

Ernst & Young World Entrepreneur Award 2011

1. How did you feel when you were announced as an award winner?

Have you ever heard of an “Out of body” experience? That is how it felt. The music was very loud and the MC took forever to announce the winner. My heart was beating louder with every second of silence before I heard my name. It was almost as though I saw myself getting up and walking to the stage. But I knew immediately that this was “Mission Accomplished”. The months of hard work of filling in forms, interviews, presentations etc, was all worth while - The win means a lot of promotion for the Brand.

2. As an entrepreneur, did you envision Bio Sculpture would become the global success that is today when you first began all of those years ago?

I did not start Bio Sculpture with the aim on becoming The Global Success Story, but I did know that the system was totally different from that which was available. As a therapist, I knew that it would be every other therapist's choice. I had searched every country but all over artificial nails were a nightmare with growling clients and Bio Sculpture was a pleasure to work with ecstatic clients! So yes, I knew that unless the Bio System would be copied, it would be and stay the best globally.

3. What does success mean to you?

One has only one life and I would like to know that I used every hour of it to the full. Success means that the many hours spent behind a desk or in a laboratory was not wasted but that those hours have turned the lives of thousands of people around in a positive way. Success is sweet when shared.

4. What have been the biggest challenges you've had to overcome?

I choose to trust people. Having to face the truth when I was wrong about someone – that is a big challenge. I am not highly strung and do not get nervous when problems come along, but I feel pressure when I feel anxiety from importers and distributors. I feel responsible to make them feel at ease – I want to carry their Bio related stress.

5. The nail industry is becoming increasingly saturated as products flood the market, how do you drive innovation to stay one step ahead of competitors?

To this day I have not changed my way of innovative thinking. It has always been and will always be the same. We don't look at our opposition to decide what to do next to stay ahead – that would put us in a position of following. We are leaders, so we listen to our clients. If a supplier can offer what the consumer wants, it can not fail.

6. Why is your health and safety profile so important?

Nailcare should be part of Health and Beauty rather than Beauty at any Cost. Bio Sculpture therapist should have the confidence to look any client in the eye and know that the treatment that she will receive, will be a 100% enhancement with no health risks because Bio Sculpture becomes a lifelong household name, a way of life rather than an events treatment.

There is also International legislation to Health and Safety that we adhere to.

7. Tell me about the community involvement where the product is manufactured and the dedicated team who've helped make your dream a reality?

During the past decade we have made the decision to be part of the much needed job creation in the area so we have employed mostly manual workforce. We also dedicate a percentage of our taxable income to a Bio Sculpture Foundation Fund that we use firstly on our own people for school and university fees but the fund also assists the local hospital, pre-school and several orphanages in town.

8. What can we expect from Bio Sculpture in 2012?

You will have to fasten you seatbelt during the first half of 2012. Bio Sculpture has come up with great projects in the past but the greatest is yet to come!! Keep your eyes and ears alert for the Bio 2012 Vibration!!

9. What is your vision for the brand?

The Brand has reached a point where the first generation has pulled heavily to plough through learning curves. We are entering into the second part with a brand new young generation of brain cells that are fresh and excited and ready for expansion. My vision is that this new generation will stay calm and focused while staying ahead – To never rush into new development but to keep the tradition of always staying ahead.

10. What advice would you give to other entrepreneurs?

If you believe in something, don't look around to see if others approve. Chase your dream but never to the disadvantage of others. Listen to good advice but make your decisions on your own convictions. If you are prepared to take the good, you must be prepared to take the bad. Do not allow to let it set you back and remember that the impossible just takes a little longer!