

Start your Own Beauty Brand

Institute of Cosmetic Science

Affiliated to NIFDTB Academy



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Start Your Own Beauty Brand



We are fortunate generation to spectate the boom in the Natural Cosmetics and Beauty sector. Ambitious entrepreneurs, home makers, cosmetologists, young graduates and freshers are interested to learn about cosmetic science and start a cosmetics business from their home initially and scale it up till they reach great statures.

Step by Step approach to launch a successful Beauty Brand

In our e- books we focus on how one can start a cosmetics business from scratch and scale it to a successful brand. To begin with,

Step 1

Ideation and jotting down the plans about your business model

Planning about your business model



The first step to start a beauty brand is to contemplate like a beauty entrepreneur and ideate the whole lot that is involved in the process of starting a beauty business. Having a clear mindset and creating a positive ambience in your workplace, is the most important factor which is going to decide your success in you.

Once you start the process of planning, you may get overwhelmed by your own thoughts and realise it is very tough and stressful to start a Skincare brand. In the end all your efforts will be most rewarding and fruitful.

The way you are going to handle all the hurdles and challenges in the process of creating your skincare brand will determine your success. It requires clear focus and harmony of your body, soul, environment and your mindset.

Action Plan:

1. Read some articles about successful entrepreneurs in beauty industry
2. Sit down in a quiet place and imagine where you want to be in 5 years
- 3.

Write down -

Why are you interested in beauty sector?

Why do you want to stand out of the crowd?

What inspires you about Nature?

Why do you want to start a business?

What is your goal? Earnings / Service to humanity or nature / Fame etc

4. Set short term goals and milestones for a year.

Step 2

Acquire the knowledge and right skill set

It is never easy to start a new business, it is a long process but not a difficult one. With focus planning, smart work, and bit of earnest efforts you can achieve your goal.

Acquire the knowledge and right skill set



Building a brand is not about logo's, social media marketing, grand launch, having a website or a shop. It is the products and its performance which plays the major role. It is not about the product presentation, labelling, packing or video presentation rather, the customer satisfaction, reviews and testimonials based on the results and benefits after using your product.

The business development and long-term growth with perennial customer base heavily depends on this. So, it is of prime importance to learn and understand cosmetic sciences and formulation skills. You should be able to launch your own exhilarating products to always keep your customers excited.

When you learn from the right people on the right platform, you will be able to formulate and launch mesmerizing products just by modifying the active ingredient in the base formulation. Skincare products once applied, gets absorbed into our skin so it is important to have complete knowledge about every ingredient you are going include in formulating your product and the benefit it is going to deliver after application of the product.

Action Plan:

1. Find a good academy to learn cosmetics formulation (Suggestion - www.nifdtbacademy.in)
2. Join in a group with industry specific people to stay updated about new changes in the industry (<https://www.facebook.com/groups/instituteofcosmeticscience>)
3. Get more updates about cosmetics formulation if you are active on Instagram - <https://www.instagram.com/nifdtbacademy/>
4. Note down all the formulations, under each ingredient, write down the uses and benefits.
5. Purchase the raw materials and keep practicing
6. Create new products by changing the active ingredients

Step 3

Understanding the basics about Skin Anatomy and how it influences the formulation

Understanding the basics about Skin Anatomy and how it influences the formulation



Largest organ in the human body is skin. Our skin and its derivatives acts as an environmental barrier against dirt and pollution. Our skin produces an important pigment called melanin which protects us against sun damage. There are different types of skin like oily, normal, dry, sensitive and combination.

Type of skin is determined by the sebum production which happens in the subcutaneous layer. To formulate a product for oily skin type, we should add ingredients which are light and easy to absorb and does not clog the skin, example - Jojoba oil, Rose hip oil, Tee Tree essential oil. The same way when we formulate a product for dry skin type, we should be adding ingredients which will give extra moisturization to the skin, example - sweet almond oil, glycerine, olive oil etc.

In order to choose the right ingredient based on the skin type, we should know some basics about skin anatomy. Also, we should know if the ingredient we are going to use for the formulation is suitable for which type of skin, and if it is heavy or light, easy to absorb, gives hydration or moisturization, absorbs already existing oil from the skin, non-comedogenic in nature, beneficial properties, etc. Essentially, we should be aware of the properties of every ingredient that we use in the formulation.

Action Plan

1. Analyze your skin type
2. Research about the ingredients that will suit your skin type.
3. Same way, research about ingredients which will suit different types of skin
4. Prepare a chart based on your research.

Step 4

Natural ingredients and botanicals which instigates & inspires

Building a business based on passion and inspiration will certainly be very successful. While you are passionate about natural beauty products, there will be many natural ingredients which would have inspired you in the past. Think about all of them and pen it down. Not all ingredients can be used for cosmetics formulations. Any ingredients which is beneficial for the skin and rich in vitamins and minerals can be used for formulation.

Natural ingredients and botanicals which instigates & inspires



The chosen ingredient can be made into a powder, juice, hydrosol, extract or glycerite and incorporated into our formulation. Some of the ingredients can be prepared by us and most of them are available in the market. You just have to make a list of ingredients which has inspired you and has many beneficial properties.

Action Plan

1. There should be many natural ingredients which would have inspired you in the past.
2. Think about all of them and write it down
3. Write about its benefits and uses below each ingredient

Step 5

Different types of Cosmetics Ingredients available in the market

Different types of Cosmetics Ingredients available in the market



For a basic understanding, let us see what the different ingredients are available in the market.

Foundation Ingredients form the base of any product such as gels, creams, lotions etc. Butter, oils, waxes, water are foundation ingredients. Example - Water incorporated with saffron will be the base of saffron gel.

Active Botanicals - Powders from dried herbs, water extracted from botanicals, oil extracted from botanicals, Infused water are different types of active botanicals. They play a major role in the functioning of a product. The nourishment and healing properties of a product depends on the active botanicals.

Clays are known for their therapeutic, medicinal ad healing properties. They provide an excellent consistency to face packs. They are known to extract oils, grease and toxins instantly from skin. Some examples are calamine clay, French green clay, kaolin clay etc

Exfoliants are mostly used in scrubs, they are the scrubbing particles used to remove dead cells thus improving the skin complecting. Some examples are walnut powder, jojoba beads, oatmeal etc.

Emulsifier is an ingredient which helps water and oil to mix and stay stable. Without an emulsifier the oil phase and liquid phase will separate, and the product will not hold together. Stearic acid, Cetyl alcohol, ewax, cetearyl alcohol are some of the examples of emulsifiers.

Surfactants are foaming agents used in the products like shampoos, facewash etc which is basically used for cleansing. Some examples of surfactants are Cocamidopropyl Betaine, Coco glucoside, Sodium cocoyl isethionate etc

Thickener/ Stabilizer/ pH neutralizer are used to adjust the consistency of the product and allows it to stay stable. Carbomer, Triethanolamine are some examples.

Humectants like vegetable glycerine attracts and protects the moisture in the skin

Anti-Oxidants like Vitamin E oil are used in the product to prevent oxidation

pH modifiers are used to maintain the pH level of the product so that it doesn't irritate the skin. Ingredients like lactic acid and sodium bicarbonate are used to increase or decrease the pH level of the product.

Aromaceuticals are ingredients which are added to incorporate fragrance along with medicinal, healing , anti-bacterial, anti-fungal and anti inflammatory properties. They can be in the form of essential oils or fragrance oils. Fragrance oils are used only for the purpose of adding fragrance to the product, it does not contain any medicinal properties. Some examples are ylang ylang, lavender, lemon essential oil etc.

Preservatives are used to prevent the microbial growth in a product. In a water-based product it is very important to add preservatives to prevent any microbial growth. Some of the preservatives are Iscaguard, Preservative Eco, Potassium Sorbate, Methyl Benzoate etc

Step 6

Vivacious understanding of the natural, naturally derived, synthetic or chemical raw materials

Vivacious understanding of the natural, naturally derived, synthetic or chemical raw materials



Natural ingredients are direct plant, fruit, vegetable, root, herbs based raw materials which are directly derived and does not undergo any synthetic processing to name a few, aloe vera flesh, beetroot powder etc

Naturally derived ingredients are derived from natural ingredients like coconut, animals or vegetables and synthetically processed to get the end product. These ingredients are classified as natural and are essential in the formulation of natural cosmetics. Some of the examples are cetearyl alcohol, coco glucoside, glycerine etc.

Chemical ingredients are synthetically derived in the lab. They have undergone many tests before they are allowed to be used in skincare. They play a major role in getting the desired quality, stability, consistency and look of the product. They do not possess any harm to the skin when used in recommended quantity. Some examples are carbopol, e-wax, preservatives etc

Step 7

Planning on the product of choice to formulate and sell

Planning on the product of choice to formulate and sell



There are many skincare products like gels, creams, scrubs, packs, face wash, soaps, etc. While starting your business, plan and introduce only limited products to the customers. The new product development process consumes lots of time and energy. Patient is the key, take your time and formulate one product at a time, try it on yourself, distribute among your friends and family, note down their feedback and suggestions.

Improvise your formulation based on their feedback. Create a hype in the social media by talking about the product and regularly posting content about it and then introduce the product to the market.

For example, if you introduce redwine gel as your new product, try to build a set of related products like redwine cream, redwine facewash, redwine soap etc. So that the customer can use a complete range of products. Moreover you will be able to sell it as a combo pack or bundle offer.

Step 8

Choosing the right suppliers to procure raw materials

Since there are variety of materials which needs to be procured, you will have to make a list of what all types of materials you require based on the ingredients of the selected formulation.

Choosing the right suppliers to procure raw materials



For instances, you will have to buy beakers, mixing bowl, spoons, stirrers, you will have to contact lab supplies store. For packing materials, you will have to contact plastic, ceramic or bottle packaging materials store. For raw materials there are several suppliers. You can always search and find them in google.

For the students of, Institute of Cosmetic Science, all the vendor information is available inside the e-learning platform

It is not wise to purchase all the ingredients which you find interesting, keep your investment small in the beginning and increase it as you start earning.

Step 9

Estimating the price range in which your products will fit in

Estimating the price range in which your products will fit in



Before fixing the price of each product, keep in mind the factors which you have to consider. Not only the raw materials and packing materials have costed you money, you have to fix a compensation for your work, chargers for the lab place, charges for the water consumption, electricity charges, advertisement charges, website maintenance charges (if any) etc

Do a survey on what your fellow formulators are charging in your area. If there is heavy competition in your area, expand your delivery spectrum by selling online. You can sell nationwide or worldwide, there are no boundaries, but include all the expenses in your pricing. Profit margin is totally up to you, you can increase or decrease your cost at later stages.

Step 10

Establishing your mini lab

Establishing your mini lab



Setting up a mini lab is quite easy with proper planning. A perfect place to work allows you to feel, think and work like a formulator. Having all the required equipment and raw materials organized and available, reduces stress and allows your mind to focus only on formulating and creating the product.

Buying all the equipment and raw materials is equally important as arranging and organizing them. We will be working with glassware, chemicals, herbal powders, small bottles, and containers so we need proper place to store them. Every single material we use should be properly labelled and stored. You shouldn't be searching for an ingredient while working so it should be well organized.

Step 11

Marketing Strategy



Once you are ready to sell your products, next step is to do the marketing. A good marketing strategy is an essential part of a budding business. There are many ways to sell your products online or offline. To sell online, either you can have your own website and list your products, or you can sell through Amazon, eBay, Walmart or any other online ecommerce platform by contacting their seller support.

To sell your products offline, you can either set up a store or approach your nearby departmental store and ask them for displaying your products.

Use social media channels such as Facebook or Instagram to promote your products online. Create attractive content by using easy drag and drop tools like canva and post the pictures and video along with a brief explanation about your product. Run ads in the social media channels initially to allow your posts reach more people.

Step 12

Basic testing to investigate if the product is ready for selling

Basic testing to investigate if the product is ready for selling



Stability testing can be done locally in any private labs in your place. Stability testing is carried out to determine the lifespan of the product. The product undergoes rapid freezing and thawing in certain conditions and temperatures to check if the product is stable under any circumstances. It is not mandated to do these tests if you are going to sell in small scale.

Certain tests that can be performed by yourself are enough to determine if your product is stable. Once you prepare the product, don't rush to sell it. Check if there are changes in the fragrance, colour, or consistency of the product at least for 3 to 6 months. Check if there are any changes in the pH level. If the pH is stable, it mostly indicates your product is stable.

Step 13

Shipping your beauty products

Basic testing to investigate if the product is ready for selling



Once orders start coming in, be mindful about what the customers have ordered and what you are packing. Label the products neatly with all the required information. Add a personal note, thanking the customer for the order. Double check the order before packing.

See to that, there won't be any leakage during shipping. Register your brand with a shipping partner to avoid the hassle of picking up by the delivery person. Share the tracking details with the customer once the product is shipped.

Step 14

Get customers testimonials and reviews for brand building

Get customers testimonials and reviews for brand building



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Success of a brand highly depends on customer satisfaction, trust building and customer relationship. Keep your customers engaged, communicate with them, and ask their feedback. Collect testimonials and post it in your social media pages, social proofs do build trust.

Do not take negative reviews personally, they are the best way to understand about your product. Not all skin types are same, so skincare cosmetics also doesn't work the say way for everyone. It is not recommended to rework o your formulation for every single review but when more number of customers report the same issue then making some changes in the formulation can be considered.

Step 15

Scaling your business



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After Introducing considerable products and building a customer base and reputation, it is time to scale your business. One way to do this is by introducing new range of products frequently, increase advertising and spreading your brand name.

Another way is also considering B2B selling. Targeting businesses who are already in beauty sector like salons or beauty parlour and providing them your sample products, in turn there will be high chances to receive bulk orders. Customize your products according to wholesale requirements and scale your business.

Also, selling products without labels and providing the rights for rebranding is a great way for scaling your business.

About our Academy



Since the inception in the year 2012, NIFDTB Academy has travelled an illustrious journey, thriving on its initial objective and promise of imparting Industry Specific education to today's youth. The institution has been rated as the top Cosmetics, Beauty and Fashion Designing Academy in India and has been focusing in providing training that promotes employable skills, and enhances social relevance. The institution imparts training of various diploma programs online and offline mode and has imparted training to more than 10000+ students across the globe.



Rexy Margarate is an expert in Cosmetic Science, Beauty, and Fashion Designing arena having worked as a government trainer and Managing Director of NIFDTB Academy over 10 years. Rexy is the tutor of the [Diploma in Skincare Formulation Course](#). She also conducts workshops in Entrepreneurship development , Skill development, Digital Marketing and Designing