

SpectraSpray – Going Global

"Life takes us to unexpected places sometimes. The future is never set in stone, remember that," writes author Erin Morgenstern in her novel *The Night Circus*.

No one knows the truth of this observation better than Janet Ryan, Entrepreneur and Founder of SpectraSpray, Janet graduated with a degree in Piano Performance in pursuit of a career as a classical pianist. But along the way, life had other plans for her!

Necessity is the mother of invention.

When Janet's mom began showing early signs of dementia, Janet took it upon herself to learn everything she could about attaining and maintaining good health. As a result, she became immersed in every aspect of the healthcare field, conducting research on diverse topics from genetics to diet to detoxification to medication. After reading 'Inflammation Nation' by Floyd Chilton, she learned how critical absorption rates are for the human body. This book opened her mind to a new way of thinking about healthcare challenges.

Meanwhile, over the next five years from 2009-2014, Janet began working with a networking marketing company where she honed her skills in marketing - lessons that greatly paid off when she launched her own company.

She did her homework! After doing a deep dive into all the available information on health and wellness, interacting with doctors who focus on administering naturopathic care and personally visiting health food stores, Janet learned how important it is for everyone, especially seniors, to take proper dosages of vitamins and other supplements by using efficient absorption methods.

You don't know what you don't know...but you better find out!

Recognizing that high absorption is essential, Janet looked past powdered vitamins and other alternatives to pills and capsules while seeking a better way for everyone to have access to the supplements they require. She differentiated her vitamin products in order to produce the 'vitamins of the future' by embracing a multi-faceted plan, as she:

- Was introduced to the U.S. manufacturer of oral spray vitamin delivery
- Adapted the oral spray application to her own branded product
- Uniquely bundled different types of vitamins together into 'kits' to reflect a holistic approach to balance the various needs of each person
- Drew on her marketing and networking experience to build important relationships and develop a critical presence in the community that best represented her customers
- Worked closely with her daughter to develop a brand experience that distinguished this new-to-market product
- Reached out to Rana Shanawani, CEO at the Women's Center for Entrepreneurship (WCEC) in New Jersey, as well as attending the Montclair State University (MSU) Women's Entrepreneurship Conference

- Turned to U.S. Commercial Service for resources, guidance and expertise in order to broaden her global appeal as well as learning about the State Trade Expansion Program (STEP) and the international opportunities that could evolve

With a genuine desire to help others, Janet has been able to accomplish her dream. Through Spectra Spray, (spectraspray.com) she has found a way to provide solutions for those who, like her own mother, struggle with a wide range of challenging healthcare issues and medication obstacles.

Janet has grown this start-up business organically, based on hard work, a unique strategic approach, a determination to be immersed in the community she serves, and a willingness to collaborate with experts for support. As a result of working closely with the various U.S. Commercial Service offices, SpectraSpray was able to secure sales in both Singapore and Ukraine and is very close to finalizing another sale within a major market in the Middle East.

As Janet says, "I am grateful for the proactive approach that the U.S. Commercial Services staff took on my behalf. They saw opportunities for international expansion and made key recommendations to me. In an effort to pay it forward, I am also proud of my role as a mentor to others, especially helping young women through the MBA program at MSU realize their own potential and offering encouragement to them as they travel on their individual entrepreneurial journeys."