

Business Spotlight On...



HALOS N HORNS



We speak to Leila Wilcox, the driving force behind Halos n Horns.

Name: Leila Wilcox

Age: 25

Q: Most people will be familiar with the Halos and Horns range from the TV series 'Make Me a Million' but for those who aren't could you tell us a bit about Halos n Horns?

A: Halos n Horns is a range of fun, friendly kiddies toiletries that are free of the

worrying chemicals that eminent campaigners such as the WI, WWF, FOE and midwives are trying to ban.

Q: What made you apply to appear on the show and what was the whole experience like?

A: I was desperate for a break. I knew I had the drive and ability to set up a business, I just didn't know how

to start it. Ivan gave me the confidence, experience, contacts and know-how to make this possible. The experience was amazing but at times extremely stressful and tiring - I have never experienced anything like it and probably never will again, it really was a once in a life time opportunity - better than winning the lottery any day!

Q: You initially started the show as part of a team of two, but by the end it was just you. That must have been an added stress for you at what was already a stressful time?

A: It was extremely stressful, and to have to make such massive decisions on camera made it even worse. I applied for this show and have since built Halos n Horns for my son, my family and myself - throughout this whole process any decisions I have made, I have always had to think of them and how it will effect them.

Q: How did it feel seeing the Halos n Horns range in the supermarkets for the first time and do you still get that same feeling when you see them today?

A: I will always remember walking into Tesco's with my mum and son and seeing Halos on the shelves - I felt so proud! I had actually achieved this! I had helped create this amazing range that parents

were now writing to me about thanking me from the bottom of their hearts for creating it - I can't describe the feeling, it really was amazing.

Q: Have you received much feedback from parents since launching the range?

A: As above - hundreds of letters, emails, photographs, people stopping me on trains, buses, shows. The support from parents for what we have created - a safe range of products that is affordable and not over-priced has been extremely well received.

Q: What's next for Halos n Horns?

A: We're concentrating on making sure every parent is able to purchase Halos n Horns easily and affordably. Once we've done that we have massive demands for exporting it and of course we have just launched our new SLS-free Toothpaste - Toothy Fruity.

Q: What advice can you offer anyone else with a business idea looking to turn it into a career?

A: Just do it! Believe in yourself and look for as much help, advice and support - there's plenty out there, and once you start to achieve what you've dreamed of you'll soon release all the hard work is worth it - it was the best thing I ever did!

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