



Leading Nail Care

MEDIA RELEASE 2011

Elmien Scholtz, founder of Bio Sculpture Gel awarded Ernst & Young Entrepreneur of the Year Award



With a passion for beauty and business Elmien Scholtz, owner and founder of Bio Sculpture Gel has been awarded the Ernst & Young's Entrepreneur of the Year Award, in the Emerging Category for the Southern African leg of the competition.

This prestigious award is sponsored by leading companies such as Ernst & Young, FNB, Regenesys, Swiss International Airlines and CNBC Africa and is awarded to the most exceptional nominee from a unique group of people. Entrepreneur of the Year is presented in more than 140 cities in more than 50 countries worldwide and winning the award is an extremely honourable achievement for Elmien and the Bio Sculpture Gel brand globally.

Elmien Scholtz, Founder of Bio Sculpture Gel said, "Winning this award was like an out of body experience. On receiving the award I felt as if a huge mission had been accomplished. We have worked tirelessly towards this and it presented a great sense of pride for my brand and hard work."

"When starting Bio Sculpture Gel in 1988, I did not perceive it to become a globally recognised brand; however as a therapist I knew that it would become every other therapist's choice of nail care. Bio Sculpture Gel offered a system which was completely different from what was available focusing on nail care and strength. The success and innovation of Bio Sculpture Gel has enabled it to become the best globally."

"As the leaders in nail care, I am constantly looking for ways to improve the brand and offer technicians a system that is part of health and beauty rather than beauty at any cost. I pride my business on knowing that any technician working with Bio Sculpture Gel can confidently offer their clients 100 percent enhancement with no health risks," she said.

Elmien began her career with the nail industry after completing a CIDESCO (Committee International de Esthetique et de cosmetologie) course in cosmetic science at the Stellenbosch Academy in 1980 and registered the Bio Sculpture Gel brand in 1988 with the wish list for the perfect healthy nail system. Bio Sculpture Gel is the first in many instances, first to manufacture coloured gel and first one-step gel that can be removed without damaging the natural nail. Bio Sculpture Gel was also the first to undergo independent clinical testing and received a 5 star safety rating. Maintaining a premium health and safety profile is core for Bio Sculpture Gel.

To date, Elmien has grown the brand globally and exports to 39 countries where the complete system is used. Elmien ensures the product quality and assurance with continued research and development, always striving to offer premium nail care. With over 170 colours already in the range, Elmien creates new colour collections each season to remain ahead of colour and fashion trends.

The manufacturing process is based in a small rural community and continues to remain there to assist in job creation. Elmien and Bio Sculpture Gel's mission is to provide safe, healthy & cost effective nail services and holds the vision of maintaining the leading and preferred nail care provider worldwide.

Over the past five years, more than 6,500 entrepreneurs joined the Entrepreneur of the Year alumni. A "who's who" of both developed and emerging markets, these alumni includes many household names. Over half of today's top 100 NASDAQ companies have won Entrepreneur of the Year, and most received the award before they achieved top 100 status. By winning this award, Elmien Scholtz has transformed the nail industry and firmly cemented Bio Sculpture Gel as the number one product and treatment service available globally.