



Kerryne Krause-Neufeldt of I-Slices was the overall winner of the Passing the Torch Awards

Eyes on the future of her business

Kerryne Krause-Neufeldt, an entrepreneur with a passion for God, life, people and innovative products, started her career studying a B Com Honours degree at Tukkies. Her first business and business failure at the age of 23 resulted in enormous learning that has built the foundations of her present company, I-Slices.

I-Slices is an award-winning South African company that over the past 10 years has developed, commercialised and exported a range of patented disposable, cryo-technology eye treatment pads

to the professional beauty industry.

After seven years of development, it launched the product in South Africa in October 2006. The company has already been recognised as a Top Technology 100 company in South Africa and has won numerous other awards since 2004.

In the past 18 months the company has been profiled in over 30 publications and various television programmes. It is now exporting to Dubai, Canada, Mexico, the UK and the US and has enquiries from 15 other countries.

The company has developed a

specialised manufacturing plant for this world-wide unique technology in order to fulfil the demand. Kerryne's Big Hairy Audacious Goal is to put South Africa on the international map by positioning I-Slices as a successful, top, global brand.

"If you own a fridge, you will have one of our products in it," she says.

Kerryne's passion is mentoring other entrepreneurs and sowing into organisations such as Look Good, Feel Better (for Cancer patients), Sonitus School for the Hearing Impaired and New Jerusalem Children's Home for orphans.