

Small Firms Fund Expansion

Crystal Clear International, Liverpool



Merseyside Special Investment Fund



“MSIF’s Small Firms Fund has helped Crystal Clear progress from humble beginnings to become a leading player in the beauty industry.”



*Sharon Hilditch
Managing Director
Crystal Clear
International*

The company

Crystal Clear International was set up in 1995 by entrepreneur Sharon Hilditch and her husband Philip Ball and is now established as one of the leading brands in the global beauty industry. The company manufactures a unique range of microdermabrasion and oxygenation machines which are designed to make skin appear more rejuvenated and youthful. Crystal Clear has also developed a range of beauty and skincare products which are sold to salons and consumers all over the world.

How MSIF helped

MSIF initially provided Crystal Clear with two separate loans totalling £55,000, which enabled the business to relocate to new premises and invest in the research and development behind a new range of products. More recently, the company has received a £100,000 loan from MSIF which has been used to help fund the development of a new state-of-the-art Crystal Clear Beauty Spa in Liverpool City Centre.

In addition to the loan MSIF referred a mentor, Gill Shaw. Gill provided invaluable management support to the company and has continued to work with Crystal Clear on a private basis. Her involvement has made a direct and significant impact on the company’s growth and financial performance.

Progress to Date

Crystal Clear now exports its products to more than 20 countries around the globe and has a turnover of over £4m. The company’s products are endorsed by a host of celebrities including Madonna, Kate Moss, Victoria Beckham, Gwyneth Paltrow and Jude Law. Sharon Hilditch has won a string of national and regional awards and is widely recognised as a groundbreaking, inspirational entrepreneur who has built up an internationally recognised brand in a highly competitive industry.

The MSIF Group of Funds is managed by Alliance Fund Managers which is regulated by the FSA in the course of investment business.