

FACTS & FIGURES

The beauty industry in the is worth around that figure is still increasing.
Sales in beauty products grew by 15% in 2008, the year the recession hit hard.
And it is not just the women's products and beauty services that are growing.
Men's beauty products and services are being invented by the modern man in all kinds of services and products.



Scan the QR code to find out more!

Remember that your Ultra teachers are there to help you every step of the way. Do not be afraid to ask questions or voice your concerns.





It's important to remember that having a passion for beauty is:

- just the beginning of your journey to owning a successful beauty product business.
- 2. The other half is to research marketing and selling your products which will take:
 - A lot of work
 - Determination
 - Drive

To complete the package

Luckily for you, by the time you've finished going through all the steps in this document you'll know everything it takes to own and run a successful beauty product business!



DID YOU KNOW....

The patent for light pink nail polish dates back to 1919.

The origins of the word "cosmetics" came from the Greeks...

...But the Egyptians were the first to use makeup.



The Egyptians also created perfume, which they used:

- Cosmetically
- Medically

Brazil has 900,000 more "Avon Ladies" than it has mer and women in the army and navy.



DID YOU KNOW....

- China is considered to be the birthplace of nail polish.
- The Chinese developed:
- Nail lacquers from beeswax
- Egg whites
- Gum Arabic (aka. acacia gum) & colored powder

The earliest traces of nail polish in

are dated to 3000 B.C.

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DID YOU KNOW....

Tom Lyle Williams, the founder of Maybelline named his brand after his sister Mabel.

who used to make her lashes look thicker and darker by mixing:

Vaseline

• Coal dust



Kohl, the eyeliner of ancient Egyptians helped protected their eyes from:

Sun glare

• Eye infections





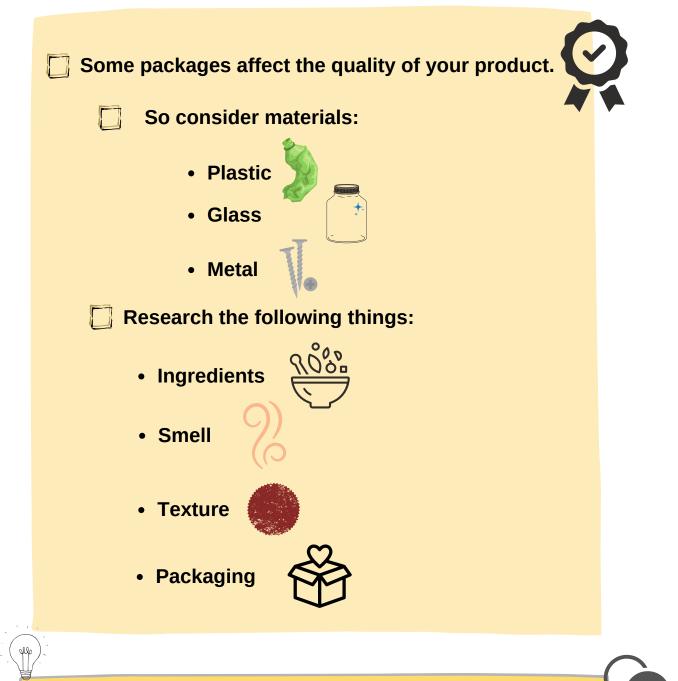
STEP 1: RESEARCH, RESEARCH



TIP: Use your family and friends for testers and feedback



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TIP: Use your family and friends for testers and feedback



STEP 2: CHOOSING A NAME FOR YOUR BUSINESS

How to choose a name for your beauty business?

 \mathbb{L} A good business name is:



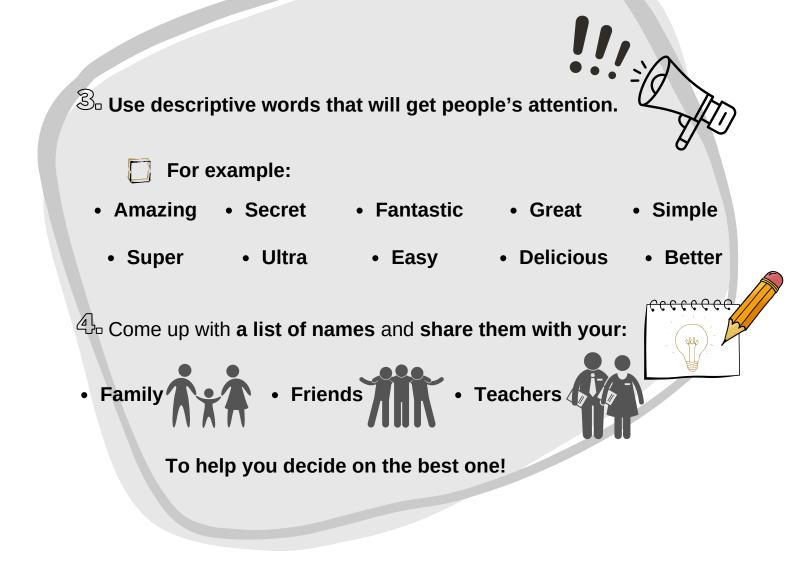
 $\mathbb{G}_{\mathbb{F}}$ Include your name or something meaningful and personal to you.

Start writing down your ideas; it doesn't matter if they're not perfect, just note them down on a piece of paper.



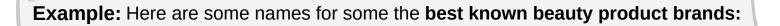
STEP 2: CHOOSING A NAME FOR YOUR BUSINESS

How to choose a name for your beauty business?





STEP 2: CHOOSING A NAME FOR YOUR BUSINESS



RANK	BRAND
1.	MAX FACTOR X
2.	
3.	CHANEL
4.	ĽORÉAĽ
5.	GIVENCHY
6.	LANCÔME
7.	MAYBELLINE
8.	Dior
9.	MAKE UP FOR EVER PROFESSIONAL - PARIS
10.	CLINIQUE



STEP 3: DESIGNING YOUR LOGO.

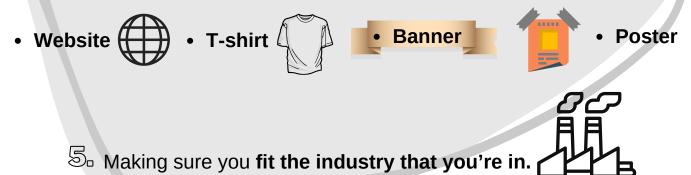
What makes a great logo?

几 Making it **simple**.

2. Making it memorable.

3. Making sure it looks cool in 5, 10, 50 years time.

An Making sure it can be used anywhere:





videos from Ask Ultra!

GIVENCHY



STEP 3: DESIGNING YOUR LOGO

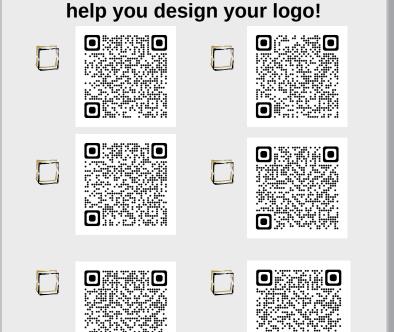
How to create your logo:

1 Use Canva





- Which is also an app you can download and use online.
- Use the pre-existing templates on there for your logo.
- 2. Grab a pencil and paper to draw what you want your logo to look like.



Here are some great websites to

3□ Design more than 1 logo so you have options to choose from. OPTION OPTION

They say a picture is worth a thousand words and they're right!

Your logo is going to be the first thing people see so make it eye-catching!



STEP 4: CREATING YOUR PRODUCT

And it's because no matter how:

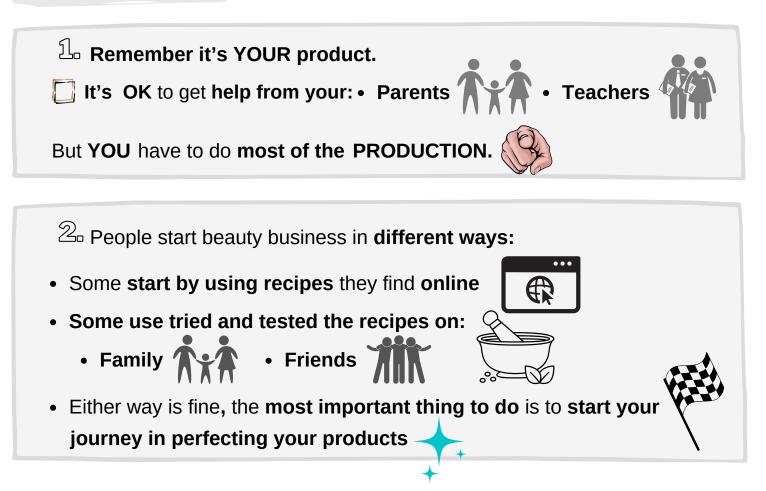
- Great your idea is 🂥
- Passionate you are
- Eye-catching your logo is 😫

Follow these steps:

In the world of beauty, they say

"Be your own kind of beautiful"

- If the actual product isn't great then it won't be a success.
- You have to take your idea and make it your own.





STEP 4: CREATING YOUR PRODUCT

³ There is NO RIGHT or WRONG way to decide on the amount of products you choose to sell.

🖧 VARIETY IS KEY: 🤇

Example: If you are selling lip balm have a variety of flavours.



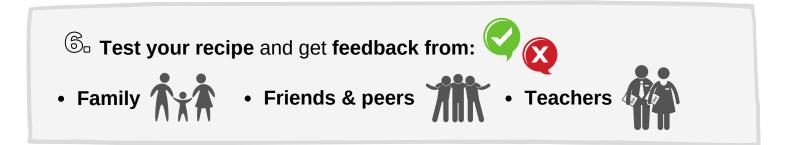




- If you have not memorised your ingredient list.
- Have the list with you in case somebody with allergies asks you any questions.



STEP 4: CREATING YOUR PRODUCT LINEI



 \mathbb{Z}_{-} DON'T FORGET that just because somebody doesn't like the flavour

it does not make it a bad product.





are also one of your biggest selling points!



Packaging is very important as it is one of the first things people see and what can often seal the deal for a returning customer.

People buy products often because they like the packaging.



STEP 6: MARKETING YOUR

BUSINESSI

"There's no point having a great product or service if no one knows about it".

Whether you want to:

Sell products

Gain subscribers

SUBSCRIBE

ō

 (\Box)

Persuade followers



• To sway the hearts and minds of readers to your cause.

They've got to know who you are in the first place.



STEP 6: MARKETING YOUR BUSINESSI



Your ability to encourage any of these actions comes from your brand's authority.

One of the **best ways** to **build brand authority** is through social media

71% of BRANDS

plan to invest more heavily in

social media in the coming year to reach new followers and build brand reputation.





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HOW TO START A BEAUTY PRODUCT BUSINESS

STEP 6: MARKETING YOUR BUSINESSI

Social media is the cheapest way to promote your brand.

- It can take time to build up the kinds of relationships that lead to influencer sharing.
 - But if you're consistent about producing quality content, your efforts will get noticed.

Popular social media platforms that are used:



STEP 6: MARKETING YOUR BUSINESSI



As you can imagine, if you just **upload your business to any of the websites above**. It doesn't mean that **anyone** is **going** to **find your business.**

That's why you need to MARKET YOUR BUSINESS!

• Marketing means that you tell as many people about your

business as possible for as long as you can or want to.





The way to market your business (or to market anything) is by 'WORD OF MOUTH'. That means people spreading the word about your business.



STEP 6: MARKETING YOUR BUSINESSI







So if you're in doubt, go back to Steps 1 - Step 4 to make sure you're happy with your business.



STEP 6: MARKETING YOUR BUSINESSI



What is PR and why is it important?

- PR stands for Public Relations.
- PR generally refers to getting yourself and your business into:













Newspapers

- -



Magazines

Popular websites

PR is an amazing way to:

- Expand your business.
- Promote yourself.

Help your business to grow.



When you get to this point your Ultra teacher will take the lead on how to make this happen.