

## Sum up your business.

A leading spa and grooming brand which is now sold in more than 20 countries.

## Why did you start the business?

I didn't like working so hard and not seeing any financial returns. When the opportunity arose to join with business partner Clare Matthews I intuitively knew that she was the right person and that it was the right time.

## What's difficult about international markets?

Finding the right distributor for each country you want to enter. The best way to do this is to attend trade shows within those countries, which is expensive, but it's really the only safe way to meet people and discuss potential partnerships.

## What's different about your products?

We are the only men's range that uses Australian native plants and fruits, which indigenous Australians used on their skin and hair.

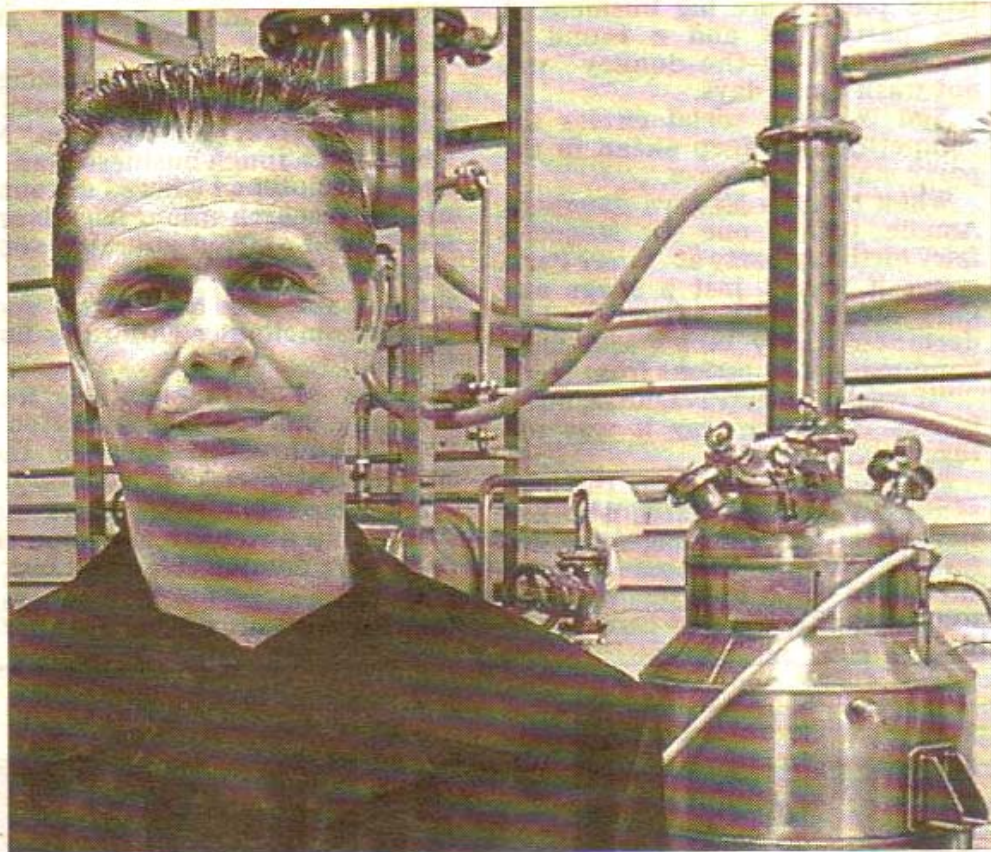
## In 2003 you put your products into the Academy Awards show bag.

## What did you get from that exposure?

We had a contact in LA and her business was product placement at celebrity red carpet events. She got our products into these bags, as well as photos of everyone from Pierce Brosnan to Snoop Dogg holding them. It's certainly helped us to be able to say that we have supplied our products to people such as Brad Pitt, George Clooney, Hugh Jackman and Russell Crowe.

## How did you decide which countries to export to?

Some of the steps we take before making a final decision include investigating whether there is



already an existing, or fast-growing, male grooming market in that country.

We review sales figures, trend reports and growth rates on the male grooming market. Attend local beauty or spa shows to gauge the response from potential distributors and retailers.

We target the English speaking countries first, and those that have a good camaraderie with Australians, such as the US, Canada, New Zealand and the UK. This is the easiest route to

establishing export sales and keeping costs down. You don't have to develop foreign-language brochures and product labels.

We research competitors' prices, quality, image and market positioning and decide where our product fits into the market.

We define our product's unique selling point and then decide how to best get this across to the media and consumers.

● This is an edited excerpt from the book *Secrets of Male Entrepreneurs Exposed* by Dale Beaumont.