



### **Meet Fe Ruizol**

Fe used her loans to expand her hairstyling business, growing it into a more stable source of income for her and her three sons.

### **Fe's Story**

For 44 year old Fe Ruizol, the journey to becoming a business owner began with a long daily commute. Years ago, she worked as a waitress and saved every spare peso to put herself through cosmetology school. After the tragic loss of her husband, Fe became the sole provider for her family. Her skill as a hairstylist became the foundation of their stability.

For over a decade, Fe has managed her hairstyling business across two locations, working at a stall in the Calape Public Market and taking clients at home. The support from her loans has been essential in making this dual approach possible. By providing the capital needed to purchase high quality products for hair rebonding and coloring, the loans allowed her to offer specialized services directly from her house. This investment expanded her reach and turned her professional skills into a stable source of income to meet her family's daily needs.

Fe is currently gaining valuable management experience while running a parlor in the market. Despite the pressure of balancing business costs with her children's tuition, she remains focused on her goals. She anticipates a significant shift in the next three years as her youngest son completes his studies. With her children's education secured, Fe plans to channel her resources into opening a larger parlor of her own. Her story is a powerful example of how steady determination and the right financial support can help a woman build a professional legacy.

