

People
of the
Month



MUMTREPRENEUR OF THE MONTH

Beatriz Escudero

CEO Pharmadus (HELPS)

Beatriz Escudero is a 44 year-old mum of three children and a businesswoman who is the heart of a company called Pharmadus, a second generation family-owned business and leading laboratory of medicinal plants with headquarters in Spain and offices in Dubai and Miami. She is now involved in an ambitious plan to introduce their brand HELPS TEAS in each country of the Middle East. With all these responsibilities and pressure she finds balance thanks to the support of her family.

As a mother, I try to teach them the same moral principles I learned from my father: work hard to achieve your goals.

What are the challenges you face in your position?

I am running a company that was incorporated by my father, Mr. Secundino Escudero, over 50 years ago. He taught me to love plants and their benefits for health and well-being which is the philosophy behind Pharmadus. Nowadays we face innovation, quality and internationalization challenges,

that's why in 2006 we built a new production plant to increase our capacity and be able to sell our teas and infusions all over the world. We conduct scientific research on plants to guarantee the highest quality products recognized by International Certifications.

The main project now is to open up new markets... As a company we understood a long time ago that we are living a global world and due to the economic recession in Europe it became clear to us that we had to open up new markets in different geographies such as the



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Middle East, USA and Latin America. In spite of the economy, Pharmadus has increased its profits in Europe and has become a reference for the herbal teas industry in terms of quality.

The Middle East is a priority market in our strategy. We chose UAE as the first country for launching our brand HELPS TEAS across the region through pharmacies and nutritional outlets and we are really happy with the feedback we are receiving and the results we are achieving from both pharmacies and customers. We have realized that the Middle East is a health conscious market whose population demands high quality natural products, as well as more and better information about plants, herbalism and how to get most of their benefits. They are tea lovers by culture and once they try HELPS TEAS, they engage with our products and this is quite encouraging to keep working for this market.

Which role does your family play in your life?

To be a mum and a businesswoman at the same time all day long and all year round is not easy. I try to balance my professional and personal life every day. And it is possible, but it demands a big amount of generosity from everybody, as well as accurate planning. Sometimes, you get the impression that you are not good enough either as a worker or as a mother and you can feel guilty because of that, but then, you have to remind yourself that you are not alone. It is a blessing to have my family close to me and to be able to rely on qualified staff at work. It makes life easier.

Being a mother and a businesswoman at the same time has got many benefits too:

Traveling around the world, meeting people from different cultures and varied professional backgrounds and develop a more open mind. All this permeates the way I raise my children, the values I can pass on to them and the opportunities that I can provide them to face the challenges that they will have to overcome.

I want to be a healthy mum with healthy kids...

For this reason HELPS KIDS herbal teas springs from the commitment of our company Pharmadus promoting healthy lifestyles for the whole family. As a mother, I also wanted to teach my kids to look after themselves. My children were part of the development team by contributing with their views on the taste, aroma and effectiveness of the infusions and even contributing in ideas for new formats, such as herbal tea gelatins. Today I am more aware of the importance of having a healthy lifestyle so every bit of knowledge gained about plants has been put into our range HELPS herbal teas and "it helps" me to teach my children that drinking herbal teas is part of a healthy lifestyle. We also use infusions to relieve daily discomforts before resorting to medicines. Through regular exercise and a balanced diet on top of this we can live a happier and healthier life and let me enjoy my hobbies with my family: playing paddle tennis, horseback riding, hiking around my home region of El Bierzo in the North of Spain and above all, traveling with my children around the world.

