



**SMILES:** The opening of Lisa G Studio, from left, TOWIE's Lewis Bloor, Lisa Gates and Pascal Craymer  
Photo: Big Rob Photography

## Salon aims to save time for its customers

REALITY TV stars unveiled a new salon that hopes to be a one-stop-shop for women's hair, beauty and fashion.

Lewis Bloor, from The Only Way Is Essex, and former TOWIE star Pascal Craymer cut a ribbon at the launch of Waltham Abbey business Lisa G Studio.

Owner Lisa Gates opened the store on October 10 with the hope that it will give its clients a unique salon experience and help them save time.

"Women aren't always in a position to dedicate pampering time to themselves, especially working mums like myself," she said.

"This is why I've created a time-efficient service where you can have everything done under one roof. While your highlights are developing we will thread your eyebrows or apply gelish nail polish to your hands and feet.

"It's a much more efficient way of working and you'll feel amazing when you have left the salon."

### Boutique

The studio is also the newly-appointed stockist of boutique clothing range Essex Dressing Room (EDR).

Pascal, who was treated to an outfit and had her hair styled by Lisa, said: "The experience at Lisa G Studio has been great. The staff are so lovely and have made me feel really welcome. I cannot wait to come back – this is definitely my new salon."

Lisa is also keen to educate children about the beauty industry and will be hosting pamper parties.

"As a mum to a seven-year-old daughter, I know young girls have a tendency to grow up too fast," she said. "They see Little Mix or Taylor Swift on TV and all of sudden they want highlights, false eyelashes and extensions.

"I want to help young girls understand more about the beauty industry and provide them with an opportunity to learn about the science behind hair colouring, make-up application and safe tanning.

"I also want local parents to know that when their kids start expressing an interest in changing their appearance, they can come to me for support and advice."

# Beauty springboard works for woman with strategy

YOUNGSTERS across Herts and Essex have been heading off to university this month to start courses which they hope will springboard them to successful careers. But what if that academic route is not for you? News editor **Sinead Holland** met Leanne Jennings, who defied her teachers to follow her own path...

**A**T JUST 30, Leanne Jennings has realised her dream of running her own business and practising her passion for beauty therapy.

Although she was an academic student at both Newport Primary and Newport Free Grammar School, now the Joyce Frankland Academy, she knew university was not the right choice for her.

While still a teenager, she began honing her skills as she worked towards her target of ultimately setting up her own salon, Leanne's Health & Beauty, in Hope End, Takeley.

She combined a stint as a Saturday girl at Fancy Fingers in Stansted with a college NVQ before also taking a post at Lizzie's Health & Beauty in Saffron Walden.

From there she moved on to Profiles in Dunmow, Corner Cottage at Pearsons and Church Street in Bishop's Stortford, working as manager in both towns, until she was ready to take the plunge. She set up her own business in November 2009 with the support of her mother Cynthia, 56, a sales assistant, and father Richard, 61, a motor transport supervisor at Stansted Airport.

### Peaceful

She picked premises on a farm for her base and said: "Our rural location offers clients a peaceful atmosphere, enabling them to feel relaxed and pampered after every experience at the salon, leaving the hustle and bustle of the high street behind."

Expansion followed in September 2013, when Leanne was ready to employ her first member of staff.

She has invested £10,000 to become the first salon with a COMCIT machine in Essex.

She explained: "I attended the Professional Beauty Trade Show at ExCeL London in February with my mum to view the launch

of Crystal Clear's new machine.

"While observing the demonstration, we noticed that most of the models were young and wrinkle-free.

### Demonstration

"We approached one of the representatives to discuss the treatment and the effects it would have on a mature skin. They asked if my mum would like to experience the treatment. The demonstration on my mum was highly successful and she noticed an immediate difference and was intrigued as to how long the effects would last.

"Over the next two weeks my mum's skin continued to improve. Over the next couple of months my mum noticed that her skin still felt firmer and still had a healthy glow."

After a further test, Leanne became convinced that the machine was the key to boosting her business as she plans new treatment rooms and a "day spa atmosphere" before looking at the possibility of extending her empire across Herts and Essex.

She said: "To date, it has been proven to be one of the most popular facial treatments. Furthermore, I'm proud to be the first salon in Essex to offer this advanced facial treatment."

Leanne has advice for anyone else looking to set up a business.

"Start small, set realistic goals and continue to stay up to date with the latest trends and techniques. And, most importantly, always have a passion in what you do."

Her passion extends to her hobbies. She and her mum run 1st Newport Brownies.

She uses her health and beauty knowledge to help the youngsters: "Having suffered from acne as a teenager I empathise with the younger generation and the increased pressure of looking good. Today, everything is on show with social media."



**HELPFUL:** Owner Leanne Jennings in her salon in Bullocks Lane, Hope End, Takeley

### ADVERTISING FEATURE

## How do I protect my bright ideas? The seven rules you need to know

RECENT figures indicate that 80 per cent of an average business' value is in its intangible assets or intellectual property (IP).

Once your business begins branding, designing or inventing, IP will be created and you should develop a strategy to protect it. So, how do you protect those innovative ideas and avoid problems?

1. Firstly, you should establish what IP rights are available. Essentially, patents protect new inventions; trademarks protect brand identity; design rights protect product appearance; copyright protects literary, dramatic, musical and artistic work; and database rights protect compilations of information.

### Investment

2. If registerable, you should assess whether the IP is worth registering. Registration of IP rights can give you exclusivity over your brand and put you in a stronger position in the event of any infringement, often making it easier and cheaper to enforce. Registered IP can also attract investment and create revenue for a business.

3. According to the UK Intellectual Property Office, 75 per cent of businesses are unaware of who owns copyright created by a sub-contractor. You should seek to retain all IP by ensuring clear contracts are in place with freelancers and employees. You should also date and keep written records as evidence of your work.

## LONGMORES solicitors



**SOLICITOR:** Rina Sond

4. When establishing a new brand, it is important to ensure that you are free to use the proposed name and that it doesn't clash with any existing businesses. It is also vital to continue to monitor the competition, to ensure that no-one steps on your toes.

5. Confidentiality surrounding IP rights is often lost because businesses release details of

their idea before sufficient IP protection is in place. This is often seen on BBC TV's Dragons' Den and can jeopardise rights to exclusivity or legal protection. This can be avoided through using confidentiality agreements in early discussions.

### Specialist

6. Businesses should seek appropriate specialist advice as professional advisers can add value to what businesses are trying to achieve. For example, businesses may be unaware of IP tax reliefs, such as R&D tax relief and patent box, these providing more comprehensive reliefs than many businesses realise.

7. Lastly, you should assess your options and seek to commercialise your IP, be that through selling, licensing, franchising or joint ventures. This will assist you in deriving an income from your IP. Deciding on which commercialisation method to use will depend on your business objectives, the forms of IP available and your skills and financial resources.

■ For further advice and assistance with protecting and commercialising your IP, please contact Rina Sond at [rks@longmores-solicitors.co.uk](mailto:rks@longmores-solicitors.co.uk) or call 01992 300333.



**HANDS:** Leanne Jennings gives a treatment to her mum Cynthia Jennings