

the
Sugar Queen



LINA KENNEDY

*How Grit, Love, and a Mysterious Gift Built
a Great Life and a Beauty Empire*

the Sugar Queen

In New Book, Beauty Industry Pioneer Reveals Inspiring Story of Her Climb from Poverty and Abuse to Multimillion-Dollar Success



“A must-read story of courage and determination.”
BARRY SPILCHUK, co-author of *A Cup of Chicken Soup for the Soul*

Few who knew Lina Kennedy at the start of her life would have predicted the trajectory it took. Growing up on the poor side of the tracks, in a struggling household that everyone knew was headed by the town drunk, the young Lina had few reasons for hope and no encouragement for ambition. Worse, her home life was haunted by a terrible secret, a violation of her innocence that could never be mentioned or acknowledged. At age seven, when a botched operation took her close to death, she did not want to come back.

In a near-death experience that was and remains enigmatic, Lina was told that she must return, but that she would never be alone. That message, unexplained and unexplainable, became the rock she clung to.

After years of life lessons from a parade of unlikely experiences and a cast of colorful characters, Kennedy found her way. Out of nowhere, the right business opportunity—the then unknown practice of body sugaring—appeared. A \$10,000 insurance settlement from a horrific accident (caused, ironically, by a drunk driver) gave her the capital to pursue it. From there, she raced to entrepreneurship, expansion, and remarkable success.

Her company, Alexandria Professional, is the global leader of professional body sugaring—the rival to waxing that is good for your skin. Kennedy created a unique lane for sugaring in the beauty industry by developing a professional technique and theory regarding hair removal and skin conditioning. Her decades of hard work inspired not only a revolution but ultimately the title, many admirers give her, the Sugar Queen.

Kennedy’s natural storytelling ability makes her autobiography a joyous read, a page turner full of drama and surprises. Even in the darkest episodes, she lightens and brightens her story with humor, warmth, spiritual discovery, and her infectious *joie de vivre*.

When asked why she has written this book now, even at the cost of bringing old secrets out of the shadows, Kennedy said, “I hope my story will inspire other people to keep going onward to better their lives, no matter what setbacks they face.”

PRAISE

“It takes fortitude- and a rare self-awareness- to transform the foul balls that life hurls at you into home runs. Lina’s story is not only inspirational, but relatable, empowering, and motivating. ‘The Sugar Queen’ is an electrifying read that will ultimately rouse readers’ own potential.”

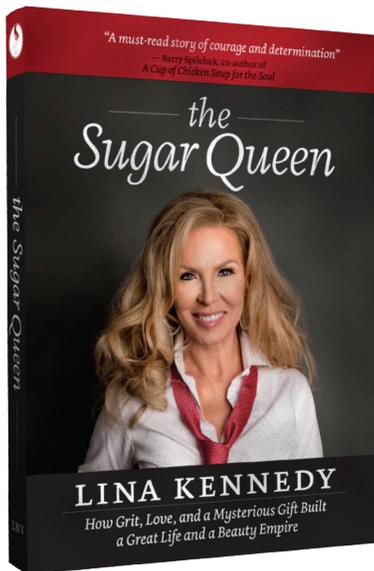
CHUCK TAYLOR

Entertainment and Media Writer- Former senior correspondent and editor- *Billboard Magazine*

“Raw, packed with emotion, and at times heartbreaking, Kennedy’s is a must-read story of strength, courage, tenacity, and gumption. Her business success makes her truly deserving of the title Sugar Queen, and in this book she reveals a gut-wrenching, yet captivating, history of personal success as well. Kennedy’s story of triumph over all odds will leave you pondering your own potential to overcome and succeed.”

AMANDA STRUNK MILLER

Publisher *DERMASCOPE Magazine*



A story with multiple compelling angles:

- Sexual abuse in childhood that resonates loudly in the “me-too” era
- The lasting destructiveness of a parent’s alcoholism
- A woman’s self-made success in a man’s world
- The power of tenacity and creativity in growing a business and a life
- A near-death experience at age seven that gave lifelong comfort and hope
- The deep meaning of forgiveness, and a long path to get there

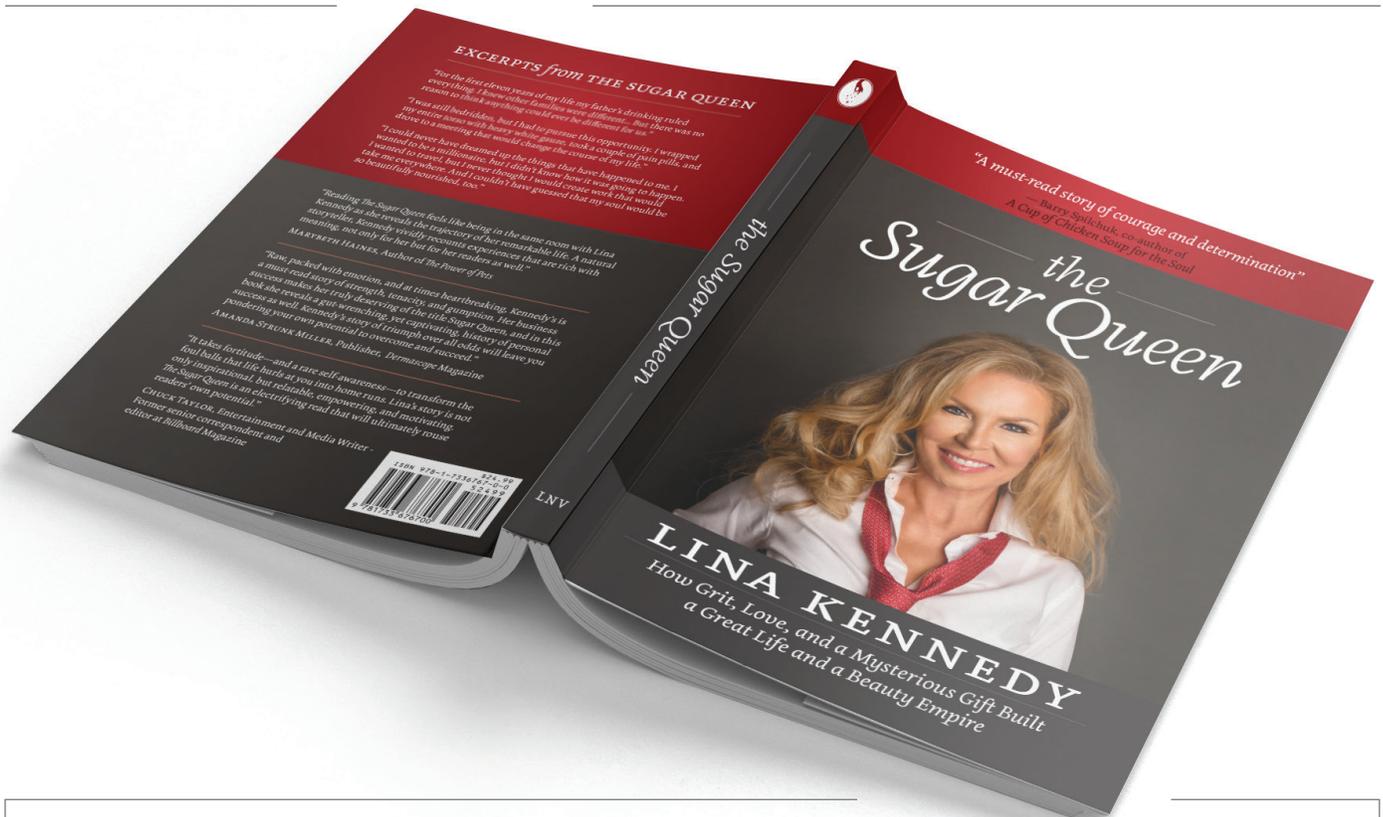
A Message From The Sugar Queen



Hear from the author, Lina Kennedy, on why she decided to write this moving autobiography and how she prevailed through a series of tragedies to build her own triumphant beauty empire. To learn more about Lina's story visit thesugarqueenbook.com.

[WATCH THE VIDEO](#)

EXCERPTS from THE SUGAR QUEEN



“For the first eleven years of my life my father’s drinking ruled everything. I knew other families were different... But there was no reason to think anything could ever be different for us.”

“I was still bedridden, but I had to pursue this opportunity. I wrapped my entire torso with heavy white gauze, took a couple of pain pills, and drove to a meeting that would change the course of my life.”

“I could never have dreamed up the things that have happened to me. I wanted to be a millionaire, but I didn’t know how it was going to happen. I wanted to travel, but I never thought I would create work that would take me everywhere. And I couldn’t have guessed that my soul would be so beautifully nourished, too.”



ABOUT THE AUTHOR



Lina Kennedy is the founder and president of Alexandria Professional®, a global leader in sugaring hair removal and natural skin care headquartered in WNY. An industry pioneer, she created the Kennedy Theory® of hair removal by body sugaring. Her life's work is supported by a vast network of distributors and educators who have championed her theory and sugaring products to spas, salons, and beauty schools all over the world.

She has also developed and introduced a growing line of Alexandria Professional® skin care products, all based on healthy natural ingredients, for both professional and home use.

Lina's global beauty success comes in spite of her resistance against the industry in her youth. "I could see that the industry played on the vulnerability of people's insecurities. I didn't really like going to salons and for many years my guy friends would come over and do my hair. I just didn't buy into the industry. And even after years of owning my own salons and beauty brand I still allowed someone to bully me into changing my appearance for a promotional opportunity. But after that day, I said never again!"

Lina always marched to the beat of her own drum. She takes pride in leading Alexandria Professional® with same integrity she carries in her heart. Her brand promotes empowerment, strength, and truth.

Lina and her accomplishments have been featured in general-interest national media including People magazine and the television programs The Doctors and The Fashion Team. Her own articles on body sugaring and skin care, as well as articles written about her, have appeared in Dermascope, Les Nouvelles Esthétiques Spa, and other publications of the beauty industry. She has been recognized for her entrepreneurship in international trade and most recently was awarded one of Finland's prestigious beauty industry awards for her innovative ErgoWave® sugaring glove. Lina also pioneered Europe's first body sugaring competition at the EuroSkills 2014 event in Lille, France, which led to a similar competition at the WorldSkills championship event in Abu Dhabi in 2017.



On the home front, Lina rejoices in motherhood, her ever growing family, and the lasting friendships that stretch to all corners of the world. Today, after decades of manifesting her own destiny, Lina's definition of success is simply "waking up every day happy to go forward."

Q&A

What is the Sugar Queen book about?

It's a story of overcoming adversities, dealing with alcoholism in the family, surviving sexual abuse-- it's a story about reaching for your goals and not being afraid to go for your dreams. I'm an avid believer that we can all go forward and let go of situations that are not healthy for us.

When did people start calling you the Sugar Queen?

The Sugar Queen title was bestowed upon me by my staff nearly two decades ago. They presented me with a t-shirt that had a beautiful jeweled crown on it and underneath it said The Sugar Queen! I was so honored because they really saw me as the expert!

What was the hardest thing about your story to reveal? Why did you want to reveal it?

In and of the stories I share with you, I think the most difficult to reveal was what happened to me as a child, from a very young age up until the age of ten, which was in-home sexual abuse by my father. I knew I would come out with this story a long time ago. I knew I had to share. I thought it would have been a lot sooner than where I am now and I didn't not share the story from lack of will, per say. I waited until I became successful. I think it's by the grace of god or divine intervention that it happens now because it's never been so open then our time period today, and that's long overdue.

What is the value of forgiveness?

I know that forgiving gave me the liberty to grow in my life, to become a better person and to continue learning how to be empathetic, because I think that part of forgiving is learning to understand that what happened, even if it was horrible, it's over and when things are over the biggest magic we can give to ourselves, is to let go. The easiest way to let go is to forgive -- the person, the situation, yourself, let go of guilt. Once you let go and forgive, you're free to grow.

How did you get started in the beauty industry and professional sugaring?

I did this on a shoestring budget from a small location in Welland to becoming global. I knew without a shadow of a doubt I had to become a success because we live in a place where people listen more to those who are successful, as though the voices of success are more meaningful. They're not. I'm not more meaningful today then I was at 11 years old. I believe that the stories I share with you about my life will show you differently.

What do you hope readers will take away from your book?

I believe you can be inspired or motivated into understanding and trusting that you don't have to be stuck in your life. Nobody deserves to be stuck. And for me, I can tell you that with everything I've been through, I don't believe I could be where I am today if I hadn't learned one very important thing and that's the freedom you gain from learning how to forgive.



**FOR MEDIA INTERVIEWS, TO REQUEST A REVIEW
COPY, OR TO PURCHASE THE BOOK, CONTACT:**

Nnenna Ferguson
Marketing Director
hello@linakennedy.com
716-242-8514 ext. 107
thesugarqueenbook.com

TO LEARN MORE ABOUT THE SUGAR QUEEN:

thesugarqueenbook.com
alexandriaprofessional.com
Instagram: @linakennedyap