



Make-up from Lloyd's Beeston company has been used for actors in Game of Thrones.

Mum's example a great foundation

JUDY Naake's son Lloyd grew up immersed in the beauty industry.

As a single parent, she used to take him to work appointments at beauty salons from a young age when she couldn't find a childminder.

Lloyd, 35, says: "She worked so hard, business was her life, so I helped her out and did things."

"All her friends are in the beauty industry so you can't help but be immersed in it."

"I never woke up and thought I want to sell make-up for a living, that's for sure," he admits, eventually going down that career path.

After graduating with a degree in commerce from university in Birmingham, Lloyd worked in sales and marketing.

One of his jobs was in IT recruitment, trying to persuade businesses to buy headhunting services.

When a marketing opportunity came up at his mum's St Tropez business, he took it.

"I learnt an awful lot as it came just as the brand was getting bigger and bigger," he says.

Lloyd now runs his own business Airbase Make Up, a supplier of high definition airbrushing products and training.

The company, based in Windsor Street, Beeston, supplies Sky TV and the make-up has been used for actors in Game of Thrones.

"It was also used on the film Life of Pi - in the hot conditions it was the only thing that would stand up to it and not run off," explains Lloyd.

The technique first hit the headlines when Hollywood star Jennifer Aniston had her make-up airbrushed when she married Brad Pitt.

But it really took off in the media and movie industry with the advent of HD television and films over the last few years since it helps to hide the flaws high definition TV shows up.

"This is a finer and more natural application than applying it with a brush or fingertips."

"And the silicone base means that it lasts all day. It's great for covering rosacea, port wine stains, vitiligo or even tattoos, so the bridal market has got big for us over the last few years."

The company plans to launch a £195 revolutionary home kit in department stores just in time for Christmas.

"It is different from anything else on the market and will come in a self-contained vanity case, including foundation and blusher," says Lloyd.



Lloyd Naake grew up watching his mum in business.

'There is life after cancer and Maggie's will help you through that journey'

Businesswoman Judy Naake shares the secret of her success in the final episode of BBC2's Peter Jones Meets.... SHE tells LYNETTE PINCHES that anyone can be an entrepreneur if they're prepared to give it their all



Judy with Peter Jones in the BBC programme Peter Jones Meets....

HOME for the summer is a luxury villa in Tuscany overlooking lavender fields as far as the eye can see.

Here, in one of Italy's best-loved regions, Judy Naake swims, goes for long walks, bakes bread and entertains friends.

Life is idyllic and enviable but no one can say that she hasn't earned it, having made her fortune through years of hard work and determination.

Judy, one of the UK's most successful entrepreneurs, picked up the work ethic from her father John Caplin and recalls, as a four-year-old, sitting behind the counter of his decorating and hardware shop in Nottingham.

Years later, she introduced fake tan brand St Tropez to the UK and turned it into a multi-million pound franchise before selling the rights in 2005 for a reported £70m.

The story behind her success is told in next Sunday's episode of Peter Jones Meets.... on BBC2, a series following entrepreneurs behind companies including Lush, Cobra beer and JoJo Maman Bébé. Judy was filmed both at her villa in Italy and in Nottingham.

Jones, entrepreneur, investor and Dragon's Den star, spent time with Judy in the city centre visiting the old haunts where her father had businesses.

"They filmed where my father had shops in West End Arcade. "He had a wallpaper, paint and hardware shop, then a jewellery shop and was a fruiterer and florist."

"He had a restaurant, the Waterfall, at the top of Hurt's Yard, and Caplin's Cafe which used to be at 69 Upper Parliament Street."

It was through her father's dealings that she learnt one of life's vital lessons in business.

"He was always too busy to ask for the money. He never had the time to invoice. "Never say no to the money - that's a lesson I learnt - they could get run over tomorrow."

The documentary will also feature Judy's charity interests.

A television crew followed her to

Maggie's cancer caring centre in the grounds of the City Hospital. She gave Jones a tour of the £3m tree-house which Nottingham Post readers helped to build by raising more than £640,000.

Judy didn't have to think twice when she was invited to become the chairman of Maggie's Nottingham associate board. After her personal experience of cancer, she recognised the vital need for the kind of emotional support that the charity provides.

She battled cancer twice in the space of a year. Putting work ahead of her health, she ignored a lump in her breast for 18 months before going to a doctor. When cancer was diagnosed in 2002, the lump had grown to the size of a golf ball.

"I never valued my own time or my health," she says in the programme.

Her strength of character got her through a mastectomy, radiotherapy and chemotherapy but when cancer was



Judy's pool at her beautiful villa in Tuscany.

discovered in her remaining breast the following year, she crumbled. The confidence and optimism she had the first time around was replaced by fear.

"This is why the ethos of Maggie's centres - 'not to lose the joy of living in the fear of dying' - particularly struck a chord."

"Cancer isn't a life sentence. There is life after cancer and Maggie's will help you through that journey. I didn't want to be a victim to cancer," says Judy.

Since Maggie's opened in November 2011, there have been more than 11,000 visits by patients and their families seeking emotional support, benefits advice or a chance to unwind at relaxation classes.

Judy, who has been clear for ten years and has a check-up every six months, is immensely proud of the centre's impact.

"I'm thrilled to bits. It's wonderful. I am sorry I'm not more hands-on but I'm living in London now," she says, having rented out her luxury pad in Bramcote.

"I hear of friends and friends of friends using it and that is lovely."

Also featuring in the programme is Judy's son Lloyd, her only child, and his company. He picked up insider knowledge of the beauty industry from his mum and now runs Airbase Make Up, a company supplying airbrushing cosmetics which give a flawless look.

Filming took place at his base in Windsor Street, Beeston. Later this year, the company plans to launch a revolutionary home kit in department stores.

"At first he didn't want to (go into the beauty industry) but then he decided that was what he knew," says Judy.

"He did commerce at university but knows the beauty business really well and



Judy Naake is running her business from her villa in Tuscany over the summer.



Judy Naake with Sharon Ward, who set up Teddy & Me, with one of the premature babies the clothing helps.

has good contacts so why not use them?"

When Judy set about her quest to launch St Tropez in the UK, she spent the first two years peddling the then unknown brand of fake tan to beauty salons - it took an Herculean amount of hard work and effort to turn it into the sensation it has become with A-list fans such as Victoria Beckham and Elle Macpherson.

After selling the company, Judy still had an eye out for potential investments. It was while judging a Mumpreneur competition on ITV's This Morning in 2008 that she met Sharon Ward, whose company Teddy & Me makes premature baby clothes. Judy was so impressed that she became an investor in the business that Sharon set up from home.

And she hasn't turned her back on the beauty business entirely - she also has shares in Mellor & Russell, which sells skin care products and hair colourants to supermarkets.

"I still keep busy. What else am I going to do? I can't sit here in Italy forever eating and drinking," says Judy, who will remain in Tuscany until September spending her days going for 6km walks, swimming 50 lengths at a time in her pool, baking bread and entertaining up to 50 friends at different times between now and returning to her London mews house.

"I love to cook. Last night I did pork in balsamic. And one of my specialities is yellow courgette flowers stuffed with mascarpone, parmesan, herbs and pine nuts and fried in olive oil."

"It's a lovely way of life," she says, adding that she still does business from the villa.

"I don't do the hands-on now. They wheel me out occasionally for the big buyers. I advise a lot over the phone," she says.

Judy shares the spotlight with shoe repair and key cutting businessman John Timpson and his son James in the programme, the last in the series.

"The whole thing about the programme is anyone can be an entrepreneur with the right attitude if you are prepared to work long enough and hard enough."

"I don't particularly want publicity any more. I have done it, been there and got the T-shirt. I did it to help Lloyd's business."

● Peter Jones Meets.... can be seen on BBC2 next Sunday at 7pm.

Judy backed mum's business venture

MUMPRENEUR Sharon Ward knows what it's like to have a premature baby - her son Daniel arrived unexpectedly at 34 weeks.

She went on to develop a range of clothing for fragile babies, so tiny that they can be held in the palm of a hand.

Designed with the help of neo natal specialists, not only do they fit, they accommodate drips, leads or monitors in hospital incubators.

Every aspect has been taken into consideration, with silky soft washing labels positioned away from the baby's delicate skin and soft flat seaming which won't rub.

Sharon's enterprise beat thousands of entries to reach the finals of ITV's Mumpreneur competition on This Morning in 2008.

Although she didn't win, Judy Naake, one of the panel of judges, was so impressed

that she gave Sharon her telephone number. She went on to invest in the company, joining Sharon as a director.

Sharon says: "Judy's advice and expertise have been paramount to the growth of Teddy & Me, her ability to see clear routes to market and focus on the details is incredible."

"She's also very nice and sets the standards of what I would like to achieve in business."

Growth in the last two years has resulted in Teddy & Me moving from Sharon's back bedroom to a unit on the outskirts of Kenilworth, where four people are employed. Stockists include John Lewis.

Sharon says: "The company may be all about tiny clothes, but it certainly has big plans with lots of new stockists in the pipeline and a brand new range to be launched in September."

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