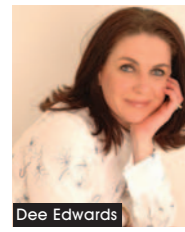


Party while you pedi



Dee Edwards

Fancy a great, profitable girls' night in? **HELENA BIGGS** meets entrepreneur Dee Edwards, a pedicure party host with a penchant for client pampering



Photos show Dee Edwards pampering the feet of clients at a pedicure party



You're having a standard night in with the girls; drinks are flowing, music is playing and there's gossip a-plenty. And best of all - you're getting paid for it! Working for Delightful Footnotes, the brainchild brand of former bank manager Dee Edwards, you simply pop a pedicure kit and chair into your car and pamper clients in the comfort of their own homes, receiving a fee from the host and commission on products.

"The concept for Delightful Footnotes came to me in 2007 when, having attended many sporting events and concerts, my feet were in very poor condition," explains Dee. "I think it's a common thing with women - we love to dress up for an occasion and we know the shoes we wear can make or break any outfit. However, looking great can come with a price - to our feet! I wanted to teach women how to look after their feet, so after talking to my friends and business associates I created Delightful Footnotes, with the aim of offering soothing solutions for tired and stressed feet at venues throughout the UK and Ireland."

"I plunged feet first into making the business a success, and went to a race day to pamper the feet of tired, dressed-up ladies. I took along products and a pedi chair in the shape of a high heeled shoe, which I'd sourced as part of the brand image. I wanted to make the women's feet feel great, but I wasn't happy with the product line I was using, so decided to create my own."

Dee was introduced to a manufacturer of cosmetics where she then put forward her desire for an exfoliating product for feet. The Pumice Foot Polish, a silky, leave-on foot cream was born, slowly followed by a moisturiser containing shea butter, aloe vera and peppermint. "I started my product range very small and products were manufactured locally with good quality ingredients," continues Dee. "The packaging was important to me as well - I wanted it to be girly yet classy and a great symbol for the brand."

"I get calls to hold pamper parties for hen dos, girly nights in, local and national events and sometimes for niche charity events."

"I don't have a beauty background and wanted to know how good my products actually were, so I got some friends to come over one evening for blind testing with around 30 products, including mine. My products came out on top, so once I had that confidence behind me I took courses in manicure, pedicure and reflexology, as I wanted my parties to have an holistic approach. I also created a Dead Sea Foot Soak and Citrus Ice Gel to refresh feet and bring the number of products up to four."

With the training behind her, Dee started holding pamper parties at friend's houses as well as at local and national events and word gradually spread about the 'fun evenings in'. "Holding pamper parties is a great way to get my products noticed. I started training friends and women who became interested in doing what I do, and soon I had a small team of agents, most of which were from beauty backgrounds."

"I now get calls to hold pamper parties for hen dos, girly nights in, local and national events and sometimes for niche charity events. An agent will bring along the pedi chair, with my products stored in the base, and create an area where clients can literally kick off their heels, sit back, relax and be pampered. Soothing music is played and all treatments start with a cleansing anti-bacterial spritz, followed by a foot polish, massage of the feet and lower leg using the Delightful Footnotes Crème Soufflé and finish off with the invigorating Citrus Ice Gel. If necessary, agents will apply dressings to areas that have become open and sore from rubbing and also offer advice on how to ensure feet are kept in tip-top condition."

For pamper parties in the home, the hostess is asked to invite five to eight guests, who pay £10 each to the agent for an indulgent foot treatment and can purchase retail sizes of Dee's products so they can pamper themselves at home. The hostess is given commission on the agent's product sales - which they can use towards the foot products - and they are also treated to a deluxe treatment (value £15) for arranging the event.



"At the moment, I have around a dozen agents but I want to bring footcare to the masses and make Delightful Footnotes parties more well known around the UK by 2012," explains Dee. "An agent can earn over £70 per party, have the advantage of working their own hours and ideally do two to three parties a week. They can also get in touch with local salons or mobile therapists and sell the Delightful Footnotes pedicure products on a wholesale basis, earning extra commission, and get a residual income from introducing prospective agents to the business."

"A few agents and I pampered 350 pairs of feet over four days at the last Vitality show, and I've had so many enquiries from women wanting to become pamper party agents," continues Dee. "It's great to watch women kick off their shoes and put their feet up knowing that we'll put a zing in their step, and the commission opportunities are endless!"

Fancy trying your hand at being a Delightful Footnotes agent? The summer is an ideal time to kick-start your role so contact Dee to purchase your starter kit, manual, pedicure stool and training (worth £450) for just £200 and earn extra income in your own time. **S**

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