

Case Study – Rock Rose

About McPhersons

McPhersons Chartered Accountants is a well-established firm employing 25 permanent staff in Hastings and Bexhill-on-Sea. With a loyal client base, they offer business consultancy, profit improvement, management reporting, tax planning as well as the traditional accounting, audit and taxation services.

Their approach is dynamic, modern and hi-tech and they are entirely cloud-based.

Their team of directors and senior accountants have many years of experience across a range of disciplines.

The McPhersons experience is different from other accountants where actionable information is provided in real time aiding tax planning and business strategy.

Book your free initial meeting by emailing info@mcphersons.co.uk or calling our Head Office on 01424 730000.



Lindsay (right) with Vanessa McNeilly (centre) and Raquel Le Bron.

www.rockrosebeauty.co.uk

Continued growth is forecast for Lindsay with Rock Rose

If you haven't been a victim to cancer yourself you may not even consider that there are special product ranges available that can help to ease the suffering. For example, did you know that mouth ulcers are a big problem and you can buy special paste to help and that unflavoured toothpaste reduces the sting? Queasy drops and ginger chews along with special sensitive gut cook books can go a long way to prevent that awful feeling of sickness during chemo or radiotherapy.

For those that can constantly taste metal after treatment, cutlery can make it worse and in this instance, sufferers swear by bamboo cutlery.

McPhersons client Lindsay Wright, during her treatment period, discovered some balm in Portugal and absolutely loved the results. It worked like nothing she had tried before on smoothing and plumping her skin. However, she wanted something with a more uplifting fragrance.

She brought the balm home and worked with aromatherapist Vanessa McNeilly to analyse the ingredients.

They found the healing properties included a substance called Cistus Landifer, more commonly known as Rock Rose. Vanessa then added other essential oils such as Jasmine, Rose and Geranium and they asked friends and family to try the balm. The results were so positive, in particular for mature and menopausal skin, that Lindsay decided to launch a cosmetics business - something she'd never have dreamed of doing. They got in touch with Raquel Le Bron, a well-known make-up artist and therapist, who created the packaging. Now Lindsay is selling the products on specialist cancer website www.livebetterwith.com and launched her own website www.rockrosebeauty.co.uk with the main range for all skin types at the end of November.

"McPhersons took time to get to know my business and guided me through everything in my own language – not financial jargon!"
Lindsay Wright

People often feel helpless watching someone close to them suffering. However, just making one thing a bit easier can go a long way.