



ENTREPRENEURS Linda Dela Cruz

A Hairstylist On The Cutting Edge

With a snip here and a snip there, Mai Lieu will demonstrate her do-it-yourself haircutting product, the Crea Clip, on the Home Shopping Network for the second time in August.

"I appeared on the show in February, and we were sold out in minutes," says Lieu, who has 15 years of experience as a hairstylist.

"I created this product to help customers do it themselves."

Lieu created the product because her customers would cut their own bangs and she'd have to correct what they did because it was too short or uneven. The Crea Clip can cut bangs, create layers, trim long hair and cut men's hair.

"Bangs should be cut every three weeks," notes Lieu. "I'd tell my clients that I'd cut their bangs for them no charge, but no one has time. So I created this product to help them do it themselves, since they are doing it anyway in between haircuts."



Mai Lieu demonstrates her invention, the Crea Clip

product into local stores.

"I've loved inventing since I was little," says Lieu. "When I was 8 years old I came up with an idea — two years later I saw it selling and I thought, 'Hey, I thought of that.' It's happened many times. So I didn't want to let this idea go. I had a burning desire to do it."

Lieu tried out her product a year ago on Oprah's competition for the Next Big Idea, and out of 6,000 people she made it to the semi-finals. But she didn't continue because her product was still a prototype.

"That experience helped me tremendously," says Lieu, who has been working on the product for three years.

"I knew I wanted to do this, and the universe has been on my side," she says. "If I was thinking I needed some packaging, then the next day someone who does packaging would call me. I've stayed positive because I know whatever obstacles have come up, there are solutions."

Her plans include inventing more products for hair and other uses.

For more information, call 818-230-7644, or log onto www.creaclick.com

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She stars in the instructional video on her website. She says her clients are using the product, and lots of parents who serve as family barber use it, too. Lieu is now working on creating