

## Clicks encourages home-grown eye-care product

eyeSlices, producers of the Biotanix Range, have reported that three variants of the brand's range are available in 100 Clicks stores nationwide. These eyepads use a patented cryogel which is wholly South African technology. Clients report that the pads reduce the appearance of red or tired eyes, dark circles under the eyes, wrinkles and puffy eyes within five minutes.



"One always hears that South Africans do not support 'local' products and we are very much an import country but our partnership shows firm support by the retailer for our local brands, a proudly-developed-in South Africa product," says Kerryne Krause-Neufeldt, founder and owner of I-Slices, the company behind the brand. The three Biotanix variants being stocked are inVogue Eyes, Legendaryeyes and Candyeyes.

The product has won numerous awards, including qualifier, finalist and winner of Technology Top 100 Emerging Enterprise in various categories, the I-Entrepreneur award from Innovation Town iHero, Technium Challenge Winner SA, the BWA Regional Business Achievers Award and SABS Design Institute Prototype Award for excellent product and packaging design.

"Our export market took off first and we were concerned about support from the local market, which has now changed with this vote of confidence," she concludes.

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