

'MICHELLE'S HELPED ME MAKE A REAL IMPACT'

THE CAREERS ISSUE



Healthcare account executive Polly Gotschi reveals how she's started her own empire with help from Fabulous and Michelle Mone

Lacking any business know-how, *Fabulous* reader Polly Gotschi had no idea how to turn her beauty idea into a career opportunity. Or, at least she didn't until multimillionaire businesswoman Michelle Mone picked her to mentor in a life-changing competition in *Fabulous* last October.

Since then, and with the help and guidance of the *Ultimo* and *UTan* creator, entrepreneur Polly, 41, from Northampton, has increased the global sales of *Vitiliglow* - her body make-up range - by a whopping 200 per cent!

"Thanks to Michelle, I've learned the importance of legal matters as well as smaller details like preparing samples and creating marketing brochures," she says.

POLLY'S STORY

Polly developed *Vitiliglow* using her £17,000 life savings after suffering with vitiligo - a skin condition that causes white patches to flare up on the body. *Vitiliglow* is made of pigmented colour and comes in four shades and one tan hue. It's also sweat- and rub-proof, and doesn't need a primer or powder, either. The range of

MICHELLE'S TIPS FOR STARTING A BUSINESS

- 1 Make a plan. Work out cash flow, what your profit margins must be and who will be your suppliers.
- 2 Know your product and your competitors.
- 3 Check if you're eligible for grants from the Prince's Trust (Princes-trust.org.uk) or The Women In Business Network (Wibn.co.uk).
- 4 List your goals and use them to stay focused when you have bad days.
- 5 Always think about what could go wrong. Prepare for the worst and it won't happen.
- 6 Work from home until you can afford to lease premises.
- 7 Know what you'll launch next. After our first *Ultimo* bra, we didn't launch anything for two years - a big mistake.

body make-up isn't just for sufferers of vitiligo, either - it can also be used by people with birthmarks, rosacea and pigmentation problems.

Her inspiration for creating this unique beauty fix, which Polly now sells on *Vitiliglow.co.uk* and *Ebay.com*, was born from her own experiences.

Polly was diagnosed with vitiligo - which affects one per cent of the UK's population and has no known cure - 20 years ago and hid her skin condition under high-neck tops and long sleeves, even in summer. She constantly felt self-conscious and spent a fortune on generic tans and foundations, which didn't work and left her feeling frustrated, so she decided to take action.

"I had to invent something," says Polly. But getting her range out there was trickier than she anticipated.

"Even with the right product, it's hard," she says. "But with the support of *Fabulous* and Michelle, I felt I could make a real impact."

Michelle adds: "Polly has run with my advice, thrown in her own ideas and grown in confidence and in a business sense. I believe she will be a success!"

MICHELLE AND AN EXPERT TEAM HELPED POLLY TO...

- * Develop a realistic business plan with a critical time plan (CTP) to ensure everything runs smoothly.
- * Make a mass-market product and create inspiring and informative marketing packages to entice buyers at high-street stores and websites.
- * Develop industry buzz and a social media presence. **F**
- For more information and to buy *Vitiliglow*, £25, visit *Vitiliglow.co.uk*.

Polly with her product



Words: Carly Hobbs. Additional research: Cisselle Wainwright. Photography: Landon. Styling: Kate Barbour. Hair & make-up: Alana Schmidt. Check out Polly's Facebook page (facebook.com/Vitiliglow), Instagram account (@vitiliglow), and Twitter feed (@vitiliglowinfo) for regular updates, product news and vitiligo support