

# Piel Perfecta Studio LLC

## SBDC Client Success Story



### PIEL PERFECTA STUDIO LLC

Piel Perfecta LLC, founded by Liz Marilyn, is a luxury waxing business that has successfully transitioned from Mexico to Yuma, Arizona. Specializing in high-quality hair removal services, Piel Perfecta is committed to providing exceptional skincare and waxing treatments in a professional and welcoming environment. However, expanding into the U.S. market posed significant challenges, including navigating complex business regulations, securing necessary licenses, and standing out in a highly competitive industry. Despite these obstacles, Liz remained determined to establish her brand and bring her expertise to a new clientele.

### HOW SBDC ASSISTED THIS BUSINESS

The AWC Small Business Development Center (SBDC) provided essential support, guiding Liz through LLC formation, licensing, and tax compliance while also assisting with financial planning and record-keeping. They helped her secure funding to open a physical location, optimize her online presence, and implement marketing strategies to attract new clients. Through business development programs and networking opportunities, Liz gained valuable management skills and confidence in scaling her business. With SBDC's guidance, Piel Perfecta LLC continues to grow, creating new opportunities and expanding high-quality waxing services in Yuma.

### CLIENT PROFILE

#### OWNER:

LIZ  
GONZALEZ

#### LOCATION:

YUMA, AZ

#### INDUSTRY:

BEAUTY  
SALONS

