Case Study
BetterYou

Sheffield-based BetterYou was set up five years ago to capitalise on a gap in the market for innovative health supplements, including transdermal magnesium products and sublingual vitamin sprays, for modern customers with busy lifestyles.

The Company
The company, which supplies stores including Boots and Holland & Barrett, has seen year-on-year growth of more than 40 per cent and has doubled staff numbers in the last year.

The Challenge
In order to consolidate its success, BetterYou’s founder Andy Thomas and CEO Robin Whitbread a £35,000 business loan from Finance Yorkshire.

Robin said: “We are a business that is growing fast but for any expanding company one of the first areas that tends to come under pressure is cashflow. “Bringing new products to market is also an expensive business and we needed to ensure we had the resources and capacity to do so.”

The Solution
Said Robin: “The Finance Yorkshire funding meant we were able to increase stock levels and therefore improve product availability.

“The loan helped us increase our range which now includes an additional four product lines, including a vitamin D spray for pregnant women, which was one of the first to market in the world.

“The funding also enabled us to undertake a clinical trial with the University of Cardiff. The study demonstrated that our transdermal magnesium products – which are sprayed directly onto the skin – are more absorbent and effective than products which are administered orally.

“We are also using the loan to enhance our communications and marketing strategy by going to tradeshows to talk directly to customers and those in the industry.”

The Investment
The Investment Rationale
Finance Yorkshire Portfolio Manager David Ward said: “Like many companies across the Yorkshire and Humber region, BetterYou is growing quickly and needed to raise additional working capital to maintain that momentum. We’re pleased to have been able to support them as they build on their impressive growth.”

Future Expectations
David added: “New product development is the lifeblood of businesses like BetterYou which already exports to 15 countries and is now looking to extend its distribution further, both internationally and across the UK.”

Pictured (L-R): Finance Yorkshire Portfolio Manager David Ward and BetterYou CEO Robin Whitbread

Funding to grow.

www.finance-yorkshire.com
Tel. 0845 649 0000 info@finance-yorkshire.com
The Business Loans team provide loans to complete financial packages for businesses.

The business loans fund will lend £15,000 to £150,000 depending on how established the business is. Small and medium sized enterprises in their early stages can qualify for loans up to £50,000, established businesses up to £75,000 and established and profitable businesses up to £150,000.

Business loans are available for a wide range of purposes including funding the gaps in working capital, and capital expenditure. To qualify, businesses must be generating revenue and show the business has the potential to grow.

They must also show funding through conventional sources of finance are insufficient or unavailable. Business or personal assets are not typically required to be provided as security but a personal guarantee may be required.

An extensive team has been developed to ensure financial intermediaries and businesses across the region have easy access to an Investment Manager.

The team is split into three areas:
- **West Yorkshire and the North** - Grahame Lunt and Jonathan Craig
- **East Yorkshire, the Humber, North and North East Lincolnshire** - Ian Atkinson
- **South Yorkshire** - Karl Hodson and Ian Howson

**Other finance available from Finance Yorkshire:**

- **Seedcorn Finance Up to £780k**
- **Equity Linked Finance £100k - £2m**

**Meet the team...**

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**To find out more about Finance Yorkshire’s Business Loans please contact us.**