



## DSBD nourishes **Tlure skin glow**

The world of dermatology in South Africa has changed for the best since the timely entrance of Tlure Skin into the highly competitive body and skin nourishing remedies market.

Thembisile Mdakane is a qualified aesthetician and physiatrician and a product Itec/Cidesco institute a highly sort after dermatological academic. She is the sole founder as well as owner of Tlure Skin which produces unisex body creams, perfumes, moisturisers, facial toners, soaps, shower gels, bar cleaners and sun protections oils for all skin types.

Straight from college she worked for retail giants Edgars in Durban central manning their dermatological section and specializing in face and body care treatment.

Mdakane has close to a decade of experience, having worked for international dermatological brands such as Maybelline, L'Oreal, Rimmel and Yardley, that is where she got the inspiration to start her own brand and challenge the established order. Her products stand out because they are made from locally sourced raw materials with little or not damaging ingredients added to make them more appealing to the market.

Tlure Skin pronounced (Tee/Loor) is a skin range product that revitalizes tired skin, restores saggy skin, improves aged skin and repairs dull and sun damaged skin restoring it to its old shiny and healthy self.

All Tlure Skin products are certified by South Africa Cancer Association, because they are made from harmless local products which have no negative or contain hydroquinone or mercury which causes cancer. The main objective is to keep the client's skin glowing by optimizing hydration, cell turnover and minimizing irritation and help repair superficial damage to the skin.

### Types of Tlure Skin products:

**Sun protectors:** sunscreen SPF 50

Non sticky or greasy, suitable for sensitive skin and good with children.

**Bar Cleansers:** Lemongrass (150ml)

Lemon grass infused, helps skin tone, minimizes pores and suitable for all skin types.

The Department of Small Business Development (DSBD) and its entities Small Enterprise Development Agency (SEDA) and (Small Enterprise Development Agency SEFA) played a crucial role in setting Tlure Skin to see the light of the day in 2014. They ensured Mdakane's business plan in on point, sought a professional business planner assistance for her, got her funding to purchase equipment and ingredients to start the business. After all the nitty-gritties had been set aside and the factory floor busy moving merchandise from raw materials to finished products, DSBD made available marketing opportunities in the form of exhibition events, trade fairs to showcase the products, build a marketable website and made available business webinars to empower her.

"The entire application process was efficient and professionally conducted and would advise every up-and-coming entrepreneur to seek DSBD assistance" said Mdakane.

In the next coming five years Mdakane would like to see Tlure Skins glowing in every shop window and dermatological space in the globe.

Tlure Skins is working on an initiative to educate youth in her hometown of Durban to embark on entrepreneurship and also educate them on the dangers of using harmful cosmetics products that are sourced in the local black market.

