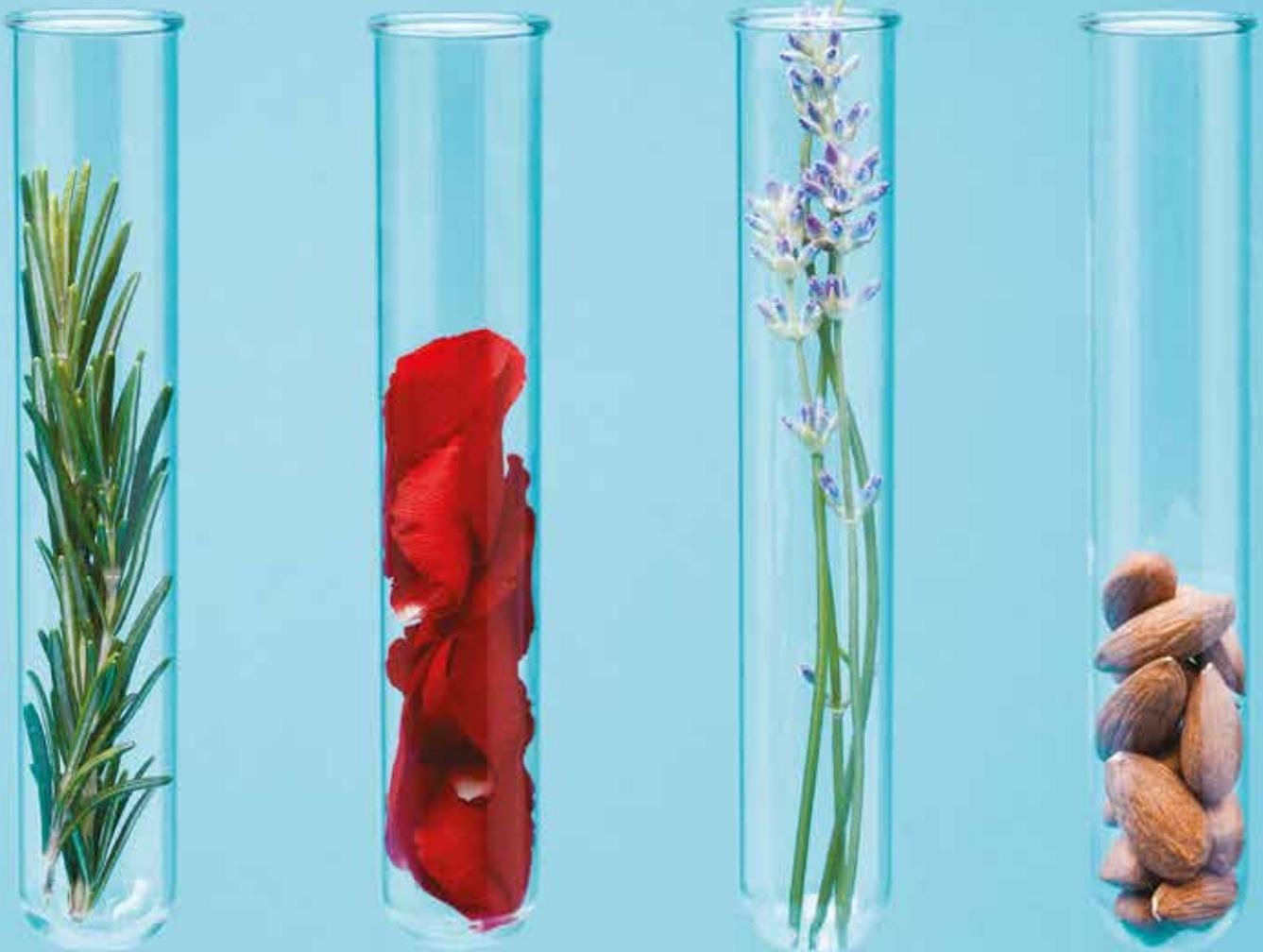


# GO YOUR OWN WAY

*Can't find the exact products you want? Editor EILIDH MACRAE spoke to four BABTAC members who solved the problem by making their own... >*



▶ **Y**ou don't have to work with BABTAC members for very long to see just how passionate they are about doing their best for their clients. It's also apparent how creative those who work in the beauty industry can be: members spend their working days delivering treatments that often require an artistic eye. Those who run their own businesses couple

their creativity with an entrepreneurial spirit, an innovative mind and passion by the bucket load.

It's that combination of business skills, creativity and passion for doing their best that's driven four BABTAC members into creating their own products – whether they're for use in their own businesses or sold to the wider industry.

### Dee Black – founder of Geenie Hair and GeeniePro hair products

As a hair extensions specialist, Dee became frustrated with the lack of natural hair products available in the hair and beauty market.

Dee wanted to use products that were kind to the hair and scalp, while still being effective, but found she couldn't find any products that were readily available to meet her exacting standards.

She says: 'As someone who works with all types of hair it came to my attention from early on that even though our hair can be very different from person to person, one thing we all need to have is a healthy scalp. We pay so much attention to our hair, but we forget to care for the scalp which of course is where the hair grows from, and for healthy hair a healthy scalp is essential.'

*"I was so determined to have quality products that can be used on all hair types and deliver great results"*

After some fruitless searching, Dee felt the only option to deliver the results she wanted for her clients was to create her own products. She explains:

'I started at home by mixing up a shampoo and hair masque with argan, jojoba oils and pure natural essential oils for me and my clients.'

It took ten years of experimentation with natural essential oils and other oils before Dee was ready to take her home-made hair products to the next level. 'I'd had

great results,' she explains, 'I knew my ethos was to focus on natural ingredients that provide great care to hair.'

Dee went to see one of the oldest manufacturers in London, G Baldwin & Co, who have specialised in making natural essential oils and holistic remedies since 1848. Dee told them about her products and about the percentage of essential oils, Moroccan argan, jojoba and flaxseed that she wanted them to include. She says: 'I didn't compromise, I was so determined to have quality products that can be used on all hair types and deliver great results, with the natural ingredients cleaning and nourishing the hair and the scalp without leaving it greasy.'

Dee now makes several hair products, including a shampoo, an intensive conditioner, and a rescue hair mask. She adds: 'I'm proud to say my hair products are free of: sodium lauryl sulfate, polysorbate PEG (polyethylene glycol), amodimethicone, cetrimonium chloride and parabens, as well as not being tested on animals or using any animal bi-products.'

[www.geeniehair.co.uk](http://www.geeniehair.co.uk)



### Tracey Jones – founder of Naturcopia

Tracey is a qualified beauty therapist, aromatherapist, reflexologist and reiki master, with a teaching certificate. She also has a BSc. Hons degree in medical herbalism and is a member of BABTAC, IIHHT and VTCT.

Over the past 25 years, she has gained a wealth of experience and knowledge in the beauty and complementary therapy industry; encompassing salon ownership, teaching within private, FE and HE colleges, both in the UK and overseas. She's also been an international examiner and compiled course material and editorials for both BABTAC and CIBTAC.

Tracey founded Naturcopia as a result of observations in her practice. She explains: 'As a clinic-based practice my clients are generally in crisis. Over time, I recognised a deeper need to provide products which become part of daily regime of preventative maintenance, to help clients achieve optimum health and vitality.'

'There has been an increase in potentially dangerous chemicals in various products and the cumulative effect of chemicals used by most people may eventually result in a myriad of health conditions.'

Based on client's requirements, Tracey's main focus over the past five years has been relief from muscular skeletal complaints, skin conditions, deodorants, foot hygiene (including fungal disorders) and dental

care. Being client focused means Tracey always welcomes feedback and is continually striving to improve and develop her brand.

After extensive trials and clinical research the Naturcopia range is growing steadily to provide 100% natural solutions for everyday aches and pains and alternatives to some of the more toxic substances that we use daily, like deodorant and toothpaste.

Naturcopia's Black Diamond Natural Toothpowder is a blend of Fullers Earth, activated carbon and peppermint essential oil; it leaves the mouth feeling fresh for so long you forget when it's time to clean your teeth!

Tracey has developed three different blends of natural deodorant: mint tea tree, thieves balm and chili orange. All three products share the same natural base of



olive oil and beeswax, the only variation being the different essential oils.

Recent medical surveys of Naturcopia's muscle and joint rubs have proved they lessen pain, decrease inflammation and increase joint mobility. The Original Comfrey Rub uses comfrey, also known as 'knitbone' which has been used for thousands of years to heal

broken bones, sprains, burns and more. [www.naturcopia.co.uk](http://www.naturcopia.co.uk) ▶



*"I recognised a deeper need to provide products which become part of daily regime of preventative maintenance"*





### Stacey Nathaniel – founder of Lash Magnifique

Stacey started her career as a lawyer but today she makes her own strip lashes, which are used by make-up artists to the stars.

Starting out in the beauty industry as a Saturday girl at a local hairdresser's and knowing very little about the trade, Stacey was determined to make her decision to change career work. As a dyslexia sufferer, Stacey soon learnt she enjoyed creative work far more than her early career choice.

It was when she made the move into lashes that she found her niche, finding it a really relaxing treatment to carry out. Such was her passion and her aptitude for lashes that she was a finalist in the lash technician class of the 2014 BABTAC & CIBTAC awards.

Being an awards finalist was the spark that motivated her to take the next step. Feeling ever more passionate about lashes, Stacey made the decision to create her own mink strip eyelashes.

The lashes Stacy creates are 100% cruelty free, and can be worn up to 25 times. Always having her clients in mind, Stacey made her own lashes for those who did not live close enough to her to be able to come in and have their lashes done professionally, and for clients who preferred lashes for short term occasions such as nights out or weddings.

Stacey uses top quality Siberian mink fur in her lashes, saying: "They feel amazing and super soft, just like your own lashes. They are durable and I've created many different styles ranging from super natural to extremely full and glamorous.

"I got most of the ideas from the looks that my clients ask me to create with semi-permanent eyelash extensions. I also opted for black and gold luxurious packaging to complete the "Lash Magnifique look".

"I absolutely love seeing the reaction of my clients or people who have purchased lashes and the compliments and reviews I get are always encouraging."

Stacey's lashes have been worn by celebrities such as Mel B and Little Mix band members, as well as being favourites amongst well-known make-up artists such as Adam Burrell, Sheika Daley, Nicki Minaj's official tour MUA and Karin Darnell, MUA for Cheryl Fernandez Versini and Jessie J.

Stacey adds: "I am super excited for the future of Lash Magnifique and have got so much more in store. I would always encourage others to develop any ideas that they have as there is no harm in trying. I really believe that hard work pays off and no matter what your idea is as long as you have a passion for it, stick with it and don't give up."

[www.lashmagnifique.co.uk](http://www.lashmagnifique.co.uk)

*"I really believe that hard work pays off"*

### Monica Verlet – founder of De Bella Natural Skincare



Monica is a Level 4 qualified beauty and skin therapist, with degrees in both biology and health sciences. She was inspired by her family's long heritage in beauty and skincare to establish De Bella Natural Skincare in 2004.

The story starts back in 1919 when Monica's grand-father, a pharmacist, developed his best-known product, a handmade hair lotion that he formulated from his pharmacy in Marta, near Rome. Her grandmother and mother also worked in the beauty industry.

After completing her studies, Monica started working at The Organic Pharmacy on Kings Road, London. In 2003 she moved with her husband to Berkeley, California, where she took cosmetic making classes and qualified as a nutritional consultant. She also attended professional make-up workshops. Her studies awakened an innate passion for beauty therapy and she decided to carry on the family 'tradition' for skincare.

On her return to the UK, Monica qualified to Level 3 in Beauty Therapy with Electrolysis, before completing the Level 4 degree module in Laser and Light Technologies. She has also

completed the advanced electrolysis training for thread vein, skin tag and milia removal, qualified with Sterex as a transgender specialist and is currently studying for the BIAE exams to enable her to work with the NHS.

Monica says: "In September 2012 I started 'Skinpathy' Skin & Beauty Clinic where I specialise in IPL permanent hair reduction and skin rejuvenation, electrolysis and advanced electrolysis. I also offer facials in the style that my grandmother and mother taught me and use only my De Bella range for all treatments. I hand mix and customise the masks and serums during the facials according to individual needs.

"I have a holistic approach to skincare and pride myself in offering a truly bespoke and personalised service. All of my equipment is British-made and I never compromise on quality and standard of care. I work independently from within Framwellgate Dental Surgery in Durham, and De Bella Skincare is also sold within Miracles Beauty Lounge in Durham city centre where I hold a monthly clinic."

Each product Monica makes is made from scratch and to order, with no 'pre-made' cosmetic bases used.

Monica follows an ethos of simplicity, aiming to provide a holistic and natural approach to skincare by using only the best that nature can offer, also personalising her products by custom-scenting using pure organic essential oils.

Monica says: "The skincare range is safety assessed in line with the recent European cosmetic legislation changes, I also have a cosmetic legislation diploma and, ever the scientist, I have



'control samples' from 2005. Each skincare product is the result of hundreds of formulations over the years and I stay on top of new skincare ingredients, science, and trends."

The De Bella Natural Skincare range includes facial concentrates, facial oils and an organic rose water toner. Monica plans to add more products to the collection in the future, introducing a

body range with a detox body oil, a male skincare range due to her growing male clientèle, and a mum and baby range.

Monica's skincare range features ingredients such as organic essential oils, botanical ingredient and floral waters, with an 'eco preservative' being used to ensure stability and extend shelf life. Each facial serum uses no more than ten ingredients, all chosen specifically for a skin benefit such as arnica

for puffiness.

"I adhere to GMP guidelines and produce the skincare from a purposely designed 'lab space' at home. I pledge to the natural ingredient resource listing (NIRC) and the products are: parabens free, SLS&SLSA free, lanolin free, mineral oil free, no artificial colours, fragrances, or 'nasties' of any kind," she adds.

[www.debella.co.uk](http://www.debella.co.uk)

[www.skinpathy.com](http://www.skinpathy.com)

*"I have a holistic approach to skincare and pride myself in offering a truly bespoke and personalised service"*



Inspired by our members stories? Look out for our guide to learn how to create and market your own products in a future edition of *Vitality*.