



Get to Know

ALAINA

MOLESKO

Owner, Salty Moon Spa



What is your professional background prior to owning this business?

I am a NJ Licensed Esthetician, Licensed Aromatherapist, Certified Cryoskin Technician, Reiki Master/Teacher and Certified Sound Healer.

When did your current business open, what led you to open this particular business, and why did you choose Hillsborough?

We just **opened in March of 2023!** I knew this area needed something of this caliber as far as health and wellness is concerned. I chose Hillsborough because I felt it was **important to work where I live.** I am very involved in donating my time, money, and services to local schools and causes.

What do you find the most challenging aspect of owning your business?

Time management and advertising! Those are my 2 biggest struggles right now.

What is the best advice you've been given? What advice would you give to a woman looking to start her own business?

Don't ever take no for an answer. If I had, I never would have open my doors. I spent a better part of a year calling different lenders and being told "you'll never get this loan" and I would say "thank you. I will call you back when I do!" If you believe in yourself and your dream, just keep going. **Take "inspired action"!**

Given the challenges of owning your own business, and the hard work involved, what motivates you every day?

I don't work a day in my life because I love what I do. I can spend 12 hours at work and it feels like nothing, which contributes to my time management issue! But my motivation is definitely my family. I want to show them, especially my daughter, what when you want something and work for it, you can achieve it. **It's all about mindset,** the rest will fall into place. Also, a motivator is the community that needs me and the services we provide.

As a woman business owner, what are you most proud of?

That **I built this business from nothing,** with no help from anyone (except Tai at TD bank in Hillsborough who believed in me and got me my SBA Loan!). I built the space with a vision and a loan. I had support of course, but no one helped me out financially to start this business- I literally built it from the ground up- and we have **big plans for the future!**

Any final comments or thoughts you'd like to share?

Don't forget to take the time (and yes, sometimes the money) to **take care of yourself.** Sometimes we wait until we are sick to get help- prevention of illness and disease by doing **self-care is so incredibly important!**

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