



This year SBC are celebrating 11 Years on QVC – so what better way to celebrate than to catch up with the lovely Adele, SBC’s Brand Ambassador. So, come with us, back in time, to dig a little deeper into Adele’s years on QVC!

1. So, Adele, what did you do before you became SBC’s knowledgeable Brand Ambassador?

I worked for the NHS, before re-training in 2007 as a Holistic Therapist. I have always been interested in holistic therapy, it is a form of healing that considers the whole person - body, mind, spirit, and emotions - in the quest for optimal health and wellness. I then began working for a Beauty and Wellness Spa based in Bury St. Edmunds, which was an ideal environment to practice my skills as a holistic therapist, whilst learning a lot about skincare.

2. How did you get into presenting?

The Spa I worked for was, and still is, under the same parent company as SBC, and I was asked by the CEO if I fancied presenting on QVC for them. Surprised, excited, and terrified, I auditioned and in 2010 I had my first experience on QVC.

3. Do you remember who was presenting your first show?

Of course, it was Jilly Halliday, and she was so lovely and really helped with my nerves. It was a great first experience.

4. If you can remember, how did you feel before your very first show?

Honestly, I was sick with nerves.

Once we got going I realised that all we were doing is chatting about the products. Something we do every day in the office, and it felt like I was just having casual a chat with a colleague or friend, and then the cameras became irrelevant. That's what takes the nerves away - we are simply discussing products I know so well.

Pre-show nerves still make an appearance to this day, but it doesn't take long to settle into the show, to be honest I could talk about SBC all day.

5. How do you get over nerves before going live on QVC?

I always get nervous before going live, which is normal, and I think it is good to be nervous. My confidence has grown over the years, as my role and involvement in the brand has also grown. I now work closely with NPD, Marketing and PR, which has encouraged my passion for the brand. I figure you can't go too wrong when you are familiar with your products so as soon as I get going I am fine.

I enjoy the whole experience now, everyone there is lovely, the presenters, models and the crew behind the scenes help a lot.

6. Has anything embarrassing ever happened to you live on air?

Nearly every time.

I have dropped products, managed to clear a shelf with my arm, and tend to stumble over my words and accidentally say something which may closely resemble something it shouldn't.

Once something like that happens you can't help but giggle! There have been times when myself and the presenter are fighting back laughter. The team behind the scenes always catch on and start laughing, I then need to try so hard not to make eye contact with anyone until the cameras are off. They are such a fab team though, with great energy and good vibes which helps when presenting!

There's a very well know outtake with Ali Young.... Google it

7. What have been the stand out moments from your time on QVC, so far?

SBC have done some fabulous events. Breast Cancer Care is always great to be a part of. Also, the QVC Beauty Awards - the first time SBC won was a moment I will never forget. Our Arnica Skincare Gel won an award and we were all over the moon. SBC remains a small family business, and the award and recognition are so valuable to us all.

8. Finally – favourite SBC product & why?

Without a doubt, the [Collagen 3-in-1 Cleanser](#). Cleansing is so important in your skincare routine, and this cleanser does everything. I have managed to get my daughter addicted to it too!

Catch Adele on QVC on the 16th and 17th April: Freeview | Channel 16, Sky | Channel 650, Virgin | Channel 740, Freesat | Channel 800, www.qvcuk.com