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October 2018

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Boston

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BOSTON MAGAZINE'S

Faces of

Women-Led Businesses

ACCORDING TO RECENT DATA FROM THE CITY OF BOSTON, 18,709 WOMAN-OWNED BUSINESSES EMPLOY 26,209 PEOPLE IN THE CITY. THESE WOMEN ARE SHAPING INDUSTRIES, REDEFINING ENTREPRENEURSHIP, AND CHANGING THE STATUS QUO—IN BOSTON AND BEYOND. ON THE FOLLOWING PAGES, MEET SOME OF BOSTON'S FEMALE LEADERS YOU SHOULD KNOW.



Joyce Hampers

G2O SPA + SALON

Boston, MA | 617-262-2220 | g2ospasalon.com

When Joyce Hampers opened Giuliano, the Spa for Beauty & Wellness in 1994, she was a pioneer in the day-spa industry. Now rebranded as G2O Spa + Salon, Hampers has overseen their Back Bay expansion, a 17,000-square-foot urban day spa resort that includes a cutting-edge hair salon, a guided virtual meditation room, and Boston's only Himalayan salt cave. A tax lawyer by profession, Hampers was recruited as the assistant secretary of commerce under President George H.W. Bush, stimulating economic growth by encouraging policies that helped small businesses thrive. Now a

small business owner herself, Hampers is inspired by her husband, children, and late friend Noel DiCaprio, a Connecticut salon owner who offered sage counsel until her death from breast cancer. Hampers says she's also been fortunate to be able to surround herself with loyal, capable associates who are committed to enhancing people's lives. "The secret to success is to find the type of business that you can be passionate about," says Hampers. "I can take part in really making a difference in people's lives, both physically and mentally, by introducing them to the lifetime benefits of the spa lifestyle."

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