

WHO CARES!

Connie Cares

Who is Connie?...Connie is the driving force behind Connie Elder International, which created Lipo in a Box® (a widely popular brand of women's shapewear). The company also develops and markets "**SMART** Foundations of Beauty," products for women that include a full skincare line, bras focused on C-DDD sizes, intimate apparel items and slimming swimwear.

Successful women-owned businesses are rare. Only 3% of all women-owned businesses ever exceed the \$1 million mark in annual sales. Connie accomplished this her fourth year in business and has been recognized twice on International Women's Day saluting this achievement.

Connie had 20 years of experience in the medical field when she began her business in 2000, and she had more in mind than just helping women with their undergarments and skincare. In addition to her entrepreneurial spirit, Connie's personal survival of an abusive six-year marriage motivated her to turn that experience into an opportunity to help others. She personally works with numerous non-profit organizations and women's shelters that benefit survivors of domestic abuse and breast cancer. She has dedicated her life to God, her family, and her community, and uses the revenue from her successful businesses to help achieve something far more significant than a sale: empowering women to know they have choices for their families and providing hope and encouragement.

Connie's caring spirit is a direct result of her own experience. Ten years ago, before she was a successful business owner highlighted in magazines and appearing on television and radio, she decided to leave her abusive marriage. She had endured years of escalating abuse and manipulation. Finally, Connie came to terms with what her marriage had become. She decided to escape her abuser to save her own life.

At first, Connie struggled with the concept of a failed marriage, but her "wake-up call" came one night while activating her home security alarm – she suddenly realized that the only person she was afraid of was locked inside the house with her. At that moment, Connie began to formulate and execute a plan for a safe exit from the relationship.

Since Connie left the abusive marriage she has thrived. She took the necessary time to focus on her own life and learned to make healthy choices. She established a successful business and is now in a healthy marriage with her husband Vaughn. She lives in Nashville, Tennessee, with her husband and two stepsons.



Connie believes that domestic abuse – like breast cancer – doesn't discriminate among its victims. This form of terrorism can happen to anyone, regardless of race, religion, nationality, age, and economic status. The effects can reverberate through generations if left unchallenged, and it is up to courageous people to stand against all types of domestic abuse and violence.

To reach this goal, Connie is now speaking out about her past and is encouraging others to help her in the fight against domestic abuse and breast cancer. In addition to her personal donations to these causes, a percentage of sales from her business go directly to non-profit agencies to aid the fight against domestic violence and breast cancer.

For more information about her "**Connie Cares**" program, please visit www.connieelder.com and visit the **Connie Cares** page.

