



“Have patience and perseverance – you’ll encounter challenges, but staying true to your purpose will guide you through.”

DANA MCINTOSH

OWNER
URBAINE OASIS SPA

Dana McIntosh had a successful career in corporate human resources – but her passion was elsewhere. “Sometimes you have to do what you need to do to pay the bills, but it doesn’t feed your soul,” says McIntosh.

McIntosh harbored a dream of opening her own makeup studio and spa, where she could spend her work hours doing something she was passionate about. And on June 19, 2017, she made that dream happen, opening Urbaine Oasis Spa Boutique in Downtown Milwaukee.

The spa’s most popular services are makeup, dermaplaning, laser hair removal and skin rejuvenation. Her offerings have been crafted to meet the changing desires of her clients, offering new services based on their feedback. At the same time, she has created a nurturing environment for her staff.

“I am working on mentoring the next generation of beauty professionals by teaching beginner and advanced students in the industry and setting an example for my massage therapists on the road to entrepreneurship,” McIntosh says. “It’s crucial to know the impact you want your business to have on your community and beyond.”

Last April, McIntosh was one of the makeup artists for the Marcus Performing Arts Center’s run of Puccini’s *La Boheme* and next month, will work on *Madama Butterfly*.

She’s also collaborating with The Beauty of Hope, an organization that supports survivors of sex trafficking. She plans to offer complimentary laser tattoo removal services for survivors who were marked against their will. “My goal is to ensure the spa not only offers beauty services but also serves a greater purpose in the community.”