Motivational Speeches and Success Stories

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Learning Objectives

- Learn success stories that will inspire you with confidence and ambition
- Understand the potential challenges and instilling a positive mindset
- Realize the diverse pathways to success in the handmade cosmetics industry
- Understand the significance of perseverance and innovation in entrepreneurship
- Understand the financial independence achieved by entrepreneurs in the industry



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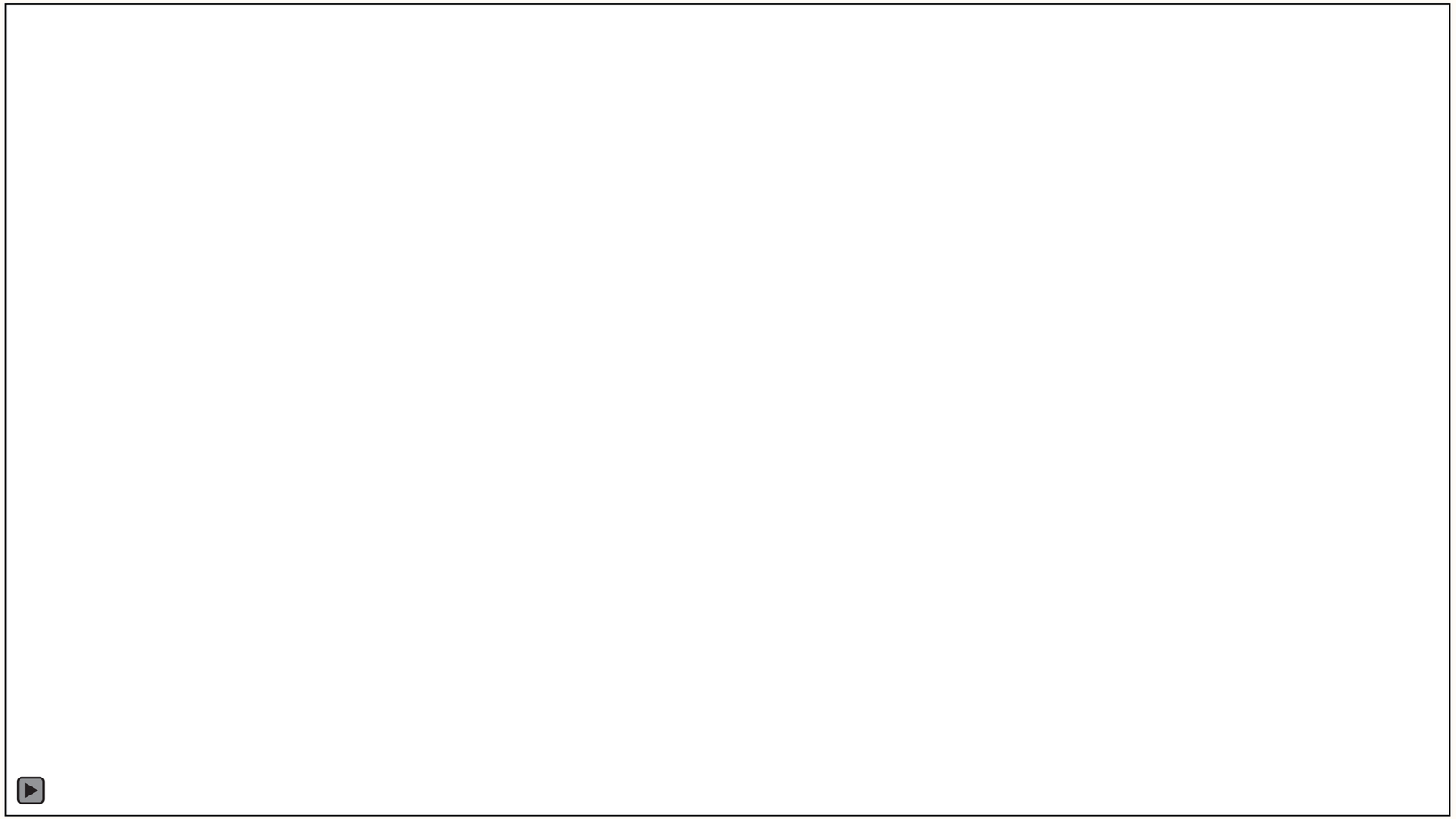
Mirasense (Vienna)

Beyza Burnunguz



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Mirasense (Austria)

Beyza Burnunguz

Motivation for Starting :

Her journey began when her father fell ill, inspiring her to explore the use of essential oils to support his well-being. Motivated by a desire to help, she dedicated herself to gaining a comprehensive knowledge of aromatherapy, eventually earning the certifications necessary to practice professionally .

Challenges :

Operating in Austria presented significant challenges due to the strict regulations surrounding the medicinal cosmetics and medical industries . To ensure compliance, it became familiar with these regulations in depth and recruited a chemist for the production of all its products Additionally, she faced an unexpected legal battle with a large corporation, resulting in production stopping for two years.

Advice for potential entrepreneurs

- Surround yourself with skilled and reliable people .
- Maintain your focus on your work and goals.
- Stay motivated and continuously educate yourself, especially regarding regulatory changes and developments in cosmetic ingredients .
- Prioritize e-business strategies, especially utilizing social media for growth and visibility .

Essamom Cosmetics (Turkey)

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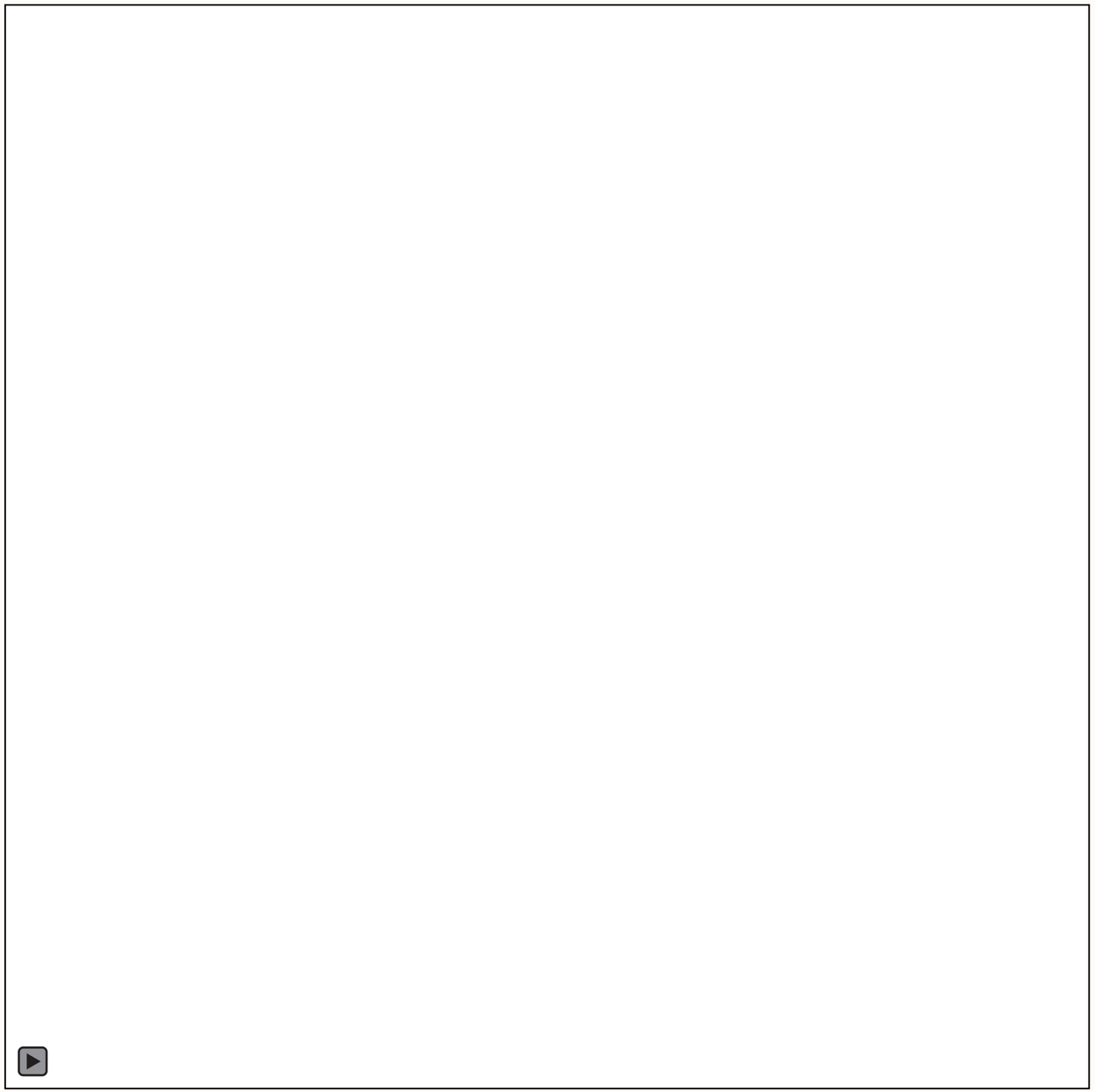

Essamom Cosmetics (Turkey)

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Motivation for Starting :

She started this journey to meet her own needs, as she found that existing products on the market did not meet her standards . Many contained substances that disrupted nature and altered genes . In the beginning, she produced these products for personal use and shared them with friends . Over time, her passion and dedication led her to start her own company .

Challenges :

The market is highly competitive, with many alternatives available . The primary challenge was to identify and offer something unique to differentiate the brand from the others . In addition, the company was launched during the pandemic, which caused significant obstacles to growth and stability .

Advice for potential entrepreneurs

- Anyone can achieve their goals with determination and effort .
- Fear should not hold you back .
- Work hard with sincere and pure intentions .
- Trust that opportunities will arise through perseverance .
- Focus on identifying your unique advantage compared to competitors .
- Leveraging this differentiation is key to achieving success .

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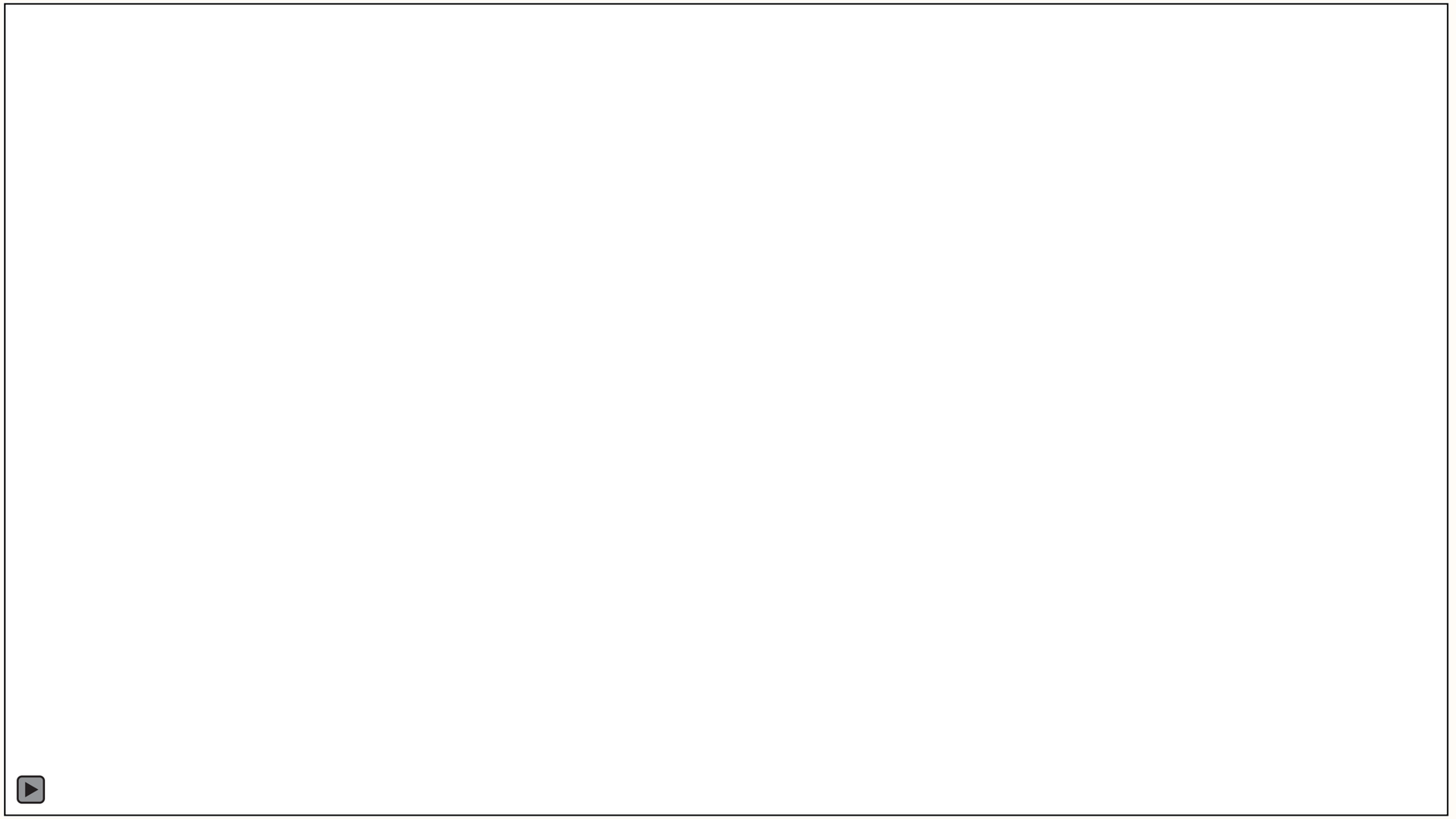
DOS Cosmetics (Greece)

Chrisanthi



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DOS Cosmetics (Greece)

Chrisanthi

Motivation for Starting :

She started this journey to meet her own needs, as she found that existing products on the market did not meet her standards and did not match to her difficult skin. Over time, her passion and dedication led her to start her own company .

Challenges :

The market is highly competitive and constantly growing, with many alternatives available. The primary challenge is to be update and innovate. Innovation, not only in formulas, but also in costumes relationship and approach. You need to have personalized suggestion and human-centered creation and approach.

Advice for potential entrepreneurs

- Be innovative.
- There are no failures, only lessons to be learned.
- Strong belief when thing disappointed times come.
- Continiouse learning.
- Sky is the limit!

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Nea of Sweden (Sweden)

Linea



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Nea of Sweden (Sweden)

Linea

Motivation for Starting :

She was inspired to create her own natural skincare products due to personal struggles with dry skin and acne. The products on the market were unsatisfactory as they contained many additives . Initially, she made the products for her own use. However, after neighbors noticed the improvement in her skin, they started asking about the products and expressed interest in trying them . Finally, after five years of development, she founded her company .

Challenges :

One of the main challenges he faced was managing multiple roles in the company, which led to significant difficulties . In 2017, a newly introduced law prompted the Swedish medical authorities to conduct extensive inspections on all cosmetics companies . This regulation change brought her company to the edge of bankruptcy, but she successfully dealt with the situation by facing the challenges head-on.

Advice for potential entrepreneurs

- Have the courage to ask for outside help and avoid trying to handle everything yourself .
- Deal with difficulties as they arise; unresolved issues can escalate and put the company at risk.
- Try to maintain a balance between personal life and business commitments .

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Inspirational quotes

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Common Challenges & How They Overcame Them

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Limited Access to Funding & Investment

- Bootstrapping: Many entrepreneurs started small with personal savings and reinvested profits.
- Crowdfunding: Platforms like Kickstarter and GoFundMe helped raise initial capital.
- Collaborations & partnerships: Teaming up with influencers or retail brands to expand reach.

Competition in a Saturated Market

- Unique Branding: Successful entrepreneurs focused on niche markets (e.g., organic, vegan, sustainable, or Ayurvedic skincare).
- Storytelling: Sharing personal journeys and product - making processes to build an emotional connection with customers.
- Social Media Strategy: Leveraging TikTok, Instagram, and YouTube for product demos, customer testimonials, and educational content.

Navigating Legal & Regulatory Requirements

- Consulting with legal experts: Seeking professional guidance for proper certification.
- Joining cosmetic business associations: Groups like the Handmade Cosmetic Alliance provide support.
- Transparent communication: Educating customers about ingredients and safety testing.

Work - Life Balance & Entrepreneurial Burnout

- Delegating & outsourcing: Hiring virtual assistants, social media managers, and production staff.
- Setting boundaries: Creating structured work hours and avoiding overcommitment.
- Mental health & self - care: Practicing mindfulness, networking with fellow entrepreneurs for support, and taking breaks when needed.

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Tips for Aspiring Entrepreneurs

- Start small & be consistent
- Branding & storytelling
- Networking & community

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Start Small & Validate Your Idea

- Begin with a few hero products and test them on a small audience.
- Gather feedback and refine formulas before scaling.

Focus on Unique Branding & Storytelling

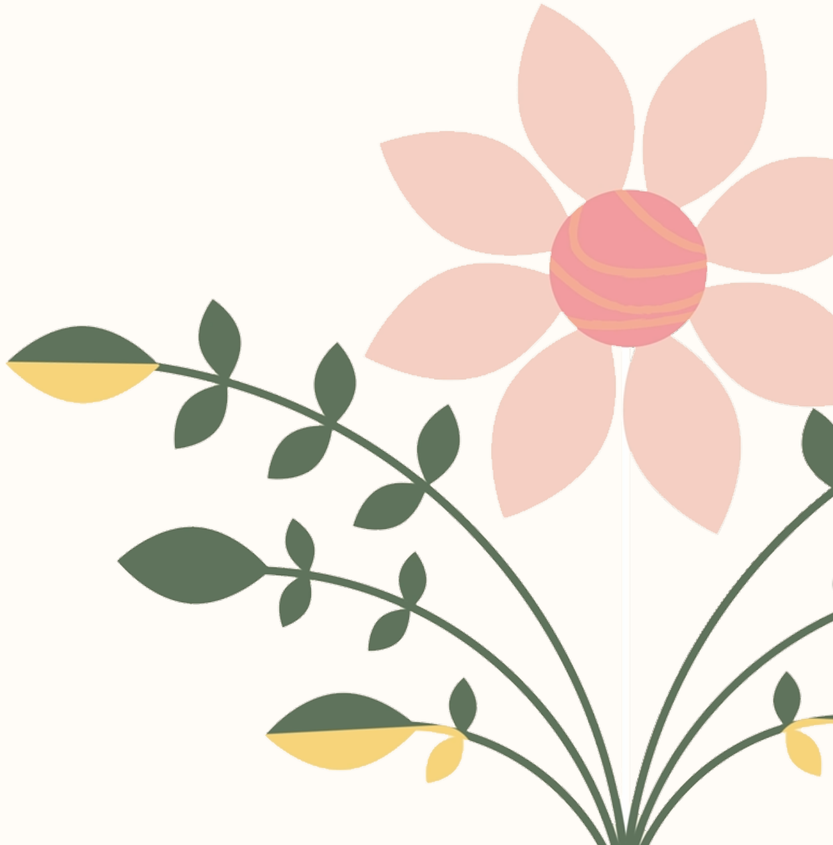
- Identify y our unique selling point (e.g., eco - friendly packaging, rare ingredients, cultural inspiration).
- Share your journey: Customers love authentic stories behind brands.
- Design a strong visual identity with consistent packaging, colors, and messaging.

Leverage Social Media & Digital Marketing

- Partner with micro - influencers who align with your brand values.
- Offer value - driven content like skincare tips, DIY recipes, and ingredient benefits.

Never Stop Learning & Innovating

- Keep an eye on industry trends (e.g., waterless beauty, refillable packaging).
- Take online courses in skincare formulation and business management.
- Network with other women entrepreneurs and seek mentorship.



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Thank you!

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