

# NATURAL HEALTH & BEAUTY BUSINESS OF THE YEAR

Ecoblissbeauty & Imagine Skincare

CORNWALL

Lizzy Wedgwood-Bates started working full time on her organic brand and beauty salon based in Shortlanesend, Cornwall in 2016. Lizzy's aim, with Ecoblissbeauty, was to provide 100% natural beauty treatments and demonstrate that these are affordable to everyone and extremely effective, without the need for synthetic or chemical ingredients. In an effort to cleanse her salon of unwanted ingredients, the beauty expert makes her own natural cleansers, moisturisers, scrubs, facial masks and night creams, which are used in every treatment. This means Lizzy has been able to ask her loyal cohort of clients to test her lip balm, body butter, lip tint and eczema cream recipes before bringing them to market.

Ecoblissbeauty's natural skincare line carries the name Imagine Skincare and Lizzy is just about to launch a brand new website for these and the natural skincare workshops she also runs. In fact, natural ingredients are so integral to the skincare entrepreneur's business model that even her cleaning products are all organic. Lizzy is committed to eco-friendly practices, ensuring that every product she sells is refillable and as such Ecoblissbeauty is now listed on the Ethical Market and EcoMersh sustainable product sites. Her environmentally conscious endeavour is the area's only all natural beauty salon and continues to grow. Naturally.

## Imagine

100% NATURAL SKINCARE  
Beautiful skin without  
the compromise

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