

The power of product in

# REPURCHASE



"Building a successful business in the beauty industry is not as cheap as it might look."

**b** EVELYNE NYAIRO | Founder, Ellie Bianca  
[Does It Really Take \\$1.5M To Build A Beauty Brand?](#)

## \$1,000,000?

A little less than half of Beauty Founder/Executives that were asked by Beauty Independent, believe that it could possibly take \$1m to build a Beauty Brand.

**b** [Does It Really Take \\$1.5M To Build A Beauty Brand?](#)

## ACCELERATE ROI

"Only a 5% increase in customer retention can increase company revenue by 25-95%."

**HubSpot**

## SAVE MONEY

"It's **5-25X** more expensive to acquire a new customer than it is to retain an existing customer."

**HubSpot**

## DEVELOP AN OUTSTANDING PRODUCT WITH THE HELP OF CONSUMERS



### SAMPLING

"At the moment, I am giving away a smaller version product as I want the customers to continue using it. They love the product and get hooked on it."

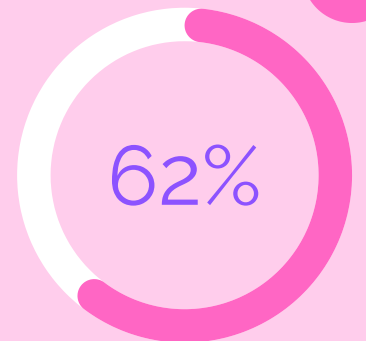
**b** SELMIN KARATAS | Co-Founder, Kazani  
[Successful Customer Retention Tactics For Indie Beauty Brands](#)



### FEEDBACK

"If you have a great product, they will tell you what they love about it and what makes your brand different."

**b** MAX DRESSE | Founder, Bellway  
[Successful Customer Retention Tactics For Indie Beauty Brands](#)



"of US consumers say they do not care about trends, they just want the facial skincare products that work the best"

**MINTEL** [Facial Skincare and Anti-Aging - US - April 2019](#)

## "REPEAT PURCHASE WILL BE EASIER WITH QUALITY STAPLES"

"It's better to have fewer products that are great than many products that are just OK."

**b** YOEL VAISBERG | Founder and CEO, Haielle  
[What's The Right Number Of Products For Beauty Brands To Start With?](#)

"It also didn't overwhelm our audience with too much choice."

**b** ZAFFRIN O'SULLIVAN | Co-Founder and CEO, Five Dot Botanics  
[What's The Right Number Of Products For Beauty Brands To Start With?](#)

"Given everything happening with COVID and a move towards simplifying your life, we decided that less is more."

**b** SHALINI VADHERA | Founder, Ready Set Jet Beauty  
[What's The Right Number Of Products For Beauty Brands To Start With?](#)

"We launched with one product because we wanted to launch a product that was best in class, and we wanted to hyper focus our marketing message around the product."

**b** MURPHY BISHOP | Co-Founder, The Better Skin Co.  
[What's The Right Number Of Products For Beauty Brands To Start With?](#)



## Create your next hero product

Want to learn more on creating your next hero product? Watch the recorded webinar, **The Art of Developing a Breakthrough Product**, where Solésence Operating Officer, Kevin Cureton, is joined by Kelly Kovack (BeautyMatter), Mary Fisher (Colorescience), Robyn Watkins (Holistic Beauty Group), and Tamar Kamen.