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NATURALLY FLAWLESS AESTHETICS

Naturally Flawless Aesthetics

Sector: Health & Beauty **Location:** Amber Valley **Size:** Micro

About the business

Naturally Flawless Aesthetics is a medial aesthetics clinic based in Duffield, Amber Valley. The clinic was established in December 2024 by Natalie Fletcher, a Nursing and Midwifery Council (NMC) registered midwife and Independent Prescriber. Services include anti-wrinkle treatments, dermal fillers, skin boosters, microneedling and facials, skin tightening and pigmentation treatments along with medical grade skincare.

There are currently two employee team members including Natalie's mum Marie, who is clinic manager.

Challenges faced

The largest challenge for Naturally Flawless Aesthetics has been the rising cost of running a business. In recent years, increasing overheads including energy costs, supplier price

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rises, National Insurance contributions and regulator costs, have all significantly impacted operating expenses.

As a medical-led clinic the business prioritises high quality products, advanced technology, ongoing clinical training and strict compliance standards. Whilst this ensures patient safety and premium outcomes, it also means costs are naturally higher compared to lower-cost non-medical competitors entering the market.

In addition, operating within an unstable economic climate and periods of high inflation has required careful financial planning to maintain both accessibility for patients and sustainable profit margins.

Solution - Support Given

Naturally Flawless Aesthetics has been supported by East Midlands Chamber's Business Adviser, Cat Walls and the Accelerator project. This includes a business diagnostic to determine where the business is and where it wants to be. The business successfully applied for a £2,000 Growth Voucher which has provided funding for specialist consultancy support.

Natalie commented: "This support enabled us to access specialist business advice tailored to our stage of growth. Support focused on strengthening our business foundations, reviewing operational processes, improving financial planning and identifying sustainable growth opportunities within a competitive aesthetics market."

The guidance has helped the business refine its strategy, build confidence in decision-making and ensure the clinic is positioned for structured, long-term growth rather than reactive expansion.

Impact - The Difference it's Made

Natalie goes on to say that the support has given them greater clarity and confidence in making key decisions.

As a growing clinic, one of its main challenges was understanding how to sustainably grow a team while maintaining profitability. The consultancy support helped them to better understand cash flow forecasting, capacity planning and the right timing for recruitment to ensure that any new team member could be supported long term.

It also provided valuable guidance around capital investment – particularly in knowing when it is commercially viable to invest in new aesthetic devices.

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Natalie continued: “Rather than making decisions reactively, we now have clearer financial benchmarks and growth indicators that help determine the right time to expand our treatment offering.”

As a result, the business is now operating with a more strategic approach to growth.

“We are now more financially informed, more confident in our investment decisions, and better positioned to scale sustainably without placing unnecessary pressure on the team or the business,” concludes Natalie.

In summary the support has enabled Naturally Flawless Aesthetics to:

- Make informed decisions around team growth and workforce sustainability.
- Improve financial forecasting and cash flow visibility.
- Create clearer benchmarks for when to invest in high value aesthetic devices.
- Reduce the risk of premature capital expenditure.
- Plan recruitment and expansion with greater confidence.

A word from the business:

“The support has given us clarity and confidence at a crucial stage of growth. It’s helped us step back, look at the bigger picture, and make informed decisions about scaling the clinic sustainably.”

Natalie Fletcher, Founder & Director

Accelerator has provided:

- 1 to 1 Advice
- Growth Voucher

Impact to business:

- Improved Processes and Strategic Planning
- Increase Confidence
- Improved Financial Forecasting
- Enabled Sustainable Growth

This project is funded by the UK Government through the UK Shared Prosperity Fund and delivered by East Midlands Chamber.

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