

Finding a New Direction: Aran Perez's Journey with GROWTH Hillingdon

Aran Perez is the founder of Pereznutrihealth, a wellbeing business that supports women in midlife who are experiencing changes such as menopause symptoms, anxiety, poor sleep and low energy. Through a holistic approach combining nutrition, lifestyle guidance, coaching and therapeutic essential oils, Aran helps her clients reconnect with their wellbeing and feel more like themselves again.

Aran's Challenge

Before joining the GROWTH Hillingdon Business Support Programme, Aran had spent three years investing significant time, money and energy into building her business. She had trained extensively, worked with coaches and developed her online presence, yet progress remained slow and discouraging.

At one point, Aran found herself wondering whether it might be time to stop altogether. Friends and family had begun to question whether the business was viable, and the thought of giving up was starting to feel like a realistic option.

Why Aran Joined the GROWTH Hillingdon Business Support Programme

Aran first heard about the programme through Amit Sodha, whom she knew through business networking. At the time she felt she had reached a crossroads.

Rather than walking away from her business, she decided to try one final source of support. If the programme didn't help her move forward, she felt it might be time to step away completely.

Joining the programme gave Aran something she hadn't previously had – the opportunity to step back and evaluate her business properly. With dedicated time to reflect and structured guidance from her mentor, she was able to examine what was working, what wasn't and where her real strengths lay.

RESULTS & IMPACT

Through the programme, Aran gained:

- Clearer focus on her target audience and business direction
- Confidence to pivot her business rather than abandon it
- A new product range aligned with her expertise and values
- Practical structure and time management for running the business
- Stronger connections within the local business community

Mentoring & Programme Support

Working one-to-one with her mentor helped Aran bring clarity to what had previously felt confusing and overwhelming. At the time she was trying to combine several different roles within her business, which made it difficult to communicate clearly with potential clients. She began to focus on who she wanted to help, and by narrowing this, she refined her message.

Community & Visibility

Another important part of the programme was the sense of community it created. Meeting other business owners who were experiencing similar challenges helped Aran realise that she was not alone in feeling stuck or uncertain.

A Turning Point at the Hillingdon Business Expo

Shortly after joining the programme, Aran exhibited at the Hillingdon Business Expo. While the experience was valuable, it revealed that her business proposition was still evolving. She had promising conversations, including with a university lecturer interested in a wellbeing collaboration, but chose not to pursue it because her direction was still unclear. Rather than a missed opportunity, Aran now sees the Expo as an important lesson. Today, with her essential oil wellbeing kits and a clearer audience focus, she feels confident she now has the right proposition to exhibit and engage with businesses.

Looking Ahead

Today, Aran feels energised and optimistic about the future of her business. Her essential oil wellbeing kits are receiving positive feedback from customers and opening conversations with organisations interested in employee wellbeing and corporate gifting.

She also plans to return to the Hillingdon Business Expo – this time with a clear proposition and renewed confidence.



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The programme helped me realise I didn't need to give up on my business — I just needed to change direction.

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We're planning more educational events like the ones that helped Aran. Find out more and join the waitlist to hear about them first!

