

Planning Statement

Aphrodite Solutions Ltd T/A Bio-Therapeutic

Unit 21, The Wren Centre, Westbourne Road, Emsworth, Hampshire, PO10 7SU

Application Ref: GEN/23/01015

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1.Introduction

Aphrodite Solutions Ltd is contracted to Bio-Therapeutic (based in USA and Madrid) to support sales and customer service in the UK & Ireland Market. Since August 2016 we have grown from a home based office to a thriving service centre and distribution centre. Our newest step was to take on a bigger premises that has taken us 3 years to find. Unit 21 meets all our needs and we are very excited to see what the future holds.

We already offer the best in terms of sales and customer support for the UK and Irish market; provide repairs and servicing of new and old technology; package and distribute goods direct to skin professionals, sub-distributors and consumers. Currently all our training is in-salon or we rent facilities around the UK and Ireland to host regularly accredited training for skin professionals to uplevel their skills and use their technology to their best potential. Having this facility will allow us to host training on demand and invite professionals to visit Emsworth and surrounding areas (Portsmouth), a city we are very proud of. Another final touch to our vision is the treatment room, allowing locals and prospective clients to visit the skin centre and experience treatments with our award-winning technology and products.

About Bio-Therapeutic:

Known as pioneers in microcurrent technology

Bio-Therapeutic's professional skin care technology offerings include comprehensive microcurrent facial toning systems, wet/dry microdermabrasion, microexfoliation, and a handheld line that includes microsonic cleansing and ultrasonic exfoliation, with models both for the professional and consumer. Bio-Therapeutic's bt-ceuticals product line is the only complete professional skin care system developed by an FDA registered medical device company, and each of our formulas benefit from our nearly fifty years of experience innovating at the intersection of technology and the skin.

Just as Bio-Therapeutic has pioneered the use of cutting edge technology in the treatment room, our skin care line was created in a unique collaboration between leading cosmetic chemists and our team of professional skin therapists.

Bio-Therapeutic leads the industry in technological innovation

Technology is advancing at lightning speed in the world, and the skin care industry is no different. Forward thinking skin therapists are reinventing their facial treatments with the use of high performance technologies, and breaking out of the confines of the traditional treatment room with a new generation of lightweight battery powered handheld tools that deliver exceptional results in almost any environment. As a skin therapist myself, I don't think there has ever been a more exciting time to be part of this industry, and I am so proud of how Bio-Therapeutic's innovative approach to technology has helped empower our skin therapists of the future with the performance, agility and superb quality for which we've been known for almost fifty years.

We are very proud to be an FDA registered medical device manufacturer

Together with upholding rigorous FDA standards, we are ISO 9001, ISO 13485 certified and all technology is CE safety tested and compliant. We design and assemble every piece of equipment in our Seattle, Washington headquarters. We know that the success of your business is quite literally in your hands, and we are unwavering in our commitment to always equip you with the very best so that you're able to exceed your clients' expectations, service after service.

Our tagline is "technology accelerated skin care," and you'll not find a better partner for delivering superb hands on results anywhere else. Our comprehensive education and support programs ensure your success long after your purchase, while our commitment to quality means a true investment in your business for years to come.

2. Business operation

As per the previous planning permissions, this property was used for koi fish tank supplies. This will no longer be the case.

We aim to use this property for multiple uses:

- Workshop for repairs on technology (skincare & beauty equipment)
- Office (customer support and sales)
- Packaging & distribution of beauty equipment and products to businesses and consumers
- Possible small retail space for consumers to visit and purchase products for homecare
- Accredited skincare and manufacturers training for our products that we sell to skin professionals (practical and theory – nonmedical apart from microneedling at 1.5mm maximum)

- 1 treatment room for a qualified skin therapist to offer treatments to customers and potential accounts

We have the vision of making this location our main depot and HQ for the UK for [Bio-Therapeutic](#).

2.1 The Premises (Unit 21)

The application premises are situated at the rear of the WREN Centre which is on the north west side of Westbourne Road, immediately to the west of the River Ems. It is reached via a concrete surfaced access road which also serves other units. The building is a former poultry house and is large in size with low eaves. It has been sub-divided into several units and has been refurbished. The building is in good interior and exterior condition. Unit 21 comprises 151 sq.m in size and the internal layout is sub-divided into four working zones.

These are shown on the floor plan and comprise of the following zones:

<u>ZONE</u>	<u>ACTIVITY</u>	<u>TYPE/CLASS</u>	<u>METRES</u>	<u>CURRENT</u>	<u>B8</u>	<u>B1</u>	<u>A1</u>
A	SALES/ PACKING AREA / SERVICING/ REPAIRS	B1/B8	14	B8	7	7	
B	OFFICE/ STORING OF GOODS/ PACKING/ CLIENT MEETING AREA	B8/ B1/ A1	69	B8/ B1/ A1	23	23	23
C	PROPOSED TREATMENT ROOM	A1 - CLASS E	10	B8			10
D	OFFICE/ TRAINING ROOM	B1	58	B1		58	
		Totals	<u>151</u>		<u>30</u>	<u>88</u>	<u>33</u>

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NO EXTERNAL
CHANGES

2.1 Hours of Operation

The hours of operation of the premises will be:

Monday to Friday 8am to 5.30pm

Saturday 9.30am to 1.00pm (this is proposed for the future if we start to offer treatments)

Sunday and Bank Holidays – Closed

There will be no additional comings or goings from the site beyond the existing opening hours of the WREN Centre to protect the amenity of adjacent residents. Unless necessary.

2.2 Employment

We currently have 2 full time staff – Director and Customer support/Sales

We also have a part-time technician who does our repair/service work on any technology that comes in from the UK & Europe. We aim to take him on full time within the year to take over distribution/customer support and be able to offer more services

The treatment room would require a part time or full-time qualified skin/beauty therapist.

The training room would require an educator to visit as an when bookings are made, we aim to use the training room atleast 1-2 x per month and increase according to industry demand. Due to lack of beauty training room facilities in the area we may look to rent out the space (this is still open for discussion).

2.3 Site Visitors

Visitors would be limited as we do not expect to have high traffic from consumers for retail. According to the last 2.5 years we have been at The Wren Centre we do not have a lot a of foot traffic.

There would only be one client visiting the treatment room at any given time.

Training attendees would be between 2-6 professionals, they would be visiting from all over UK and some parts of Europe. Our aim to enrich our industry with high qualify accredited education.

2.4 Parking Spaces

Staff: 2-3 daily, maximum 5 at any given time

Operational parking – 1 x couriers/ delivery

Parking for training attendees – 1-6 x s but they may also arrive via train which is 1 mile down in Emsworth as we will have attendees coming from all over the UK and possibly Europe.

Please refer to the Block Plan - Reference Number: TQRQM23346141345721