

EPISODE 763

[INTRODUCTION]

[0:00:33.4]

FT: How many of you out there are trying to excel at just too many different things, you've got a lot of interests, many passions from which you want to profit. You know, I remember buying that book *The ONE Thing*, that New York Times bestseller a couple of years ago, I was very ambitious trying to streamline my life but truth be told, I was too busy with so many things, I hardly got passed the first chapter. Today's guest however has stuck to the one thing and it has helped her create a 100 million dollar company.

Welcome back to So Money everyone, I'm your host Farnoosh Torabi, today, we're in conversation with stay at home mom turned multimillionaire Alli Webb. About 10 years ago, Alli who was a hair stylist started a mobile blow out service where she would drive around in her car in Los Angeles, go to client's homes and give them a great blowout during the recession, by the way.

It was then that she realized there was a lot of demand for this service and that women were willing to pay about \$40 or more per blowout. She decided that this was her time to create a salon just for blowouts. No cuts, no color, just blowouts. With the help of her brother who came on as CEO, Alli has now grown her business Drybar into more than 100 locations in over 100 million dollars in revenue. The secret sauce she says is consistency.

In fact, if you go to any dry bar today at any location, you get the same blowout with the same results, the same scents. I mean, I can hug someone and smell their hair and go, were you a Drybar and you know what? They were.

Alli's new podcast also launched this month, it's called Raising The Bar with Alli and Michael. She and her brother speak to budding entrepreneurs whose ideas they love. It's a brother and sister duo podcast and sounds like they have a lot of fun raving about the products, bickering sometimes and sharing their insights as to what it takes to risk everything on a great idea in

hopes of turning it into a multimillion dollar business, sounds like they're speaking from experience.

Alli's also on the show today talking about the behind the scenes of her business, her childhood and of course her so money moments. Here we go, here's Alli Webb.

[INTERVIEW]

[0:02:44.9]

FT: Alli Webb, welcome to So Money. I'm a huge fan of Drybar.

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AW: Thank you, thanks for having me.

[0:02:50.5]

FT: We just moved to Brooklyn a few years ago and happy to discover that there is a Drybar within walking distance from my home which I can't decide whether that's a good thing or a bad thing yet.

Good thing for my hair, bad thing for my bank account but it is in reading your story of how you launched this and why you launched this franchise, not franchise, this chain of salons was to give women confidence. Hair is everything, right?

[0:03:21.6]

AW: 100%, yup, it really is. I think that that's what you know, we really built this business on was – not really knowing honestly in the beginning, you know, how much it was going to resonate with women but it is just like, you know, we're selling happiness and confidence and when your hair looks good, you know, you feel amazing, you feel like a million bucks and so I think it's that feeling that has always – really kind of the success over and over again.

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FT: You started this business after a few twists and turns in your career and wanted you to take us back a little bit to when you got the idea and how you actually got the confidence and the money to start it.

I understand your brother is very successful and gave you some startup funding and you and your husband also put in some money about \$50,000. But you know, a lot of an entrepreneur's story is not just about the money but it's about having the confidence. How did you bridge that gap?

[0:04:27.7]

AW: Well, my parents had their own business growing up so I think that was just kind of in my DNA as a kid and I think that that went a long way and how they may be like, you know, if they did it, I could do it.

There was always that and I think that – I felt like – you know, because of my parents and that strong foundation, I think I just had that thing and I do have that same kind of will of I can make anything happen, you know, with enough hard work and so that was you know, really how my mentality and you know, when we were starting that first location in 2010, totally in the middle of a recession.

You know, a lot of people thought we were kind of crazy as my parents especially, because you know, we were spending like \$300,000 to open up this – you know as you get this first store done and they had their little business with this little kind of older lady clothing stores and they were real like, you know, for a lack of a better word, kind of sloppy and not a lot of décor but it was a great business despite that.

They couldn't believe we were spending so much money on it, we had a vision of how we wanted it to be but I think you know, it all really comes back to I think, for all entrepreneurs, you just have to not be afraid to fail, not afraid to lose money, you know, it's like those are just all the

things that you put out on the line and hope that it will work and it will stick and people will love it.

I also think there was a little bit of like – I always felt like if God forbid it didn't work and it fails, I always felt like we were pretty smart people, we would find jobs and our lives weren't going to be over, we would lose money which would be terrible but we wouldn't die.

I just kind of felt like there's no reason not to do it I think was my mentality.

[0:06:24.9]

FT: You started this driving around at people's homes, before you had the store in Beverly Hills, you had like you're driving around and knocking, you know, going to women's homes and setting up appointments, doing their hair in their home.

This is a concept that I guess is not new to us anymore but there was a time when this was kind of a nuanced thing and you said, during a recession, people really wanted this. What do you think that said about, like how we were appropriating our money during the recession, we were still into like treating ourselves?

[0:06:55.2]

AW: Well, I think what happened was, women were cutting back so much on their services, you know? Getting massages that were really expensive, paying for cut and color that was upwards of three, \$400.

I think everybody was like, you know, a little chilling out on that front and like pulling back on those type of expensive services where you know, when we came along with \$35 for a blowout, that was almost nine years ago.

It was like, okay, this is something that won't break the bank and I can get a blowout if you kind of camouflage, the fact that I need color, you know, or the fact that I need a haircut or whatever it is and give me that boost of confidence for not a lot of money.

I think that would really why it really worked so well because this indulgence, it was like an affordable luxury and an indulgence that you can take part in without having to feel like you were spending all this money. You know, which is why I think it worked and took off.

It's interesting, I wonder what it would have been not to – in the middle of a recession but you know, regardless, we just struck a chord with women and you know, when the price point is right, the branding was great, people you know, it was an experience.

Again, this is almost nine years ago, it just was like, I think retailer was a little stale, you know? People weren't like, capitalizing on the experience and that's what we did just because it was something like, I personally wanted and dreamt of, you know?

As a kid, I'm a long time hairstylist, I've been doing hair for 20 years and I grew up in South Florida where it's like the land of frizzy hair because there's so much moisture in there and you know, a direct like driver, it was so hard to get a blow out as a kid and you know, that probably sounds silly to a lot of people, I just have very unruly curly hair that I hated and I would like just try to figure out how to get my mom's hair stylist to blow out my hair.

It was expensive, you know? I think dry bar was something that you know, a lot of them wanted and needed and didn't necessarily know that they want it and needed.

[0:09:00.7]

FT: Yeah, that's kind of like the Steve Jobs says, nobody really knew they needed the iPhone until it arrived when we were like -

[0:09:06.2]

AW: I just used that analogy, yeah, I just use that analogy yesterday because it's so true. I think that there is you know, it's hard but I think that discovering something that people will want but they don't know that they want, you know?

A lot of that I think comes from personal necessity. I mean, again, for me. I dreamt of a place I Drybar, why doesn't this exist, you know? Our grandmother and our grandmother's generation.

They would go to the beauty parlors, they'd hang out, they'd get their hair cut, they wouldn't touch it for a week and then it was like, it was like this experience, this ritual that they did every single week and somewhere along the line, that behavior became like you know, hair stylist didn't want to do blowouts because they just wanted to do constant color. Understandably because that's where there was more money.

Again, somewhere along the line in a way this behavior of going to the beauty parlor once a week and I think we kind of brought - modernized that and brought it back.

[0:10:00.1]

FT: Did you ever think it was going to be as big as it is now? 100 million dollar business, you know? If you could go back in time, 10 years ago, what's some advice that you would tell yourself then?

[0:10:14.4]

AW: Well no, I didn't think it was going to take off the way it has, I mean at the time when we were starting the business and as you know, my brother and my husband both who were bald, they were my business partners but they were operating, my husband was a creative director to big advertising agency, hence the great branding and marketing and my brother was the business side of things that he was at, he was running his own real estate marketing company at the time.

This was going to be like my livelihood and you know, that was it. It was such a risk, it was such a gamble, I mean, I think my brother agreed to give me the money because he saw the success I was having for my mobile business so I thought like yeah, maybe a shop like this works in LA.

You know, we still severely underestimated what the demand was going to be and frankly, with the opportunity was going to be, I mean, we just did not know by any stretch, there was no

business plan, there was no outline, there was no plan for growth, none of that. Because it was like, also, my kids were like three and five.

I was still like, my plan was to you know, run the shop, pickup my kids from preschool and that would be my life and you know, none of us could have seen all of this coming. I mean, obviously, we're over the moon and our lives completely turned upside down in the best way but it was definitely a big – no one was more surprised that we were.

[0:11:40.6]

FT: Now you have a podcast on top of everything else, why a podcast and what's your goal with hosting this?

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AW: I found that you know, in the eight years, eight plus years, we've been operating Drybar and we've had you know, a decent amount of success and there's so many people who come to me daily with you know, wanting like to sit down and have coffee for 15 minutes and they have a business idea or they want me to invest in something or they're – you name it, I get people coming kind of from all walks of life asking for advice and you know, guidance and mentorship and all of that.

My brother Michael does as well. You know, as much as I would love to sit down with every single person and say, here's what I think, take it or leave it, you know, it's obviously not feasible. That effect that you know, obviously, as you know, podcast have become just kind of the thing and everybody really is getting driving different information and there's just so much out there that can be, you know, that you can get from a podcast that I felt like maybe this is a good platform for my brother and I to really fix here into the Drybar and you know, what we learned, about the failures we had.

Plus, bringing on other entrepreneurs to our show who you know, people like you know, Candice Nelson who you know, started Sprinkles, to then people you've never heard of who are in the middle of trying to start their own business and giving advice, sharing stories and you know,

sharing sort of how – what we learned in Drybar and then how we can apply that to their business and help them and it's been really fun, I mean, we've talked to so many amazing people and there's always like one or two things that we end up kind of honing in all together about you know, where their pain point is, where they feel like they can improve and it's – someone's up there a few days.

Then there's a really kind of funny banter between my brother and I because we could not be more different as people. I mean, he is so – I'm so like, everything happens for a reason and I believe in lie, you know, things work out the way they're supposed to and have a little more like out in the cloud and he is like very –

[0:14:01.6]

FT: He has his Excel Spreadsheet and you're –

[0:14:05.4]

AW: Exactly, doing a vision board, yeah. We come from everything with such a different perspective and I think that it's kind of a fun – it's fun to like, we kind of argue on the podcast too about what we think and we disagree and it's all you know, fun and in good spirits but it's been really fun and we really enjoy it and it's fun to talk to other people and we get really excited and we're like, we want to invest and we think this is great or why aren't they doing this? It's been a lot of fun.

[0:14:35.1]

FT: The show is called Raising the Bar with Alli and Michael and it launched on July 25th, we'll include a link over on our site as well. I think part of what also makes your business really successful, dry bar and you mentioned sprinkles for example, you know, businesses, I've profiled a lot of small businesses and big businesses but when you focus on the one thing, you don't try to be a jack of all trades or do a host of suite of products at first at least, that you really just identify one need and fill it.

Or one product and deliver it. Were you tempted to try to do more than just a blowdries or was it always about the one thing?

[0:15:16.1]

AW: Always about the one thing and I always felt that and as you can imagine that over your – so many people, if we would ever consider adding makeup or manicures or whatever and while I've always understood the desire because busy women where, the deficiency of being able to get a manicure and a blowout is saying hi, I get it, that seems really nice but bigger than that and more importantly to me, you know, it's focusing on one thing and being really the best at it.

I think that experience came from you know, being in a salon and just do it for so many years and working, you know, seeing so many different hair stylist and there was – in my view anyways, there was like hair stylist who are in their great at cuts or great at color and I always just felt like, you can't possibly be the best at both of those things.

I think that that is kind of always stuck with me as like, you hone in on what you're really great at and I sat with kind of what the guiding light was for me with Drybars, I have spent what feels like a lifetime perfecting blowouts from the time I was a little girl, you know, to working in all the salons I've I worked in to running Drybars.

I really feel like I have – I really understand what makes the good blowout and what makes the bad blowout and everything in between. I've always had this scary firm like we're never going to do anything else.

You know, we've had our investors and everybody question and ask and I said the same thing, this is just our point of difference, this is what we do best and to try, you know, you add other services, I think, we almost do the kiss of death for us because it would take away from our focus of being the best in the space in our blowout which you take so much time and money and energy and it's ongoing, it never stops. You know, we would never do it.

[0:17:05.7]

FT: Well, I do notice that at least in New York City, I find that Drybars often located near or in the same neighborhood as like a SoulCycle or a gym, because obviously, if you're leaving the gym or leaving a workout perfect foot traffic for getting a blowout.

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AW: Totally, I mean, that – sorry, go ahead.

[0:17:28.4]

FT: No, go ahead, that was intentional?

[0:17:31.8]

AW: Yeah, 100%. We always look for, we want to be in an area for women, whether they're working out and you know, of course they were in the SoulCycle, especially because they have showers you know?

You can get, that's good behavior and especially in New York, it's like, you go to soul cycle, you work out, you sweat your ass off and then you take a shower and walk across the street to the Drybar and that's like the perfect morning, right?

Are starting at like seven AM, they're in Drybar by 8:15 and then they have the rest of the day. That is something that we definitely look forward at soul cycle. You know, manicure places, you can shop and you can grocery shop, you can have lunch with your friends or whatever, you know?

There's a lot of different makeups of those kind of daily use areas but that is always what we're looking for is like, you know, we just want to kind of ease into your day and make it you know, super convenient, easy for you to like pop over and get a blowout. You know, because you're early in the area.

[0:18:35.1]

FT: Alli, what is your money philosophy when it comes to your personal finances, you know, how do you kind of think about spending or saving or budgeting, what's your approach to money?

[0:18:48.5]

AW: Well, certainly changed over the years. As you might imagine but, it's funny because I have friends here, I mean, listen. Disclaimer, I am not the money part of things, nobody wants me in accounting or doing payroll or anything like that.

However, Math is never my strong suit but my husband, Cameron, who is my other partner in this he's always much more responsible on my end. It's funny because when I was to stay with her mom the night before I drive up, before I started my global business, he had a good job.

He used to work at an advertising agency. So we had a decent amount of money but you know we treat it like we live outside of our means. So he made me download an app on my phone which I can't remember the name of it now but there is so many of them like budgeting apps where every time I spend any money, I put it into my little budget app and I knew how much I could spend for the month and after I ran grocery shopping or went shopping for my kids.

Or whatever it was, they all got deducted and there would be a total at the bottom and I really followed that for years because you can't spend money you don't have. I mean that was – you know we have never been big credit card people. We've always used American Express or you have to pay it all off every month and so we've always been very responsible when it comes to that. I think that thing fits naturally to me.

My parents had their own business, it was a cash business. So my parent I think set money a little more frivolously than that. So it was definitely an adjustment by – it was something that made my husband sleep better at night. I knew I was not going outside of our means. So I think that that is probably my philosophy. Things that have changed and we've had a lot of success and so there is a little more room to play with now.

But you know we are very responsible when it comes to money and making sure that we are not going outside of our means and I think that is what unfortunately a lot of people do to first suggest on then you are just getting started. You know you just can't go outside and want you what you have is I think always been my personal philosophy which can be hard. It's definitely going to give you my shopping problem.

[0:21:14.8]

FT: Yeah for sure and you are all based in LA and the culture there is like New York. It is a very spendy culture and people like the finer things in life out there. Take us back even further, you mentioned a little bit about your parents and your upbringing but I am curious to know if there was a specific experience that you had around money as a kid growing up that has stayed with you all of these years.

So our sponsor for the show is Chase Slate and they have done a study and they found that over half of parents have spoken to their kids about money. So that could be an experience like that or something else that really impacted you.

[0:21:56.7]

AW: Well I think it was more, unfortunately more negative because for my parents business in retail was clothing. Their business very much depended on a few men. There was definitely an off season which are pretty much summer where the business would take kind of a nose dive and it stressed my dad out beyond belief and it was always a little bit of a damper because when it was in season, you know just a very different story around their house.

And how much we're spending and living it up and whatever and so I think I saw that as a kid how my parents didn't, I love my parents dearly and they did a great job with me but there wasn't a lot of like, "Let's put the money away for the summer when things get really bad." And there wasn't that balance of that responsibility I think that I didn't – it was just really stressful in the summer and I think that it is funny too.

I got four days with my brother who's the business guy and I remember when we were older and he was trying to get my parents to invest in different things and start a 401(k) and the things that my parents had never thought about.

So I never knew or thought about that stuff either until I got older and you know my brother would advise me and then my husband and other people in my life but I think that was more of the experience that I had as a kid that things would get bad.

And so, there's not a whole lot we could do about it unless my parents had planned better. So I think that was probably my biggest learning as a kid.

[0:23:44.8]

FT: So now, you're obviously in a richer state than you were 10 years ago. What would you say when you first made it big?

That business was doing really well, you had a great year, one of your best years, what was the way that you treated yourself or a way that you up scaled your living because of the fact that you were now making more?

[0:24:11.3]

AW: Well I think it is probably a lot of things. I mean I think that allowing myself to buy some designer clothes or designer bag. I think my very first – I think my brother actually bought me for Christmas five years ago a Celine bag and it was the first designer bag I ever had and I still can't make myself buy things that are so outrageous because I feel like it's silly but I think overall, there is more flexibility and I definitely like you said, outdone this.

There's a little bit of trend here I call at Drybar I think, I am 43 years old and my whole life I've been out if I didn't. So I think I take in advantage of the fact that there is a little bit more now and I know we'd like more dinners and we just decorated our new house that feels like it is my first adult house and spent my money on art and furniture and things that you haven't done in the

past. So it has been very humbling and we are so grateful for all of these things that we can now afford.

It still makes my husband rub his forehead and get nervous but it just feels like, “Uh-oh it will not end,” you know? I think I will always have that mentality of don’t overdo it which I consider a good thing to have.

[0:25:51.1]

FT: What’s interesting about your relationship is you went from being your husband was the breadwinner, you were the housewife and now your business partners and maybe even for a while you were out earning him. How was that dynamic been for you two?

I wrote a book called *When She Makes More*, so I am well aware of some of the complexities that happen in a relationship when the script is flipped, the traditional script is flipped. So anything on that front that you can share that maybe was a learning experience?

[0:26:24.7]

AW: Well that definitely was a thing and I think that it was – I feel like the money was definitely a part of it but I also feel like it was more emotional as you probably know and can understand.

My husband has always been the breadwinner and has this big fancy job in advertising and all of that and then Drybar started and I was in very high demand and I was doing everything and this business is my idea and my baby.

And so it was a shift for all of us to get comfortable with that and I was traveling all the time. So my husband was home with the kids and so it was definitely an adjustment and I think that a good fact is that my husband is such a secure guy and not very ego driven, he made it okay but there was a little bit of – I don’t know what is the right word and I wouldn’t say animosity but just a little bit of those out of joints.

There's a playing field in Joe's level and it was a big adjustment and I didn't even think about that until it was upon us and then I was like, "Oh yeah, I'm the one that is traveling," I am the one that's super busy now.

It is definitely a switch and I think it took him a minute or two to get comfortable with that and maybe even therapy with that but you know it turned out okay.

[0:28:06.4]

FT: Well thanks for being honest. I also read that you were saying your kids, they're older now but for a period of time they wanted you to be a stay at home mom and you're like, "That's not happening."

[0:28:17.8]

AW: And I was a stay at home mom for the first five years of my older son's life and yeah, you know I remember talking to my kids and I said this to them before that I also need to be happy in my life and I will do all this stuff for you to make you happy and make your life fulfilled and rich and all of that.

For me to be a good mom, I need a few things that make me feel fulfilled and happy and obviously they understand them more now because they are a little bit older.

But I am a really big believer in being super open and honest and upfront with your kids and so I always told them that. I always explained to them and they would say to me like, "We miss you so much. We wish you were home more," and blah-blah and that's hard and I think as a working mom you have to find that balance and do the best you can but I think being really honest with your kids and saying like, "Listen this is important to me personally then I would appreciate your support in it," and my kids always got it.

There's always been hard days and times where it was not as good but again, as a mom I always made sure I was there for the big important things for my kids and now I ask my kids so many times like if there was something going on in school and I'd say like, "Is this important to

you that I am there?" And sometimes they say yes and some days they say no and they'd be like, "No I don't care if you come to this mom."

And some things they'd be like, "Yeah would you please come to this?" And it would mean moving my entire schedule or putting a lot of people at an inconvenience that I couldn't do it but also one of the great things about having your own business is that you have that flexibility. So you know, you would figure it out.

[0:30:14.6]

FT: That's a good bit of advice, ask your kids how important it is for you to show up. Some things just don't –

[0:30:20.1]

AW: Yeah, it's interesting to have my kids has said to me before like there are things that I would think are still important to them and they're like, "No I don't really care about that," you know?

[0:30:30.0]

FT: Right, that's good to know. Well let's wrap up here, before we go though I know you are super busy let's do some So Money fill-in-the-blanks. This is when I start a sentence and then you just finish it with whatever first thing comes to mind.

All right so, this first question may not apply because I feel like you have already won the lottery in some ways with your business but let's say you did win the lottery and you amassed hundreds of millions of dollars in a day, what would you do? The first thing I would do is _____.

[0:31:05.3]

AW: Oh my God, there's so many things. I mean I know this sounds very politically corrected and I'm not just saying it but I feel like and I am sorry about the side bar but my younger son

goes to school that's very catered for kids that like learning differences, I feel like I would figure out a way to open more of these schools because it is the best thing that ever happened to my son and I wish more kids would experience it. So that would be number one.

[0:31:35.1]

FT: Awesome, I love that. All right this is a fun one, the one thing that I spend on that makes my life easier or better is _____.

[0:31:44.5]

AW: A housekeeper.

[0:31:47.5]

FT: Yes. Does she come every day or every week? What's the frequency?

[0:31:53.5]

AW: She comes every day and I remember a time we had a housekeeper once a week and then we upgraded to twice and we upgraded to three times and the weekends. So it was truly and to your earlier question, that was the moment where I was like, "I am fucking lucky."

Now I have somebody come every day and deal with my house and when I get home after a long day, I don't have to. So that is such a luxury that I am sure incredibly grateful for.

[0:32:24.1]

FT: We've often heard having a housekeeper or someone clean my house is the answer to this fill in the blank. But every day is freaking money. And I know what you mean because my housekeeper comes every two weeks and for a while it was every week and then we were like, "That's ridiculous, let's do it every two weeks."

But really I need it every day with two kids and so much stuff and I want someone to do laundry. I mean it's really like you need another member of your household just doing that.

[0:32:55.6]

AW: Well that's another thing is we really look for somebody was like – she was our housekeeper but she's also a slash nanny and so she helps us with the kids and drive the kids around when we can't because she's this other mother.

I mean she's catch all, amazing, she's amazing and we love her so much. She is like family to us and you know she just helps out - our lives are so crazy and hectic.

And when I get home at the end of the day, I want to see my kids and hang out with my kids. I don't want to be cleaning and doing laundry which I know how that might sound but it is a luxury that is something that I feel like in my mid-40s I've earned.

[0:33:36.3]

FT: Yeah, I hear you. I am all with that, when I get my lottery ticket I am going to also invest in that.

All right, next is when I donate, I like to give to ____ because ____.

[0:33:49.3]

AW: I feel like I have been donating a lot to a lot more causes but Baby To Baby is probably my biggest one. It is a local – well it has gone all over but locally in Los Angeles there is so many families who don't have the means to buy diapers and the essentials and so I really think that what they're doing is so great.

So I donate a lot of time and money, you know Drybar does a lot with them but Baby to Baby is probably my biggest charity.

[0:34:22.8]

FT: One thing I wish I had learned about money growing up is _____.

[0:34:29.9]

AW: I wish I had learned how to balance and be a little bit more responsible with money. Yeah, I would say that even though I think it was okay, I think I probably could have learned a little bit more. I wish I had taken a finance course too just to really understand what I have learned in Drybar and all we've done.

[0:34:53.0]

FT: Do you think that it gets easier the more money you make even if you are somebody who's not good with budgeting or that it still presents itself as a problem that it doesn't matter even if you are making a lot of money you are still going to be a little – you are going to make mistakes.

You're going to be off balance. Do you find that even though your income has increased over a year that sometimes the lack of good financial base is hard?

[0:35:22.5]

AW: Yeah, I mean I think that you have to, I talk about it all the time that you have to surround yourself with people who are smarter than you and know things that you don't and we have a lot of people now around us who advise us with money because you don't want to put it all away and you hear too many stories of people who are frivolous with their money and don't like to watch that they are spending and so yeah, I think it definitely can be hard.

I think the stakes should become higher, living a life that maybe you can't totally live with. It's not like I was flying in private planes everywhere and if I was trying to do that, I would have no more money. I mean it's all relative but you have to be responsible for wherever you are.

[0:36:12.0]

FT: Exactly, all right Alli, last but not the least, I am Alli Webb I am So Money because _____.

[0:36:18.7]

AW: That is a good one, I don't know, because I am making the world a better place one blowout at a time.

[0:36:26.0]

FT: I love it. I didn't even say this but I am getting a blowout at 3:00 today at Drybar, Borne Hill.

[0:36:31.2]

AW: Amazing!

[0:36:33.3]

FT: Yay! Thank you so much and congratulations on the podcast. I am very excited for you and we'll be following you, thank you.

[END]