

# BLUSH SKIN

“We know skin – **not numbers!**”

Despite the odds, Blush Skin and Body is a local Coronavirus success story.

**W**hen COVID-19 hit, Melissa Heath from Blush sadly closed the doors to her William Street skin and beauty clinic and joined thousands of small business owners trying to make sense of the JobKeeper scheme.

With confusion around eligibility, tight timeframes and increasing Government requirements, Melissa called on her accountants at SeaChange for additional assistance.

“We know skin, not numbers,” Melissa said. “I’m a beauty therapist, not an accountant. I didn’t want to get it wrong.”

“When I called Sandra and her team, it instantly took a load off my mind. With SeaChange looking after the enrolment, eligibility and nomination forms, it freed up my time to think creatively to ensure my business

would survive.”

With JobKeeper taken care of, Melissa set about pivoting her business to provide virtual skin consultations and home delivered products. The Blush team stayed motivated and excited to be part of the ‘COVID Safe Mother’s Day Stall’ providing DIY skincare treatments, skin care packs and Mother’s Day vouchers.

“The lockdown provided an opportunity to highlight my passion and expertise as a skin care therapist. I stayed connected with my clients and picked up new clientele, and recently put on another two team members.”

As the business adapted to online sales and eventually reopened as a retail store, SeaChange were there to help.

Principal Accountant Sandra Magann said her team integrated several of Blush’s systems to streamline processes and ensure accurate reporting.



“We linked Xero with JobKeeper and the Kitomba online booking system, and connected PayPal with the Point of Sale system. We supported Melissa with advice about business planning, cashflow and Government grants,” Sandra said.

“We’re proud to have supported Blush during these difficult months, and so pleased to see the business has reopened stronger than before.”

## Helping clients through troubled waters

### When times are tough, trust SeaChange to help navigate stormy seas

- Smart insights and advice to help your business survive and succeed
- Adapt to COVID-19 with JobKeeper, Government grants and advice for changing business conditions
- Stay up to date with the latest opportunities, eligibility and reporting requirements
- Support from our friendly, local team of five
- Customised accounting packages to suit your needs



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