



#SUCCEEDINSTAFFS | CASE STUDY

JENNIFER YOUNG LTD | NEWCASTLE-UNDER-LYME

AN INNOVATIVE skincare company specialising in products for cancer patients has accessed a cash injection from the Midlands Engine Investment Fund (MEIF).

Jennifer Young Ltd, based in Newcastle-under-Lyme, received a sum from MEIF's West Midlands Equity Fund, amount undisclosed, after attending a workshop held by Stoke-on-Trent and Staffordshire Growth Hub.

Now, Jennifer Young Ltd, which includes retail business Beauty Despite Cancer as well as Jennifer Young Training School, is planning to expand the products and services it can offer to cancer patients.

Founder and managing director, Jennifer Young is a microbiologist who combined her scientific knowledge and 25 years' experience, with a passion for natural skincare and wellbeing to create her own product line specifically for cancer patients.

Beauty Despite Cancer's 'Defiant Beauty' brand includes products which tackle specific skin and nail issues caused by cancer treatments.

Alongside the skincare range, Jennifer Young Training School offers qualifications in cancer-specific treatment methods to practitioners in the beauty industry.

Jennifer said: "As a business, we aim to support as many people receiving cancer treatment as possible.

"The funding we've received from the MEIF will help us to continue to enhance the quality of life for those we work with and produce more quality products that can

help them feel a sense of joy during an unimaginably difficult time.

"We look forward to working towards our goals and expanding the Jennifer Young team and its products internationally."

The investment is the first external funding the company have attracted and will be used to support the growth of its existing sales channels as well as building on the current team and enlisting marketing support to further enhance its established reputation in its market.

A portion of the funding will also help to expand its offering to international markets in a bid to help as many people living with cancer as possible.

Nicola Kent, Growth Hub Manager, said: "Jennifer Young Ltd has accessed an investment that will help deliver their products and training to many more cancer patients across the UK and internationally.

"Our High Growth service aims to help businesses expand and it was through one of our workshops that Jennifer Young Ltd has been brought into contact with the MEIF.

"We urge other businesses in the county looking for opportunities to grow to get in touch."

To find out more about Jennifer Young Ltd, products visit: www.beautydespitecancer.com. For the training school go to www.jenniferyoungtraining.com.

Call our Business Helpline to find out how we can help you ☎ 0300 111 8002