

Coral *Pleas*

Giving back has always been part of Coral Pleas' business model for the successful Cutting Loose Hair Salons she founded on the premise of E2=Exceeding Expectations. That commitment to community has expanded into the business world with the launch of Pleas Formula, a consulting business that helps salons and other businesses prosper. It began organically as Cutting Loose vendors sent other salon owners to Coral to learn the approach that helped her expand to four salons – despite opening her first salon in 2008 just as the country headed into deep recession.

Coral loves her profession and is still cutting hair two days a week even though she is also the visionary who manages the brand and the company. But her family is of paramount importance.

Her son and daughter, Travis and Taelor Scheuer, are both hairstylists and manage the Cutting Loose locations in Lakewood Ranch and downtown Sarasota. Located with the Honore Avenue salon is another unique business, Protégé by Cutting Loose The Academy, which provides a comprehensive training program for hairstylists in Cutting Loose's French hair cutting and coloring techniques as well as its emphasis on customer service.

Family time with her husband, Michael, her children and their spouses, and her two young grandchildren is a priority, and Coral and Michael spend one day a week taking care of the grandkids. She, personally, and Cutting Loose also are committed to helping nonprofit and educational organizations. Coral is a board member and has been a passionate volunteer with SPARCC for 20 years. Cutting Loose has supported Girls Inc, Locks of Love, Day of Hope, Designing Women Boutique, and more as part of its mission to give back to the community that has helped them grow so successfully.

