



2121 W. 139th Street, Gardena, CA 90249
T: (310) 538-5975 | F: (310) 527-8322
www.misspn.com

The Mr. Behind Miss

by Kate Aucella

Nail lacquer manufacturer Miss Professional Nail has been providing the professional beauty industry with products since 1985, though at one point Miss Vice-President Mike N. Vo received a somewhat odd request from not one, but several of his longtime distributors: legal advice, on behalf of their customers, who were having issues with the State Board of Cosmetology. Why turn to Mike? Unlike most 30-something in his field, Mike is armed with not only extensive knowledge of the State Board's oft-disputed rules and regulations, he's a former practicing lawyer with a solid legal background that allows him to pull double duty: advocate for the nail professional as well as the nail profession.

Mike capitalized on this with the recent establishment of V.A.N.A. (Vietnamese American Nail Association), a non-profit organization designed to inform and represent the professional nail industry. V.A.N.A. installed its first Executive Board earlier this year, bringing together government and the private sector under a common cause – to advance the interest of the nail industry. The Orange County, California-based V.A.N.A. is uniquely positioned to provide information in English and Vietnamese on a variety of issues, and is open to nail techs, students, beauty supplies and manufacturers.

The mission to educate is nonstop, and his highly unusual legal-meets-lacquer platform is in high demand, resulting in Mike maintaining somewhat of an everyman presence in the nail industry. He's a co-producer and resident panelist on VietNAIL.TV, offering legal advice addressing the professional's issues and concerns with the State Board of Cosmetology. And when on official Miss business duties (in any given city), Mike volunteers his services by holding open Q & A forums at local beauty supplies, drawing crowds of grateful patrons.

V.A.N.A. member and Mike's VietNAIL.TV colleague Kelvin Pham tells us, "Miss Professional is famous for their Sation polishes in the Vietnamese market, and that success has provided him with an education and a solid work ethic. Mike's commitment to the nail community is being recognized and acknowledged, and I'm honored to be working with him; I believe that he's just getting started, and that his leadership will have a big impact in the world of nails."

Though the V.P. surely has his polished-stained hands full, following the successful rebranding of Miss and its signature line, Sation, he chooses to execute it in a way that would benefit those who made it possible. Mike offers matter-of-fact insight into his up close-and-personal approach saying, "We understood that to be a competitive brand for the next 25 years, we had to connect with the consumer, as they are the driving force behind nail products. The professional is no longer the driving force behind consumer products."

Empathetic yet shrewd, Mike seems to wear as many hats as he does nail polish shades (he's the V.P., he *has* to test them!). Following a partnership that spanned just a few months, non-profit leader Working Wardrobes saw how invaluable he was to their cause and invited Mike to join their Board of Directors, an offer he proudly accepted, after hand-picking the esteemed organization so that "We can personally see the smiles of the women we assist." W.W. helps women who have faced life challenges gain employment and re-enter the workforce, a hybrid of hot-button issues that mesh nicely with Miss' philanthropic platform.

Working Wardrobes' founder and CEO Jerri Rosen chalks up the success of Miss' main man to his multi-faceted mindset, saying "What makes Mike Vo a most unique Board member is his diverse knowledge base; that combination of the inquiring legal mind, an astute businessman, a powerful community advocate and a man who understands the value of making political connections. All are a result of his ingenious approach to making business exciting and fun."

Mike isn't all business – he does appreciate the lighter side of his trade. "I have fun knowing that I can help a woman feel more beautiful. I appreciate what a woman goes through to feel confident and sexy," he shares. When asked about the reinvention of Sation nail lacquer, its first since 1985, his response is simple: "Miss stands for the best professional products at the most reasonable prices. We believe that a woman can look and feel beautiful, everyday." From the shipping to the shining, a feel good example of a Mr. who has it mastered.

Case in point: Miss recently obtained its official MBE Certification (Minority Business Enterprise), a move that will be integral in opening new doors for Mike and his crew; whether it be a strategic venture into the retail market or the continued evolution of Miss, one thing remains certain after 27 years: the company is in good, colorful hands.

For info on Mike Vo or Miss Professional Nail, go to www.misspn.com
For info on V.A.N.A., go to www.vnana.org or email info@vnana.org