



Press Release

JAMES CAAN TACKLES SKINCARE, GLOBAL EXPANSION AND CELEBRITY ENDORSEMENT

New episode of The Business Class with James Caan airs on 21st October

London, 17 October 2013 – Entrepreneur James Caan is back in *The Business Class* hot seat on **CNBC** to host the latest episode in the second series, airing on 21st October at 10.00pm (UK).

The series returned in October with a focus to help small and medium-sized businesses grow and prosper. The second episode will focus on **Pai Skincare**, a recent entrant into the \$80 billion global skincare market.

With Caan's impressive track record of creating and managing successful companies, he uses his first-hand experience to discuss the challenges faced by SMEs and to offer advice. In each episode, a guest entrepreneur joins James to provide their own candid insight and tips for growth.

Pai Skincare was launched in **2009** by former PR woman **Sarah Brown** and has since achieved impressive **revenue growth of 100 per cent year-on-year**. Pai faces two key challenges: a decision on whether to expand outside of the UK into North America and other overseas markets and how to leverage celebrity endorsements to boost sales of its products.

"The business has performed very well since inception and the founder believed that Pai was ready to go global," says James Caan. "However, in a market that is heavily regulated at a domestic level, the cost of making a mistake is big."

The guest entrepreneurs joining Caan for the second episode are **Sue Harmsworth, the founder of ESPA International** and **Charles Denton, the chief executive of Erno Laszlo**.



The second episode of *The Business Class* airs on **21 October at 10.00pm** and will repeat at the weekend at 11.30am and 5.00pm (UK time). CNBC can be seen on **Sky channel 505, Virgin 613 and Freesat 210.**

Visit the series' dedicated website at businessclass.cnbc.com (which launches at the end of September) or follow the show on Twitter at **#CNBCBizClass**. Use the hashtag to ask James Caan a question to help your SME.

The Business Class is sponsored by **Bizcrowd**, the free online community for UK businesses, powered by RBS and NatWest.

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Notes to Editors

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The Business Class

Each 30-minute episode sees Caan joined by experts from a cross-section of industries, to give strategic business advice to six of the UK's most innovative SMEs and help them improve their business model and boost profits.

The second episode in the series, which airs every other week, is screened on 21st October at 10.00pm (UK). *The Business Class* is sponsored by Bizcrowd, the free online community for UK businesses, powered by RBS and NatWest.

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The six UK companies featured in the series face different challenges in their business cycle and are taken from a variety of sectors including technology, financial services, manufacturing, retail and professional services.

The companies featured in future episodes include:

- Crowdcube which gives entrepreneurs the opportunity to take control of funding raising
- Morphsuits distributes branded all-in-one spandex costumes



- Notgoingtouni is an online guide that offers advice on apprenticeships, distance learning, foundation degrees, gap years and voluntary work as well as ways to get a sponsored degree.
- Annabel Karmel The UK's leading business on feeding babies and children who provides well-balanced, quality, tasty food solutions for every occasion and stage of your child's development. From home-cooked recipes and feeding guides via

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About James Caan

James Caan is one of the UK's most successful entrepreneurs. He made his fortune in the recruitment industry, which included the global success of his companies Alexander Mann and Humana International. In 2004 he founded private equity firm Hamilton Bradshaw, which now has a portfolio of over 30 companies. As well as The Business Class, James is best known for joining the hit BBC show Dragons' Den, where he invested over £1m across 14 companies. He has received various prestigious awards including 'BT Enterprise of the Year', PricewaterhouseCoopers 'Entrepreneur of the Year' and Chairman of the Year at the 2013 International Business Awards. A passionate supporter of small businesses, James is Chairman of the Government's Start Up Loans scheme, which provides funding and mentoring to young entrepreneurs. To date the scheme has backed over 7000 entrepreneurs. James has released three best-selling books – his autobiography *The Real Deal, Get the Job You Really Want*, and more recently *Start Your Business in 7 Days*, as well as a highly acclaimed free app, James Caan Business Secrets.