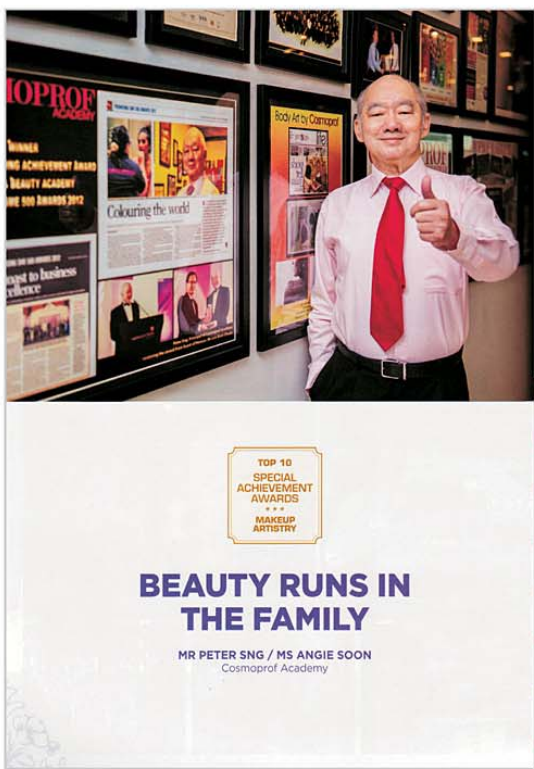


PROMOSING SME 500 - 2014



MR PETER SNG
COSMOPROF ACADEMY
SPECIAL ACHIEVEMENT IN
MAKEUP ARTISTRY AWARD



**TOP 20 OUTSTANDING AWARDS
BEAUTY & WELLNESS ACADEMY**

Each time a girl leaves a spa satisfied or has their makeup done professionally, there is a high chance that they have Mr. Peter Sng to thank for that. More than 25 years ago, Mr. Sng founded Cosmoprof Academy to provide good quality training courses in makeup artistry and beauty therapy. People in the industry often consider him to be the pioneer of the Spa, Makeup, and Beauty industry in Singapore – and rightly so, as he was the founding President of the Spa Association Singapore from 2000 to 2008.

Mr. Sng's recognition did not stop there. He even received international awards such as the "TOP10 Dedicated Contributor Award" from International Spa Association, United States. The Academy was also one of the winners of the Outstanding Achievement Awards that recognizes business excellence.

As a young girl, the daughter of Mr. Peter Sng – Ms. Angie Soon – had started working in various positions in the Academy. She was learning a lot more about beauty than most girls her age. To her, the art of makeup and beauty therapy were more than sheer vanity. To her, it meant business.

*Be kind to others
and let your values guide
everything you do*

With the recent passing of Mr. Sng, Ms. Soon readily took over the Academy – the legacy her father left behind, and which she hoped to build. She was confident because she learned the best from the man himself. He was her mentor both in life and in business, and their similar drive for success is uncanny.

From her experiences at Cosmoprof, she learned the importance of staying focused on their goals and led the Academy to greater heights. She believes it was her determination that brought her where she is today. Her mantra is to not give up easily and encourage aspiring entrepreneurs to do the same.

"Cosmoprof Academy started in 1986, with a 400 square feet training classroom. Today, it occupies more than 6000 square feet in a prime location," proudly says Ms. Soon. She currently focuses on marketing and branding, and is in charge of the Academy's outreach activities.

Up Close & Personal

What are your hopes and visions for Cosmoprof Academy?
I share the same hopes and visions for the Academy as my dad. We want the Cosmoprof Academy brand to be synonymous with the best in makeup artistry training. I think it is important that we stay current and exercise prudence to continue thriving in this industry. We have already been the official makeup artist and sponsor for major national events such as Miss Universe Pageant, National Day Parade, and Youth Olympic Games Opening & Closing Ceremonies. These are examples of the recognition we get in the industry that mean a lot to the Academy, in terms of meaning success. We certainly hope for more of such opportunities to showcase our talents.

How did you overcome the challenges you faced early on in the business, and eventually achieve success?
I have learned the hard way that it is essential to stay focused. It is especially important not to lose sight of the goals you initially set in place. It can be easy to lose track of them along the way, but they were there for a reason and are what you should fall back on when you are at a loss for the next steps. When you try to do too many things at the same time, you lack focus and end up being inefficient. I also learned that losing a business is not the end of the world. When a door closes, a window will open. We must learn to turn every challenge we face into an opportunity for growth and change.

How do you measure success?
Success to me means to have a happy, wholesome, and balanced life. Personally, I consider myself successful if I have a sustainable and viable business, and at the same time be a good mother to my children, wife to my husband, and colleague at work with my team. I believe that if one is kind to others and lets his/her value guide everything he/she does, everything else will fall into place and success follows.

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