

NATURAL  SKINCARE
FORMULATION LAB

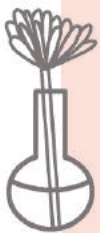
How To Choose the Right Products For Your Skincare Brand



Know your ideal customers

The skincare products you include in your range should not necessarily consist of the products that help to improve *your* skin. Rather, they should help to improve your *ideal customer's skin*. If you are a woman in her mid 30's who has dry skin, but are creating a range for teenagers with oily skin, you will find that the products that help to improve the appearance of your skin will differ greatly to those of your ideal customer. Likewise, if you are a woman who loves floral scents, you may find that the men you are trying to sell to (if men are your ideal customers) have very different scent preferences.

Here's some questions to consider to help you get clearer on who your ideal customer is, and what they need from a skincare product:



- What gender is your ideal customer?
- How old is he/she?
- What skin type does he/she have
- What skin challenges does he/she have? What do they need from a skincare product?

Understanding who your ideal customer is is **VITAL** - not just to the product selection part of the business building process, but to the long term success of your business generally. If you don't know who you are selling to, you won't know what they struggle with; which products they need; where you are going to find them to sell to; what they need to hear from you -etc. etc.

If your client avatar isn't yet rock solid we suggest that you **stop here** and invest some time and energy into getting clear on who they are..



Understand why different products are used on the skin

You don't need to be a skincare expert to start a skincare brand with NATURAL SKINCARE FORMULATION LAB, but it is important that you know the basics. Here's a list of our main product types, and what they do to the skin.

Product Type	How They Help
Cleansers	Remove makeup, dirt and pollutants
Toners	Hydrate; keep bacteria and germs off the skin (note that our toners do not include alcohol which tend to dry out the skin)
Exfoliators	Remove dead skin cells so the skin can absorb other products
Masks	Draw out impurities; hydrate
Serums	<i>Oils</i> - nourish and repair <i>Gels</i> - hydrate (some also slightly exfoliate)
Moisturisers	Stop moisture from escaping; protect the skin
Eye Serum/Cream	Reduce puffiness; prevent fine lines; hydrate

Start small

If you're just starting out and don't have a lot of business experience, we suggest starting small! While it's great to have a number of products for your customers to choose from, *more products equal more administration and marketing* which could be to the detriment of your business in its beginning stages.

As your brand becomes established, you'll naturally find that you find your groove and feel comfortable to begin introducing new products, and that your customers begin to make requests. With a low minimum order quantity of just 10 at NATURAL SKINCARE FORMULATION LAB, we make it easy to trial adding new products to your range with very little financial risk.





Decide what kind of range you want to offer

There's lots of different ways to approach creating a skincare brand. The most popular approach is to offer a collection of products that can be used as a *whole skincare regime* (such as a cleanser, toner, scrub, mask and moisturiser), but some brands offer only serums or only masks (etc.) It's completely up to you and there is no right or wrong.

If you want to create a whole skincare range, we suggest the following inclusions for a basic collection:

- 1x cleanser
- 1x toner
- 1x serum
- 1x moisturiser

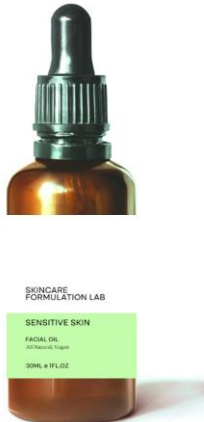
An advanced range could include:

- 1x gel cleanser 1x oil or balm cleanser cleanser
- 1x toner
- 1x exfoliator
- 1x mask
- 1x serums 1x oil
- 2 x moisturisers
- 1x eye cream or eye gel or eye serum

Test them out

If you are unsure about which of our products are best for your brand, we suggest investing in a **samples**. Having a physical and sensory experience of all our products will help you to narrow down your options.

If you don't have the same skin concerns as your ideal customer, we suggest that you find some people to test them out for you. This means you'll also be able to use their feedback as testimonials.





Asked question about our products:

Q: WHEN SHOULD THE PRODUCTS BE USED, AND HOW OFTEN?

A: We recommend the following:

Product type	When to use	How often to use
Cleansers	Morning and night	Daily
Toners	Morning, night and throughout the day as needed	Daily
Exfoliators, peels and masks	As part of normal skincare regime	1 to 2 times per week
Oils	Morning and night	Daily
Serums	Morning and night	Daily
Moisturisers	Morning and night	Daily
Eye cream/gel/serum	Morning and night	Daily