



Llywodraeth Cymru
Welsh Government

Innovation

Mon Naturals

Welsh Government SMART Partnership facilitates commercialisation of traditional balm



Ianto Jones launches balm at the National Eisteddfod 2018

Welsh Government SMART Partnerships provide financial support for innovative projects that require academic collaboration and a range of expertise to develop and commercialise a product or technology and grow the business.

Eliawen™ traditional balm is one such success story which made its market debut at the August 2018 National Eisteddfod thanks to a SMART partnership between business start-up Mon Naturals, Bangor University and the Welsh Government.

Made using a recipe that's been in the Jones family in Anglesey for over 200 years, the balm had been used locally to treat skin conditions including burns and wounds for generations.

In 2016, the family formed the company, Mon Naturals, to combine the decade of product research already committed with the external expertise needed to take the product to a wider market through commercialisation and licence to trade.

In 2017, the company received innovation funding support under the Welsh Government "SMART Partnerships" to assess the antimicrobial properties of this natural remedy for the commercial

Key achievements:

- Welsh Government SMART Partnership funding (50% of total project cost) – supporting more Welsh businesses to innovate
- Product now trademarked and licensed for sale as a traditional balm – supporting trade
- Immediate and long-term job creation in line with the aspirations of the 2015 Wellbeing of Future Generations Act which aims to create a more prosperous Wales

market. The work was conducted in collaboration with the Biocomposites Centre at Bangor University who provided a dedicated Associate to work on a 10 month project to investigate the anti-fungal and anti-bacterial properties of the balm. The project also registered the new product as a cosmetics ingredient and through additional support from Pontio Innovation at Bangor University, assisted with brand identity, packaging development and trademarking of the Eliawen Balm.

“This has been a successful example of how SMART partnership funding has been used to assist the development of Mon Naturals as it prepared to launch the Eliawen Balm. Through collaboration with Bangor University, key areas of support included functionality testing of the balm, product registration and packaging design. The project also highlighted additional exciting options for the company as it continues to expand.”

Adam Charlton, BioComposites Centre, Bangor University

The company has already taken on an additional member of staff to help fulfil anticipated product orders. More roles are planned in line with the aspirations of the 2015 Wellbeing of Future Generations Act which aims to create a more prosperous Wales.

The company will continue to work on further activities and clinical trials for use in Class One medical devices.

“The financial and technical support received through the Welsh Government SMART Partnership in collaboration with Bangor University has been second to none. It has been instrumental in allowing me to validate the properties of a 200-year old original family recipe and commercially produce it for the benefit of consumers, and hopefully the medical sector, for generations to come.”

Ianto Jones, CEO, Mon Naturals



Project Timeline:

- **November 2017** – innovation funding support for a Technical & Commercial feasibility study at Bangor University
- **July 2018** – product successfully registered and licensed for sale to consumers as a traditional balm & brand name and intellectual property trademarked
- **August 2018** – product makes market debut at National Eisteddfod in Cardiff on sale to consumers for first time

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