



## MEET THE CEO & FOUNDER

Niphaphone Laura Robertson founded Beautiful Potential Consulting to empower women and entrepreneurs through beauty, branding, and creative confidence.

She is an author, coach, speaker, and community advocate with over 20 years of experience in executive leadership roles across beauty education, marketing, operations, and organizational development.

Through Beautiful Potential Consulting, Laura has created a space where beauty, creativity, and confidence uplift individuals and strengthen communities.

## CONTACT US

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[beautifulpotential.com](http://beautifulpotential.com)

75 Market St Ste 21  
Elgin, Illinois 60123



OUR  
BRANDS



*beautiful*  
POTENTIAL

A BEAUTY & BRAND  
CONSULTING COMPANY

Empowering the community  
through beauty and creativity.

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## ABOUT US

Beautiful Potential Consulting is a creative empowerment brand dedicated to empowering the community through beauty and creativity.

Led by CEO Laura Robertson and VP Jamyla Griffin, both licensed instructors and influencers, supporting women and entrepreneurs through beauty, branding, and creative experiences that build confidence and self-expression.

Rooted in advocacy and community care, the organization creates safe, empowering spaces where confidence and opportunity thrive.

BEAUTY • BRAND

## WHAT WE DO

### BEAUTY

Professional beauty salon suites, beauty supply store, and continuing education designed to support confidence, skill development, and growth for clients and beauty professionals.

### BRAND

Creative branding and content support that helps individuals and businesses clarify their message, strengthen their presence, and show up confidently.

### CREATE & ELEVATE

Personalized coaching and mentorship that bridges beauty, branding, art, media, and fashion—helping clients build creative confidence and turn passion into purpose.



## COMMUNITY & ADVOCACY

At the heart of Beautiful Potential is creative confidence—the belief that confidence changes how people show up in life and business.

We actively advocate for survivors of domestic violence by providing empowering spaces, creative outlets, and community support that encourage healing, independence, and renewed self-worth.

Through partnerships, mentorship, and education, we help individuals turn passion into progress and creativity into sustainability.

## LEARN HOW TO GET INVOLVED

 [www.beautifulpotential.com](http://www.beautifulpotential.com)

CREATE • ELEVATE