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Local spa offers excellent service and inspiring story on the power of passion

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LOCAL JOURNALISM INITIATIVE REPORTER

A new local spa has opened up in town, bringing with it the passion and experience of two decades.

The Soul Heaven Spa, located in the heart of downtown Shelburne, is a new addition to the community, having just opened its doors two months ago. Devv's spa offers services such as facials, waxing, and massages. But the business and its owner, Sonica Devv, a professional cosmetologist, has been a pillar in Shelburne for nearly a decade.

?I've been working from home in Shelburne for the past eight years,? Devv said. ?At first, my son was too young for me to be away, but now he's turned 13, so I felt like now was the time to go out and get a proper location.?

The journey for Devv has been nothing short of the biggest challenge of her life. She started her career over 20 years ago in India at the young age of 20, where she went to school and later had two locations to her name.

In 2011, she moved to Canada, and after a brief couple of years living in Brampton, moved to Shelburne. The transition to a small, quiet town was exactly what she was looking for, but rebuilding a client base from scratch was slow and at times, discouraging.

?It's a very slow process, I can tell you,? she said. ?I had to be very patient with myself. It took me 10 years just to get to where I am now. Coming into my own as a business owner was extremely challenging, and there were times where I felt like giving up, but I didn't. I took every challenge as a lesson, and every setback only made me stronger.?

The key, she said, to winning over clients in Shelburne, was building trust. This effort took her nearly a decade, slowly building community connections and friends, but the result, in her opinion, was absolutely worth the time and effort.

It paid off. With a growing client base, she was no longer able to accommodate all of them in her home-based business. With a son now old enough to be responsible, she jumped at the opportunity to secure a property in town for her own spa. She credits this opportunity to the people of Shelburne that she's come to know and work for.

?I can say Shelburne people are very nice and honest, and I absolutely love working here,? she said. ?They are very loving people, when they come by walking, they stop to say ?hi' to me, to congratulate me? I mean, what else do you need? I am grateful for every client, every lesson, and every step on my journey. This was a dream for me.?

Her dedication to her craft has led her to adopt a deeply passionate approach to her work that has clearly resonated with her clients. Cosmetology, to her, isn't just skin deep; the energy involved is critically important.

?I truly believe that beauty is more than just appearances,? she said. ?It is absolutely about confidence, healing and self love.?

As Soul Heaven Spa settles into its new home, she hopes her journey will encourage others to believe that with patience, community, and hard work, long-held dreams can eventually become reality.

Soul Haven Spa is located at 114 Main St. W., Shelburne.