve me. I came from a house with a mama and a daddy that showed me what respect looked like both inside and outside the home. When we were going into the community, going to the churches, they taught us about respect. We learned to respect elders. That's why nobody can out-serve me—not because of me, but it's something that's in me, embedded into me.

I want to serve women. I want to take them off of Evans Street. I want to take them out of Florence. I want to take them from being a mother or a wife or an employee and into being a woman. I want to know your name. I want to identify you as a human being.

This place is about you.

I do one client at a time to make sure that client is taken care of and their needs are being met. Give me two hours and I'll change your whole life.

And then while I'm giving you those two hours—changing your whole life—I'm also changing your image. I'm also changing your mind because I'm feeding you, and I'm pouring into you, and I'm re-evaluating—I'm re-valuing you. So when you do come out of my seat, and it might be for 30 minutes, because the world might give you the same thing you left on Evans Street—but for 30 minutes, you're going to feel very empowered. You're going to feel important. You're going to feel valued.

That's what I'm here for. That's my contribution not only to the community, that's my contribution to my industry, and that's my contribution to the world.

People want to be heard—everybody's got a story.

Some guests you get—and I attribute this to being 30 years in the business and always knowing people, like I said, I get it from my mom and dad—I get it. Sometimes you've got to see where the client is. They don't want to talk, then you don't talk. Sometimes it's two hours of quiet time. If they put their laptop on, they want to work.

If the shoulders are dropping, the head is dropped—because I do read body language—if you're sighing real hard, then I got to build that up. And I'm going to give you what you need at that moment.

So I give because I listen. And I'm a discerner. And I pick up on spirits very well. I'm very spiritual. I'm not religious—but I'm very spiritual. So that's the value. That's why it's very important what I do—because sometimes we don't know our value. We rarely get poured back into.

And so that's just my job—to be that escape. My saying is: if I provide you an experience, you create the lifestyle. So I'll provide you an experience, and based off that experience—how you felt, how you... all of that—now you create the lifestyle.

—Katrina Judge, K. Niccole Spa