

Up & coming brands

Doing it differently

A profile of six beauty brands with a novel approach to the market

Province Apothecary

Headquarters: Toronto, Canada

Launch date: 2012

Prices: \$40 - \$70

Canadian brand Province Apothecary is an organic aromatherapy facial care brand that can be customized to suit the user's skin. It was created by aromatherapist and holistic health practitioner Julie Clark.

Why it's interesting: The brand makes natural formulas to which water and other ingredients can be added, so that the product can be adjusted to different needs at different times. "Most people need different skincare, and need to change their skincare, depending on the season and what their body is doing," says founder Julie Clark. "I give you the raw ingredients and then you adjust the product to what you need." Although the items can be used as bought, information on the products and website also help the consumer learn how to get more out of them. "Customers can be part of their own healing and be involved in their own skincare. Once you start getting into the products, you can start learning how to use them in a new way," says Clark.

Strategy & upcoming plans: Sold in over 30 doors in North America, Clark is focusing on expanding distribution in natural health food stores and building her website, where she plans to offer an online analysis program or virtual sessions and Skype consultations. Clark also makes exclusive products for clients and stores.



Omum

Headquarters: Pessac, France

Launch date: 2012

Prices: €8.90 - €37.90

Organic skincare brand Omum is designed to address the hormonal changes in skin during pregnancy. It was created by Marie-Pascale Ballet and Gregory Dubourg.

Why it's interesting: Inspired by the pregnancy rituals observed in a range of cultures, Omum was created to fill a gap in the Western beauty market, addressing the well-being and changing skincare needs of pregnant women. The aim is to impart a pleasurable experience for the mother, father and baby, explains co-founder Ballet. To complement the products, a massage ritual has been created by haptotherapist and perinatal specialist Eric Girardot. The organic-certified products moisturize skin and target stretch marks, forgoing ingredients like essential oils and preservatives, so that the formulas are as pure as possible. Most of the products also exclude water.

Strategy & upcoming plans: The brand is currently in 150 points of sale in France in pharmacy, parapharmacy and natural store distribution, as well as online. It is also sold in six European countries and the company is focusing on building its export business. There are plans to develop new products and introduce more rituals, developed with the assistance of perinatal and maternity specialists.