

nursem

Nurse Entrepreneurship & Innovation

The creation of Nursem skincare

A vintage color photograph of six children standing in a line in front of a large stone monument. The monument features a bronze sculpture of a soldier's legs and boots at the top. Below the sculpture, a stone band contains the inscription "UNITED · WE · CONQUER" in black, sans-serif capital letters. The children, from left to right, are: a taller girl in a dark blue sweater and jeans; a boy in a dark sweater and jeans; a girl in a bright red sweater and jeans; a boy in a dark sweater and jeans; a younger boy in a dark sweater and jeans; and a small girl in a dark dress holding a red object. The background shows a grassy field, a road with a red car, and hazy mountains under an overcast sky.

UNITED · WE · CONQUER



Manchester University School of Nursing

2005-2008

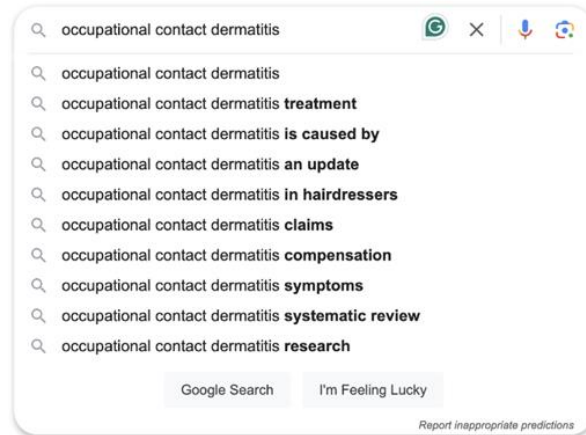


Where it all started



Necessity is the mother of all invention

Research, Research, Research



Work-related contact dermatitis is a skin disease caused by work. It is often called eczema and develops when the skin is damaged. This leads to redness, itching, swelling, blistering, flaking and cracking. The most susceptible parts of the body are the hands, followed by the forearms and face.

 Health and Safety Executive
<https://www.hse.gov.uk/cleaning/topics/dermatitis>

[Work-related contact dermatitis - HSE](#)

55x 

Average number of times nurses
wash their hands per day

87% 

Nurses suffer from contact
dermatitis during career

£9m 

Cost to the NHS in sick leave
per year

Supported by



Launch





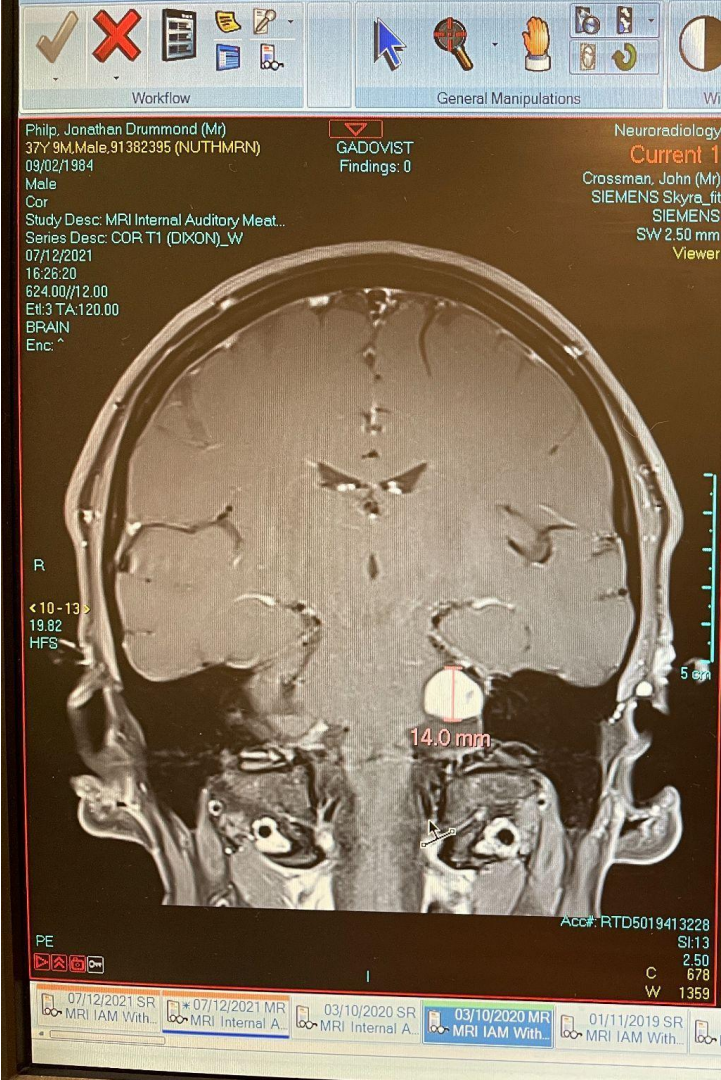
Slog...

2012 - 2017





The Turning Point



nursem

Was born



For every product you buy, we give
a month's worth of free Nursem to
a nurse or midwife.

This is the [NurseM Promise](#).



And then...

Covid-19

How beauty brands are making a difference during the coronavirus pandemic

The industry is stepping up to support customers, staff and the vulnerable

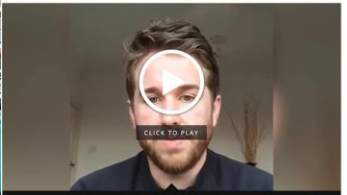
BY REBECCA BEEBEY 7 APRIL 21, 2020



Mirror CORONAVIRUS NEWS - POLITICS SPORT - FOOTBALL CELEBS MORE -
Send a thank you message to our NHS heroes
SHOP VOUCHER CODES OFFERS BINGO DATING JOBS FUNERAL NOTICES HOROSCOPES CARTOONS CROSS

Hand care brand Nursem to give 10,000 products to NHS staff fighting coronavirus
Nursem, a skin care brand, is donating an additional 10,000 hand care products to support NHS staff during the COVID-19 pandemic to combat dry, irritated skin caused by washing.

By **Paige Holland** Showbiz Audience Writer
16:02, 31 MAR 2020



NURSEM TO GIVE AWAY THOUSANDS OF HAND CREAMS TO NHS WORKERS



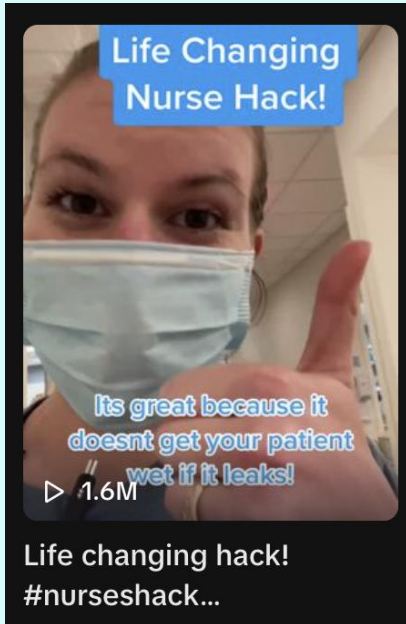
Perception



Reality



Why nurses are perfect entrepreneurs



- ✓ Passionate
- ✓ Lovable
- ✓ Natural problem solvers
- ✓ Ability to think on your feet
- ✓ Resilient, Persistent & Determined
- ✓ Witness problems / frustrations every day that can be solved



The simplest ideas are usually the best

Support

**Health
Innovation
Network**

NIHR | National Institute
for Health Research

 Healthcare
Improvement
Scotland | **SHTG**
Advice on health
technologies

Accelerated
Access
Collaborative

NHS
Supply Chain

 **NHS CLINICAL
ENTREPRENEUR**
PROGRAMME

NHS
Health Research
Authority

NHS
Innovation
Accelerator

**Don't be scared to give it a go!
You are capable of incredible things**



Thank You!

nurseem

