

Elà Mar

Esthetics Boutique



Culture Book

"If you want to build a ship,
don't drum up the people
to gather wood, divide the
work, and give orders.

Instead, teach them to yearn
for the vast and endless sea."

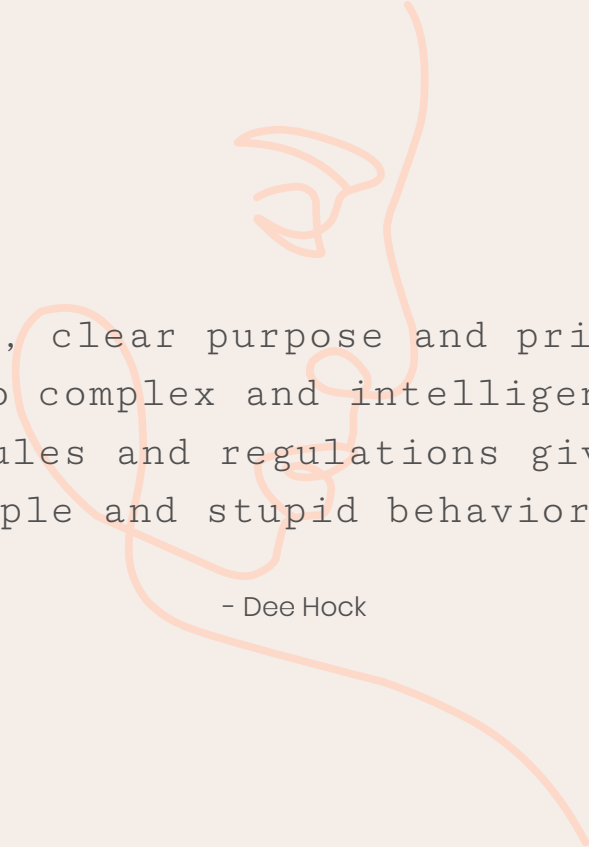
- Antoine de Saint-Exupéry

What is Culture?

The word culture comes from the latin cultus, which means care: to have thought, regard or concern.

Our culture is the shared values and principles that guide our choices and produce meaningful work, meaningful relationships and meaningful outcomes for everyone we encounter.

It's why and how we do what we do.



"Simple, clear purpose and principles
give rise to complex and intelligent behavior.
Complex rules and regulations give rise to
simple and stupid behavior."

- Dee Hock

Who We Are

ElàMar is a family-owned aesthetics practice founded in the heart of North Alabama, by Dr. Marlin Gill and Elaine Gill. The name ElàMar is a portmanteau of Elaine (Elà) and Marlin (Mar)—a subtle tribute to them and a reflection of our roots in Southern hospitality.

Around 2010 Dr. Gill and Elaine noticed that aesthetics could feel a little cold, a little too transactional, so they decided to change that. ElàMar was created to be a place where people would feel welcome, cared for, and confident they're in good hands.

Our mission is an expression of that sentiment: we want everyone who steps through our doors to leave feeling confident in their skin—not just on the outside, but in that deeper, glowing from within way. For us, it's never been just about skincare; it's about caring for everyone we meet.

OUR MISSION IS TO HELP PEOPLE
FEEL CONFIDENT IN THEIR SKIN

Our Values

Safety First

The health and safety of our clients comes first.

Be Kind to People

Treat everyone with kindness, friendliness and generosity.

Appearance Matters

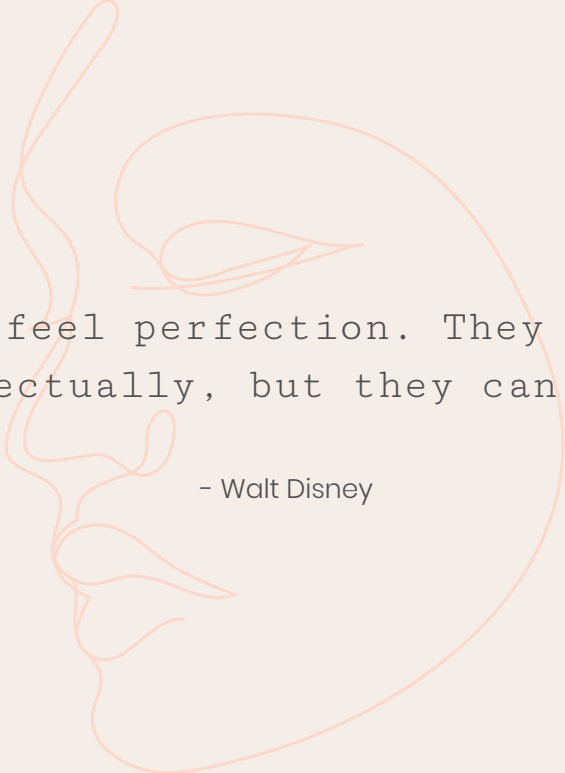
The way things look affects how we feel.

Extreme Ownership

Even if it's not your job or your fault, it is your responsibility.

Be 1% Better Every Day

Always strive for improvement.



“People can feel perfection. They may not know it intellectually, but they can feel it.”

- Walt Disney

The ElMar Way

Our process for creating healthy, beautiful skin.

One | Connect

Education & Experience

Helping someone achieve the skin of their dreams requires time and trust. So we start by creating genuine relationships, which requires connecting with people's minds and hearts. Educating clients reduces anxiety and builds trust. Extraordinary experiences make the journey fun and encourage consistency.

Two | Restore Skin Health

Products

The foundation of beautiful skin is a daily routine that optimizes skin health. We '1. Cover the Basics' by cleansing, exfoliating and balancing oil production; then '2. Prevent + Correct' acne, redness, pigmentation and anti-aging; and '3. Protect' our skin with sunscreen.

Three | Correct and Enhance

Treatments

We create exceptional aesthetic outcomes, or 'WOW' results, through skillfully administered treatments. We correct wrinkling, sagging, pigmentation, and texture and we enhance facial structure and symmetry.

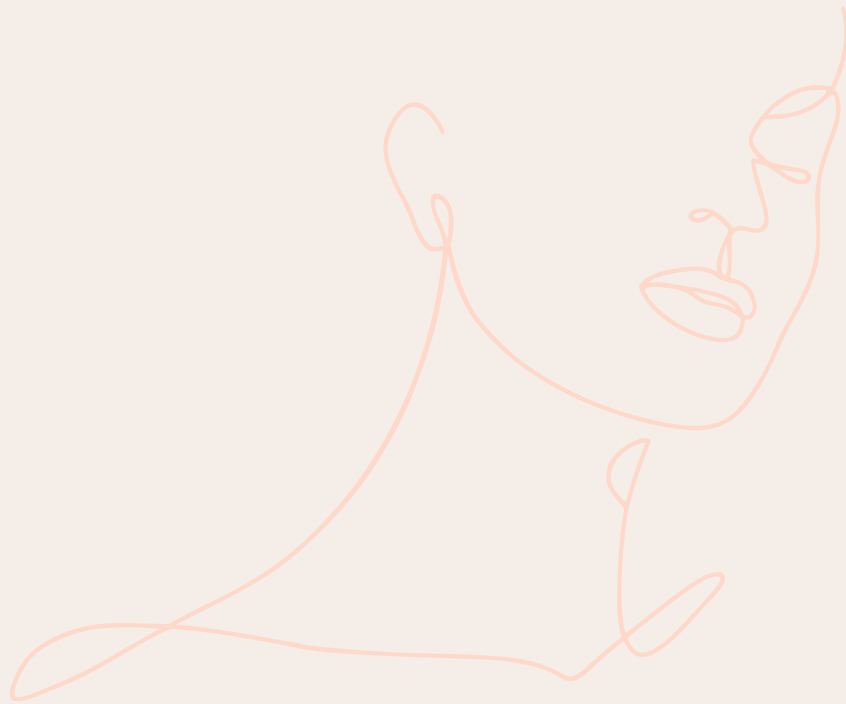
Four | Make It Last

The Club

We're the sum of our repeated actions, or habits, and so is our skin. Maintaining healthy, beautiful skin requires consistency. Joining the club simplifies the process and makes it more affordable.

"Over time, the person who approaches
life with an openness to being wrong
and a willingness to learn
outperforms the person who doesn't."

-Shane Parrish



Let the improvement of yourself keep
you so busy that you have no time to
criticize others."

-Roy T. Bennett

The Code

We're a team.

A team is not a family. A family is about unconditional love, despite, say, your siblings' bad behavior. A dream team is about pushing yourself to be the best teammate you can be, caring intensely about your teammates, and bringing energy and passion to your work each day. Work hard.

We have a genuine heart for hospitality.

We work hard to make people feel welcome and appreciated. We go out of our way to make people feel at home. We do that by bringing warmth and positivity to work each day; by acting with kindness, generosity and thoughtfulness. We look for ways to help others and build relationships. Be nice to people.

We take extreme ownership.

There are companies where people ignore trash on the floor in the office, leaving it for someone else to pick it up, and there are companies where people lean down to pick up the trash they see. We try hard to be the latter, a place where everyone feels a sense of responsibility to do the right thing to help the team at every juncture.

Picking up the trash is the metaphor for taking care of problems, small and large, and never thinking "that's not my job." We don't have rules about picking up real or metaphorical trash. We try to create a sense of ownership so that this behavior comes naturally.

We use good judgment.

Here's our formula for good judgment: guest > team > individual (that's you). When we succeed in delivering our promise to guests then we succeed as a company. When we succeed as a company then we succeed as individuals.

We're humble.

“Humility is not thinking less of yourself; it’s thinking of yourself less.” – C.S. Lewis. When things go well, humble people share the credit. When things go poorly they shoulder the responsibility. Humility means being coachable, open to feedback and willing to learn new things and grow. Ego is the enemy.

We communicate.

Communication creates clarity and keeps us all on the same page. We are open and honest with others and with ourselves. We aren’t afraid to ask for help. We talk openly about issues with our leaders and our colleagues. We only say things about fellow team mates that we would say to their face. (This goes for clients too.) We have the courage to kindly say what we think when it’s in the best interest of ElaMar and others, even when it’s uncomfortable.

We are responsible adults.

We show up on time, do our jobs, help out where we can, and stay until we’re finished. We take responsibility for our own growth and improvement. We all want to be on a team with people we can count on.

We love skin care!

We’re passionate about skin care, beauty, health and wellness and sharing that passion with others. We believe that appearance matters. When we look good, we feel good, and when we feel good we bring more goodness into the world.

Shared Beliefs about Aesthetics & Life

Esthetics should be simple, approachable and fun.

Relationships are more important than transactions.

Experiences are more valuable than possessions.

We should strive to be the best versions of ourselves, not an idealized version of someone else.

Comparison is the death of joy.

Our imperfections and differences make life interesting and exciting.

The journey is more meaningful than the destination.

Good things take time.

There is beauty in simplicity.

Oftentimes, less is more.

Authentic beauty is inextricably connected to health.

Skin care is an essential part of a holistically healthy lifestyle.

Appearance matters.

How we look affects how we feel about ourselves.

When you feel good about yourself, you bring good into the world.

To create a better world we must first be better individuals.

Our Favorite Quotes

“Simplicity is the ultimate sophistication.”

– Leonardo da Vinci

“Simplicity is about subtracting the obvious and adding the meaningful.”

– John Maeda

“Simplicity is the consequence of refined emotions.”

– Jean D’Alembert

“Always be a first rate version of yourself, not a second rate version of someone else.”

– Judy Garland

‘Do not wish to be anything but what you are, and try to be that perfectly.’

– Saint Francis de Sales

“Everything has its beauty, but not everyone sees it.”

– Andy Warhol

“Beauty is a sign of intelligence.”

– Andy Warhol

“A respectable appearance is sufficient to make people more interested in your soul.”

– Karl Lagerfeld

“Don’t choose the one who is beautiful in the world, but rather choose the one who makes your world beautiful.”

– Alice Sebold

“Youthfulness is about how you live, not when you were born.”

– Karl Lagerfeld

“The world is changed by your example, not by your opinion.”

– Paulo Coelho

“The best way to love someone is
not to change them, but instead,
help them reveal the greatest
version of themselves.”

- Steve Maraboli

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