



# Shop Talk Beauty News



## Triad Business Owner recent meeting in White House on Moving US Economy Forward

**High Point, NC** – Ursula Dudley Oglesby, president of High Point-based Dudley Beauty Corp, LLC, joined other private sector leaders from around the country for a meeting in the West Wing of the White House Thursday, September 13th. According to an official email from the White House Business Council, Oglesby and fellow business leaders were been invited to engage in a discussion on job creation and key areas of focus for spurring American economic competitiveness. “I was ecstatic and humbled at the same time,” states Oglesby about the invitation, “This vote of confidence has enabled me to take the company forward in conjunction with president Obama’s pledge to the country.”

The agenda included a pre-brief on international trade and investment issues from event host Nicole Lamb-Hale, Assistant Secretary for Manufacturing and Services, U.S. Department of Commerce and a macroeconomic and budget overview from Alan Krueger, Chairman of the Council of Economic Advisers. A Senior Administration Official also spoke on the Administration’s policies on education and innovation. Oglesby, who was in the same 1991 Harvard Law School Graduating Class with President Obadiah, says she absorbed as much information as she could and sharing her observations about North Carolina’s business environment.

### About Ursula Dudley Oglesby

*President and Recruiter in Chief, Dudley Beauty Corp, LLC*

**Ursula Dudley Oglesby**, President of Dudley Beauty Corp, LLC is a well-respected business leader and humanitarian. As part of the second generation of Dudley, she has taken the responsibility of catapulting the Dudley company and the Dudley brand. Ursula Dudley Oglesby is responsible for developing and executing all of the company’s long-term growth strategies, launching new brand



**Ursula Dudley Oglesby \* 1-888-573-8210**  
[www.dudleyq.com](http://www.dudleyq.com)

initiatives, recruiting A Players for the company, and defining Dudley as the premier beauty company for the multi-cultural market.

Ursula Dudley Oglesby was born in Brooklyn, New York. She is the second of three children born to Joe and Eunice Dudley. As the middle child, she has always exhibited leadership skills and the desire to get things done while helping others.

### Early Exposure to Business

At the tender age of 7, Ursula began working at the Dudley Beauty Center in Greensboro as a cashier and even sold products door to door in her neighborhood. By the age of 10, she was an entrepreneur and sold popcorn, fruit, and pantyhose. Throughout her teenage years, she worked in all facets of Dudley Products, Inc. including selling door-to-door, working in the factory as the

receptionist.

### Rise to Leadership

Upon graduation from law school and admittance to the NC State Bar in 1991, Ursula Dudley Oglesby became General Counsel & Director of Customer Service. She managed 8 employees and ran a warehousing and shipping facility. In the fall of 1991, her father, Joe Dudley, Sr. asked Ursula Dudley Oglesby to extend Dudley’s dominance in the beauty market by creating a cosmetics line. As a result,

Ursula, along with her team, developed Dudley Products Cosmetics. She employed national makeup artists such as Derrick Rutledge & Bethlehem Mekonnen, experienced product developers, chemists, and everyday women to create a full line of cosmetics for the multi-cultural woman. Dudley Products Cosmetics was launched in 1992 with 57 products. The line now includes over 250 products with a full line of skin care, cosmeceuticals, foundations, cosmetics, and products for men. Her responsibilities required her to lead the entire cosmetics department including but not limited to sales, marketing, and manufacturing. Under her direction, Dudley Products Cosmetics enjoyed double digit growth and truly helped to Change Lives by Changing Faces.

From 1993 to 2003, she ascended to senior level positions within Dudley’s product marketing group, Dudley Cosmetology University, and sales where she oversaw research and development, market research, and strategic planning. In 2003, Ursula Dudley Oglesby became Chief Operating Officer of Dudley Products, Inc. which entailed overseeing Manufacturing, Accounting, MIS, Legal, and Human Resources. Her position required her to handle full P&L responsibility for Dudley’s national business units.

In 2008, Ursula Dudley Oglesby became President of Dudley Beauty Corp, LLC. to continue the legacy of her parents, Joe & Eunice Dudley.

**Ursula Dudley Oglesby is an Exceptional Woman**

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### Copper Fights Lines And Wrinkles

(NAPSI)—A new skin care product is formulated to fight wrinkles and improve skin’s elasticity within weeks, using the benefits of copper.

When used in skin care, copper helps make the skin’s fiber network more elastic, strengthening the skin and restoring hydration, helping to reduce the appearance of fine lines and wrinkles.

Copper can be found in three new skin care products from Kiehl’s Since 1851: Powerful Wrinkle Reducing Cream, Powerful Wrinkle Reducing Cream with Broad Spectrum SPF 30, and Powerful Wrinkle Reducing Eye Cream. According to Dr. Adam Geyer, Kiehl’s Product Development Consulting Dermatologist, “Maintaining elasticity is essential to preserving younger-looking skin.”

Clinical tests have demonstrated that Powerful Wrinkle Reducing Cream can show improvement in skin texture within one week.

The company also reports that in as little as four weeks, the formula begins to reduce the appearance of fine lines while significantly improving skin elasticity by 32 percent.

To learn more visit [www.kiehls.com/Powerful-Wrinkle-Reducing-Cream](http://www.kiehls.com/Powerful-Wrinkle-Reducing-Cream).