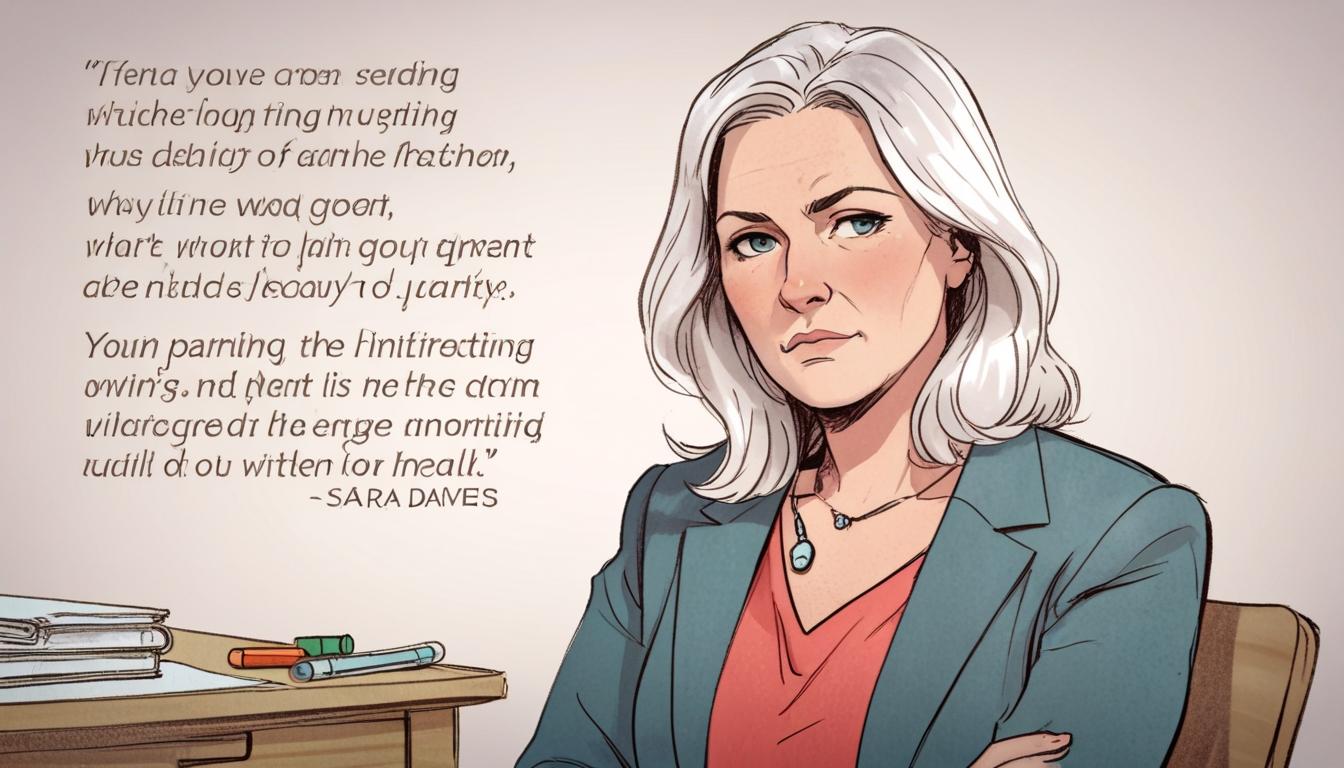
# Sara Davies warns of diet pill scammers exploiting her name



Sara Davies, the 40-year-old entrepreneur known for her role on BBC One's Dragons' Den, has recently made headlines by warning the public about diet pill scammers exploiting her name. In a series of advertisements on social media platforms like Facebook and Instagram, these scammers falsely claim that Davies has endorsed their products, stating “Sara invested in us in the Den, and this is how she’s lost all the weight.”

Speaking to Wales Online, Davies expressed her concern, stating, “I’ve had a nightmare with that recently… What frightens me is the amount of people who’ve got in touch because they’ve bought them, thinking that is actually how I lost weight. It’s just scammers. It’s like ‘whack-a-mole’. As soon as you knock one down, another one pops up.” She shared an anecdote about a friend's mother who saw one of these advertisements and believed it was legitimate, resulting in her spending £99 on pills that could potentially cause harm.

Davies' warnings come at a time when she is stepping back from Dragons’ Den to focus on her role as CEO of Crafter’s Companion. Earlier this year, she rescued the company from administration, which she described as a challenging experience. “For me, it’s not just a business. It’s my life, it's hundreds of staff who have given their life, their careers for me over the last decade or two,” she stated.

In addition to her business commitments, Davies is also a television personality. After becoming the youngest female investor in Dragons’ Den in 2019, she has hosted several shows, including BBC One’s The Big Idea Works, and is set to present an upcoming ITV quiz show titled Time Is Money. Furthermore, she has authored a book titled The Six-Minute Entrepreneur, scheduled for release on March 13, offering insights and strategies drawn from her personal experiences.

Reflecting on her health journey, Davies has made significant lifestyle changes following health warnings related to gestational diabetes and pre-diabetes. She cut out sugar completely and incorporated regular running into her routine, resulting in a transformation in her body despite fluctuations in weight. “I wasn’t bothered about what the scale said,” she remarked, emphasising the importance of overall health over mere numbers.

Davies also discussed the importance of self-care in her life, recognising that balancing her personal and professional commitments is paramount. “I think we’re all guilty of not putting the self-care first… When I do look after myself physically, emotionally, and mentally, I am much better.”

She and her family, which includes her husband Simon and two children, Oliver and Charlie, often retreat to their holiday home in Spain, her "happy place." There, they spend quality time together, emphasising the value of family and relaxation in her hectic lifestyle.

As she continues to navigate the challenges of her professional and personal life, Davies remains focused on making a meaningful contribution to her interests and commitments, having shifted her mindset over recent years to acknowledge her own value in various spaces.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.bbc.co.uk/programmes/m0009r6h> - This URL supports Sara Davies' role on BBC One's Dragons' Den, where she is known as a prominent entrepreneur and investor.
* <https://www.walesonline.co.uk/news/celebrity-news/dragons-den-star-sara-davies-25592955> - This URL corroborates Davies' concerns about diet pill scammers using her name, as reported by Wales Online.
* <https://www.crafterscompanion.co.uk/> - This URL is the official website of Crafter’s Companion, the company Sara Davies rescued from administration and now serves as CEO.
* <https://www.itv.com/news/2024-02-27/time-is-money-itv-new-quiz-show> - This URL supports Davies' upcoming role in presenting an ITV quiz show titled Time Is Money.
* <https://www.amazon.co.uk/Six-Minute-Entrepreneur-Sara-Davies/dp/1526648244> - This URL is for Sara Davies' book, The Six-Minute Entrepreneur, which offers insights into her entrepreneurial journey.
* <https://www.facebook.com/saradaviesofficial> - This URL is Sara Davies' official Facebook page, where she engages with her audience and shares updates about her life and career.