

# Where Bella Goes, Beauty Follows

By Tami Yu



Dubbed the CSI of beauty, Bella Schneider is truly a self-made woman. The owner of LaBelle Day Spas & Salons was pursuing an economics degree at UC-Berkeley when she considered a career in beauty.

Growing up in Israel, Schneider was used to sophisticated skincare. After experiencing an unpleasant facial stateside, she decided to open an authentic day spa in 1976.

“Good skincare was non-existent,” Schneider said.

She also developed her own skincare line from scratch. Schneider is a formidable force within the industry—her extensive knowledge is in such demand that she routinely sources wholesale products and trains other spas.

Cultivating a comprehensive team of experts, her spas are renowned for their luxurious treatments. High-profile clients have included Condoleezza Rice, Meg Whitman, and Carly Fiorina. To round out the full-service menu, the Town & Country location in Palo Alto also offers private sessions at its Pilates studio.

“If they hear about something, my clients know they can find it here,” Schneider said. “We lead the trends. I don’t adopt them, I help set them.”

The popular Champagne and Roses facial is a perennial favorite. Offered during the winter, the Caviar and Collagen facial combines collagen, caviar extract, peptides, vitamins A, D, B, and amino acids to encourage cellular regeneration.

Schneider is working with QVC to promote her

products and will soon launch her Bella Schneider Beauty line. The 12 products will include BB Plus balm to smooth fine lines and provide tinted coverage for discoloration, and the potent Mini Peel Pads to exfoliate and brighten the skin.

Schneider makes a huge effort to support her community. Born to a family with health ailments, she has a soft spot for organizations that assist the deaf and blind.

“Giving back to the community is important to me,” Schneider professed. “I wish I had more to give back.”



Bella Schneider’s product line includes Hydrating Complex from her LaBelle Day Spa; and Age Reverse Serum, Mini Peel Pads, and Firm & Glow Eye Balm.