

Women in Business Austra

Beauty is not just a matter of interest to Austra Krauman, it's a way of life.

"I didn't really plan to do it when I first came," she says. "I gradually got more and more involved. Everything seems to develop."

Originally from Latvia, Mrs. Krauman and her husband Theo started a pharmaceutical business in 1958.

"I'm a pharmacist," explained Mrs. Krauman, "but I never wanted to be in the same business as my husband in the same store."

Her interests spread to cosmetics which she finds fascinating due to her background in chemistry and her interest in health. Mrs. Krauman says she is especially interested in the health of the body.

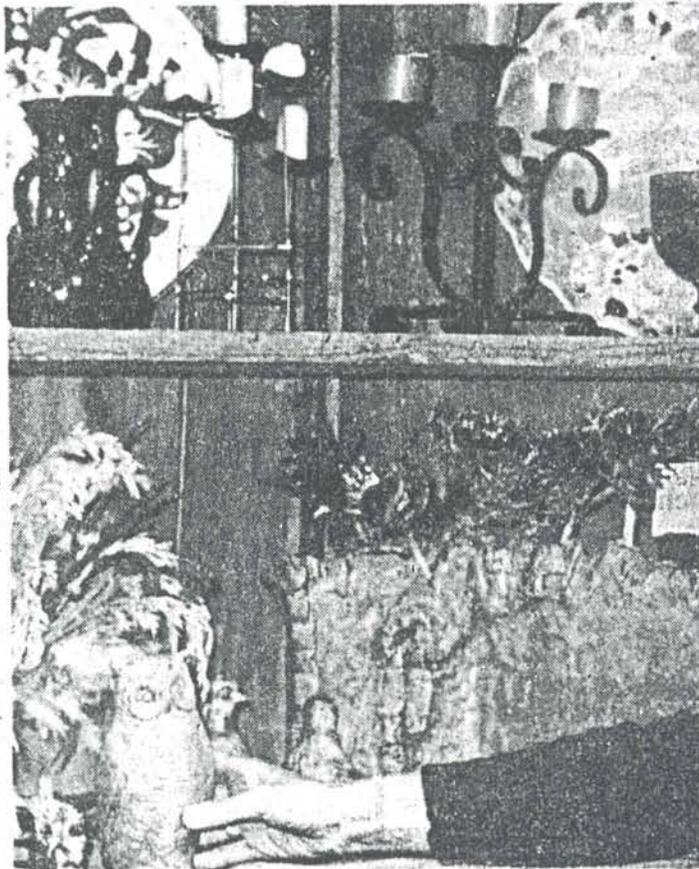
"You don't just put on cosmetics to cover," she said. "It is to bring out your highlights. If the body is healthy then it is best."

Mrs. Krauman has taken a lot of courses in cosmetics since 1958. "I would travel many miles just to learn one thing," she said.

Being a woman has never been a hindrance to Austra. She has found she has been busy in business and at home. She enjoys her family and looks forward to seeing them on weekends.

"And, of course, I love my home," she said.

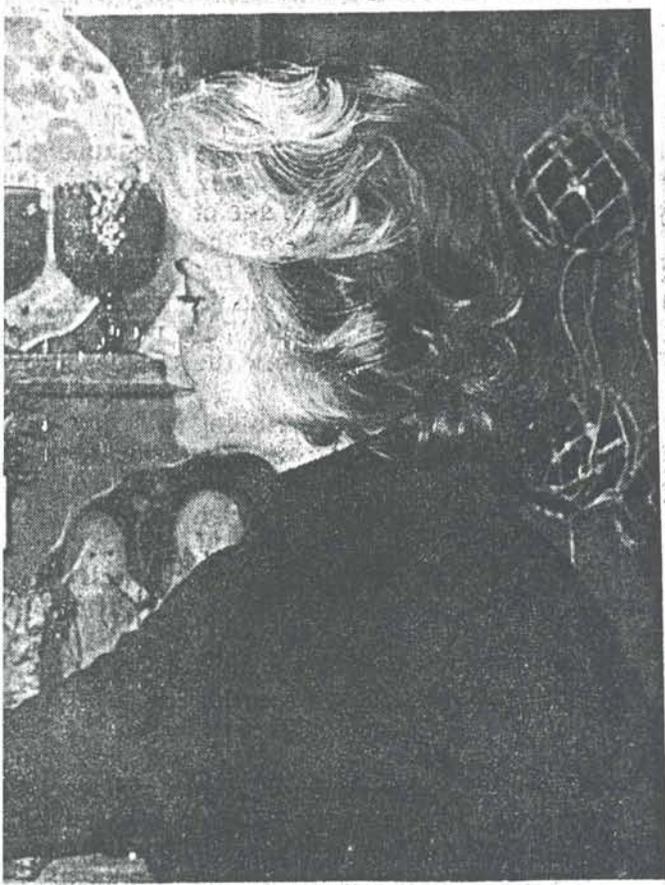
"My husband, of course, is the boss," she said of the business. "He does not always agree with my thinking but we discuss it. He sometimes thinks I'm too off beat. But over the years I think I have proven myself."



Mrs. Austra Krauman examines some of the merchandise in her boutique, an extension of her cosmetic business. Her

"Of hobbies, Mrs. Krauman says, "I'm not really interested in any one thing but many things. It's much more exciting to be aware of things that are happening around us and everywhere in the world. The day is already so full." "In my business it's probably quite normal to be a woman in cosmetics

Krauman



husband is the pharmacist at Krauman's drug store.

and the same with the boutique. Being a pharmacist and having taken chemistry at university, I find there is a close connection when I want to

know the ingredients of a product or how it works." When it comes to beauty, Mrs. Krauman is an expert, not only verbally but physically.

A. Coburn - Business (03-80)

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