

# Kerryne Neufeldt

iSlices



“ I saw an opportunity to create a unique beauty product with world recognition. ”

<b>COUNTRY</b>	South Africa
<b>INDUSTRY</b>	Consumer
<b>EMPLOYEES</b>	4
<b>YEAR SELECTED</b>	2008
<b>WEBSITE</b>	<a href="http://www.eyeslices.com">www.eyeslices.com</a>

## COMPANY SNAPSHOT

With iSlices, Kerryne has worked as both scientist and CEO, transforming a shelved dermal delivery technology into a unique beauty product with global potential. After seven years of backyard R&D, iSlices has developed innovative, cryogel eye pads (called eyeslices) which treat a range of skin and eye irritations. Kerryne has stocked eyeslices in hundreds of spas and salons in more than five countries.

Armed with a patented manufacturing process, iSlices is poised to make strides into the global beauty market, while setting a standard for aspiring female entrepreneurs in South Africa.

A serial entrepreneur, Kerryne started her first business at age 23 to import and distribute a tech-based cosmetic product line throughout South Africa—an experience which led her to stumble on a gap in the global market and develop her own product line for export.

**ENDEAVOR AND ISLICES**

Kerryne has benefited from strategic guidance regarding international partnerships and expansion.

Kerryne demonstrates commitment by leading workshops and interviewing candidates for Endeavor South Africa's landmark Exceleator program.