

many magazines and particularly the Sunday Telegraph's Body+Soul liftout, nominated me and I became short-listed and subsequently a finalist in the Nokia Business Innovation Category. This was based on my work in the paramedical field and the inroads made within the medical profession and improving attitudes to corrective makeup, and also my invention of the Mist Mirror.

The Awards are designed to reward the exceptional achievements of women in the business world, and to inspire each other, women from all types of industries and all types of skill sets, but the one thing they all have in common is a belief and passion for what they do, and of course, unwavering determination.

The benefits of being involved in the Awards are limitless. As a Finalist, you become part of the Telstra Businesswomen's Alumni, which is an exclusive network of women who have participated in the Awards over the past 16 years and who support, inspire and mentor each other to continue to grow, expand and improve their businesses by sharing their expertise and experiences. The opportunity for me is invaluable as it opens a new door of knowledge and business contacts to build and improve my business.

Q *What are your plans for the future of your business?*

I still believe ERA is the only product on the market to do what it does. Many products claim to replicate airbrushing, provide natural coverage, and are safe for all skins but ERA is truly the real deal so I hope to be able to convert many more to the amazing benefits. I've expanded the camouflage service I offer, and now have The Healing Room, which is a treatment space in two locations - a surgery at Hunters Hill, and a birth and pregnancy practice at Rozelle. Here I offer both the camouflage service, and also holistic facials, and deep relaxation massage combining Reiki and other modalities, to improve and aid in the management of skin and health conditions, many of which have a stress-related component. Evidence has shown and it is now being accepted by the medical profession that conditions such as vitiligo are in fact an auto-immune disease, and for a large percentage of sufferers, there was an emotional trigger, shock or high-stress event involved in the progression of the condition. Factors such as environment and emotional health play a large part in wellbeing, so by combining relaxation and stress-management with other forms of treatment is a valuable complementary part of care. My experience with my husband's illness confirmed this.

Q *What does a typical day in your life involve?*

Having a small business, there's always the juggle of work/life balance, because the role is really broad. I do take the time to walk my dog every day. I normally start the day checking emails and responding to those, making any phone calls that need attention, and sending out orders which may have come in overnight. I will have calls from customers looking for stockists, or patients from doctors who want advice or consults on coverage for different conditions. I may do face-to-face demonstrations at TAFE, or presentations. Other times I may be interstate doing one-on-one presentations. If I have patient appointments, I work from the two locations, and also may have treatments booked. I find I am getting referrals from naturopaths as well as other health professionals for these. Then all the normal things are fitted in - cooking dinner, catching up with friends. **PB**
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