

**Company:** AestheticsbyM

**Company Description:** Maihvish started AestheticsbyM at the end of 2019 to provide professional skincare treatments to women in the local area and to help them become more confident in their skin. Although it was initially targeted at women who lived locally in the area, AestheticsbyM has attracted women from all over the UK to travel for their treatments. We are now nearly fully booked for the rest of 2025!

**Nomination Category:** Individual Awards Categories

**Nomination Sub Category:** Best Young Female Entrepreneur

**Nomination Title:** Maihvish- Aesthetician and Pharmacist



1. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 101 words used.**

To support my nomination, I am including the following evidence:

1. **Business Awards UK 2023** – Winner of *Social Media Businesswoman of the Year*.
2. **Prestige Awards 2023/24 & 2025** – Winner of *Skincare Practitioner of the Year* (three consecutive years).
3. **Magazine Feature** – Published in *Prestige Awards Magazine* about my business journey.
4. **Social Media Evidence – Viral reels with measurable impact** (990K views, 26K saves, 471+ follows; multiple posts 100K+).
5. **Client Trust** – Over **155 verified 5-star Google reviews**.
6. **Previous Stevie Award** – Bronze in 2022 for *Best Young Female Entrepreneur*.

<https://www.instagram.com/aestheticsbym/>

[https://stevieawards.com/sites/default/files/imce\\_files/sawib22program.pdf](https://stevieawards.com/sites/default/files/imce_files/sawib22program.pdf) - PAGE 12

2. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated woman, OR written answers to the questions? (Choose one):

Written answers to the questions

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the spaces below:

4. Briefly describe the nominated individual: history and past performance (up to 200 words):

**Total 186 words used.**

I (Maihvish) am a recently qualified Pharmacist and the founder of **AestheticsbyM**, a skincare business I launched in 2019 to empower women to feel confident in their skin through evidence based treatments. At the time, this was not widely accessible in my area and I wanted to change that.

While studying for the national registration exam and working full time as a trainee pharmacist, I simultaneously built my business from the ground up. I managed everything myself; providing treatments, creating content, social media and handling administration.

This dedication led to my first major recognition when I won **Bronze in the 2022 Stevie Awards for Best Young Female Entrepreneur**. Since then, I have scaled significantly: fully booked months in advance, with women travelling from across the UK for my treatments and becoming a **multi-award-winning practitioner** with recognition at national level.

Today, I stand as both a qualified Pharmacist and entrepreneur, blending medical knowledge with aesthetics to offer safe, trusted, and results driven skincare. My goal now is to take the next step and achieve **Gold** at the Stevie Awards, reflecting the growth I have achieved since 2022.

5. Outline the nominee's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

**Total 211 words used.**

Since 2023, I have grown from being a Bronze Stevie Award winner to becoming a **multi-award-winning entrepreneur and newly qualified Pharmacist**. My most recent achievements include:

- o Winning *Business Awards UK – Social Media Businesswoman of the Year 2023*.
- o Winning *Prestige Awards – Skincare Practitioner of the Year 2023/24 and 2025*, making me a **three time consecutive winner**.
- o Being **published in the Prestige Awards magazine**, sharing my journey as a pharmacist-entrepreneur.

Alongside these accolades, my online presence has flourished. I now have a community of **19,000+ Instagram followers**, grown entirely organically:

- o One reel reached **190,000+ views**, another almost at **3000 likes**, and another reel with **471+ follows in just days**.
- o Multiple posts regularly exceed **100,000+ views** (with some at 190K, 126K, 109K, 102K, and 82K).
- o A single before and after post gained **1,200+ saves**, proving strong trust in my results.

This online reach directly translates into client growth: I am consistently fully booked, with women travelling from across the UK.

My business reputation is reflected in **155+ 5-star Google reviews**, demonstrating not only popularity but also consistent, high quality results and exceptional client care.

Balancing this growth while completing my pharmacy degree in 2023 shows my resilience and ability to excel academically and entrepreneurially at the same time.

6. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words):

**Total 206 words used.**

What makes my journey unique is my ability to combine healthcare and entrepreneurship at such a young age. Very few people have qualified in the healthcare sector while also building a multi-award-winning aesthetics business from the ground up.

Unlike many entrepreneurs who outsource marketing, I personally manage every aspect of my business, from social media strategy, content creation and admin, to client care and treatments. This has allowed me to build an authentic, loyal community. My content regularly goes viral, with multiple reels surpassing 100,000 views and posts getting saved thousands of times.

Since winning Bronze in the Stevie Awards in 2022, my business has expanded significantly. I am now a multi-award-winning practitioner, recognised not just locally but across the UK. My awards, magazine features, and national recognition highlight my influence within the industry.

What also sets me apart is my commitment to evidence based skincare, blending my medical background with aesthetics. In an industry often criticised for lack of regulation, I bring both professionalism and safety, qualities that have made clients trust me enough to travel long distances for treatments.

This rapid but sustainable growth demonstrates why I am not just a young entrepreneur, but one of the next leading voices in my field.

## Attachments/Videos/Links:

[Maihvish- Aesthetician and Pharmacist](#)

[REDACTED FOR PUBLICATION]