

Success story :RLT18492

New Entrepreneur (NE)

Name & surname: Celia Piquer Martínez

Country: Spain

Age: 24

Status: *Would-be entrepreneur*

Sector: Pharmacy

Name of business: BONICA

Host Entrepreneur (HE)

Name & surname: Monica Wilde

Country: United Kingdom

Age: 55

Experience (years): 32

Sector: Natural Health and Beauty

Name of business: NAPIERS

Website: www.napiers.net

Details of the exchange

Period of Exchange: 23 April - 23 August

Duration of Exchange: 4 months

Brief introduction:

NE: I am Celia Piquer, a 24 years old Spanish pharmacist. After finishing my degree and master I tried different alternatives related to my field as hospital, chemist's or PhD but it was not my thing. I had always wanted to learn more about natural remedies and cosmetics, and create something trusting based on that, but how could I start?. I discovered this program thanks to some friends who participated before than me. The idea of setting up my own business was always on my mind so I decided that it could be a good way to start and learn about this big world. The benefits I expected after the exchange cannot be compared to the real profit. You combine culture, business, new friends and work.



HE: I'm Monica Wilde and I started my first business about 32 years ago. I admire all young people who want to set up their own businesses and I participate in the program because I am happy to share my experience of setting up and running small businesses. Hopefully this will inspire as well as help the participant avoid some of my mistakes! Napiers the Herbalists is a traditional natural health and beauty company so we were well matched with Celia, a young pharmacist with an interest in harnessing the properties of the natural plants of the Andalucian countryside where she lives."

Activities undertaken:

HE supported NE doing the activities and they had meetings periodically to achieve the NE goal.

- **Online systems:** Manage online orders, stock or customers enquires.
- **Traceability, record keeping, Formulation records:** The importance of record every

step you take when you make any product. we used Batch record sheets with all the formulas and preparations. Traceability is essential in a good business, if you have any problem the best way to solve it's to have a good record.

- **Labelling:** The image of the product, the outside or the first sight. Choose the best container and the right label to make the perfect product.
- **Sharing Information, books and articles about principles of cosmetics, soaps, ingredients and methods.**
- **Operating procedures cosmetics small runs:** Following Good laboratory practices.
- **Product development and processes:** Tinctures, dried herbs, ointments, salves, oils.
- **Contact suppliers, find the suitable ingredients for the NE range, packaging websites.**
- **Workshops about the first steps in cosmetics:** How to make a soap, how to make a base cream, the properties of the ingredients.
- **Create a range of 8 skincare products:** Formulated, tested.

Benefits achieved:

After the exchange NE and HE will cooperate together. NE will acquire some of the ingredients of her range from Napiers The Herbalists (HE's company). In addition, HE will make the Safety Report of the 8 products created, necessary to register the products in the European Union Website.

NE has developed new skills related to manufacturing, formulation, marketing, knowledge in herbal medicine. To sum up, business skills NE will need in her future business.

NE has made important contacts. Wholesale trade (creams, herbs, tinctures, essential oils), Suppliers in UK, Spanish entrepreneurs with similar goals.

Quotation regarding the experience:

NE: "Erasmus for Young entrepreneurs has given me a new entrepreneurial perspective. Being inside a real business is the best way to learn. My Host Entrepreneur, Monica, has taken care of me and helped me a lot from the beginning. All the information I have compiled is so valuable and now I feel ready to start this dreamy goal of setting up my own cosmetics company. I can highly recommend this experience to everyone who is thinking in improving his business skills or getting new ideas."

HE: "Erasmus for Young entrepreneurs is a great program that allows enough time for participants like Celia to develop their own business plans while helping the host. I'm thrilled that Celia has come away from the program with her own range developed as well as a lot of advice about the benefits – but also the pitfalls – of setting up a business. She was very helpful for us during a time of transition and I can thoroughly recommend the program."

For further information about the exchange:

- NIO: Instituto Tecnológico de Canarias, eye@itccanarias.org
- HIO: Rinova Ltd, burgess@rinova.co.uk

For information on the programme and details on how to enroll visit:

www.erasmus-entrepreneurs.eu