

## Touche, Trouve!

What do you get when you combine a science degree with Quickbooks? **A med spa.**

Eleven years ago, Courtney Anderson was a 29-year-old working for a medical spa in Orem. Fast forward to 2022, and Courtney has five Spa Trouve locations throughout Utah. Spa Trouve is a winner in our Best of Utah Valley contest for both medical spa and laser hair removal.

“The story of how Spa Trouve began is a crazy one,” Courtney says. “I was doing Quickbooks and payroll for a medical spa, and I fell in love with the business. I was a science major at BYU, and I loved the science behind all of the treatments.”

Courtney purchased the struggling medical spa and began organizing the business details. She found a space where she could consolidate assets and begin to grow. She cut expenses. But she realized that she needed an additional \$100,000 to salvage the spa. She put together all of the paperwork to show her father. Courtney had shown responsibility and financial independence from a young age, so her father signed all of the paperwork and loaned her the money — with a stipulation that she would pay him back in 24 months. She paid him back in 18.

“We couldn’t have built what we have today without so many people. We even had two employees who voluntarily took a two-month hiatus without pay while we were in the middle of consolidation,” Courtney says.

Spa Trouve is blazing a new trail in the industry, starting with their branding. Most med spas use soft pastel shades. Spa Trouve selected black and white vintage imagery with neon fuchsia pink. The genesis of the branding began when Courtney’s neighbor invited her to a party.

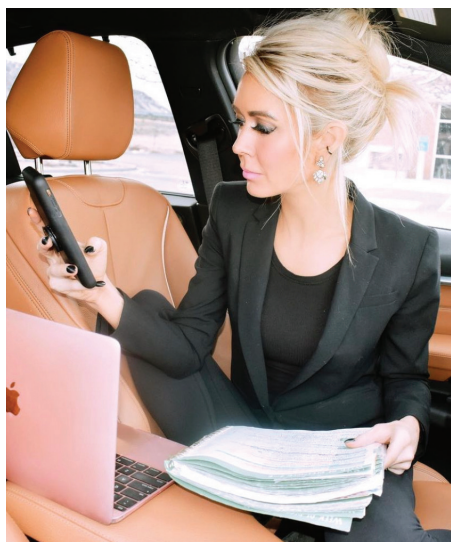
“I loved it so much that I called her up and asked who had designed the invitation,” Courtney says. “She told me that she did, and that she had just graduated with a degree in graphic design.”

This neighbor helped Courtney rebrand from her original French metallic stripes into bold and beautiful pink, black and white.

“In our original space, we had our mission statement above the front desk. It said: find yourself through beauty at spa trouve. The word ‘trouve’ means find and discover in French. The name was a perfect fit.”

In 11 years of business, Courtney has faced many challenges and yet continued to grow. She changed her business strategy during Covid and made enough money from her new online business to open their St. George location.

Courtney and Spa Trouve continue to “find and discover” success.



Spa Trouve began with a business plan and a loan from a family member, and now Courtney Anderson has grown the spa to five locations throughout Utah.

