

dream jobs - be your own boss

Quitting a secure full time job to pursue your dream career may seem daunting and full of risks. *Cathryn Scott* meets three women who say it's the best thing they have done

Elin Ross Pedersen quit a secure TV career to make her own beauty products

When Elin Ross Pedersen's daughter, Rebecca, was born in May 2001, she became cautious of all the harmful ingredients found in cosmetic and cleaning products and started looking for alternatives. Looking at the ingredients in natural products, she realised she could make them herself. Seeing the items she had made for her family, it wasn't long before friends started asking her to make products for them too.

A former television production manager, Elin had previously worked long 12-hour days in a stressful environment. She wanted to return to work, but feared going back to the same industry would leave little time for her daughter. Her husband, Peter, also worked in television and the couple – who moved to Raglan from London several years ago – knew things could not go back to how they were.

As demand for her products grew, developing the business seemed like the obvious solution. Her company, Nothing Nasty, makes beauty products from entirely natural products. Her products sell not only in the UK but as far afield as America and the United Arab Emirates.

Her working day begins after she has dropped Rebecca at school and ends when she collects her – although she works evenings and weekends when necessary.

It can be difficult, she says. "Your work is never done. There is always something you should be doing. Although that's a good thing", she adds, "because if everything was done you wouldn't have a business any more". School holidays are difficult, because Rebecca's day-time care disappears, not to mention the fact Elin was setting up her business just as Peter was developing his, offering archaeological tours of Turkey.

She doesn't miss her old life. "There was so much stress and urgency in TV," she says. "People acted as if it was a life



or death situation but when you think about it, it's just not that important."

She loves that she can be flexible in managing her own time. "I work just as much as other people, if not more, but at different times.

"I can't imagine myself working in a full time job ever again."

For more info on Nothing Nasty, visit www.nothingnasty.com

Tracey Cheetham left the manufacturing industry to become a massage therapist

After 12 years of working for manufacturing companies, Tracey Cheetham wasn't entirely happy career-wise.

However, she didn't feel the time was right to leave and so, looking for something to contrast with her working week, she signed up for a Swedish massage class at a local college.

"I would always arrive in a rush having had some issue or other at work," says 38-year-old Tracey, who lives in Cardiff. "We would have half hour of theory and then get into pairs and practise on each other. Whether I was receiving or giving a massage my brain tuned out, all the stress just went."

The element of her job she most enjoyed was helping other people. She got this same feeling with massage and considered it as a possible career change, but was too scared to pursue it.

She eventually left her job to travel the world and it was while in South Africa that she came across Jet Therapy, which uses compressed air to massage the body. It was developed by Garth O'Conner to help relieve the pain of his wife's diabetes, which had caused ulcers due to poor circulation. It was new to the UK and complemented her Swedish massage, so she did the training, bought the franchise and had the equipment shipped to the UK.

Now, Tracey offers Jet Therapy, Indian head massage and

