



real life

Cotswold
Style

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believe in yourself

Beauty expert **Jane Scrivner** has created an international business through her luxurious range of beauty products. Here, she talks to **Eve Holmes** about her business journey...

Starting her career as a massage therapist, Jane Scrivner has revitalised countless lives with her compelling books on detoxing. Writing eight detox books in eight years, Jane can easily be called a 'detox queen' and has become a best selling author on the subject. They are published in over 21 different countries and 16 different languages, and after 18 years of working in the skincare and therapy industry, travelling across the world learning beauty techniques, Jane is now a leading figure in the beauty industry.

"As a massage therapist I was writing healthy eating programmes for my clients and I was telling them where to buy products on the highstreet. Five years after working in the industry, I knew all the products on the market and realised that I could develop my own beauty range which could achieve the results I wanted. It was from then that my beauty range was born."

Jane uses the highest quality ingredients, mixing special blends of essential oils with organic ingredients to create wonderfully scented, luxurious oils and balms. Jane's products are designed to enhance the skin's natural beauty, leaving it nourished, cleansed and glowing.

Jane works closely with an alchemist who skillfully mixes a blend of essential oils to create amazing fragrances and textures. From her treatment rooms in a salon just outside Stratford-upon-Avon, Jane offers fabulous treatments used in combination with her products to leave clients feeling invigorated and relaxed.

"I carefully choose the essential oils

based on what I want them to achieve. Beeswax is great for cleaning pores, Sandalwood is fantastic for mature skin and orange is great for softening."

Jane wants every customer to feel special when receiving her products, and each order is sent out beautifully wrapped with layers of crisp white tissue paper and jelly beans for that extra touch.

"I love each order that goes out and I want every customer to feel like they are getting a treat, like opening a present, when they receive the products. It isn't the cheapest way to package the products but I wanted every customer to feel special - it's the little touches that make the difference."

Jane has always vowed to keep the business small, and employs just three full time and one part time staff. Quite an achievement as the company fulfills orders from around the world.

"I have always sourced outside services rather than employing staff, and this has helped give the company a global reputation although we operate on a very personal scale. We export to Singapore and China and we have an exciting account opening in Chelsea this summer."

With her expert knowledge of the spa industry, Jane is also a Managing Director of SPAPLIANCE, co-created with her partner of 20 years, Kevin McWilliams. Together they have created an innovative product called the ORB which has transformed the salon experience. The ORB is a skincare product warmer which warms facial and body oils, serums, waxes or muds to the perfect

temperature, allowing therapists to give clients the best possible salon experience.

"Kevin is a technical engineer and we felt very strongly that there was a gap in the professional beauty market for an appliance such as the ORB," says Jane.

After launching the product to the beauty industry last month, they are jubilant with the positive reaction. With aspirations of turning over £5 million in the next five years, this flourishing business looks set to achieve it, thanks to the launch of the ORB.

"The industry is thriving at the moment, despite the difficult economic climate. Last month was the best month we've ever had," says Jane.

"Running your own business is hard work, but the rewards are 100 per cent yours. My advice to entrepreneurs starting out is 'get to know your figures and your market, leave no stone unturned. If you are committed and believe it will work then you will make it a success. Keep on believing in your products.'"

So, what does the 'Queen of Detox' describe as her biggest indulgence?

"I love Champagne! I also love to have my nails done every 10 days and treat myself to a regular pedicure. "I'm most proud of our Balance Nourishing Cleanser; the product won the Natural Health Magazine Beauty Awards 2011.

"We have achieved much more than I ever expected and I still really appreciate customers writing to me to thank me for their products." ❧

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