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### Rebranding my Cosmetics Business

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Buffalo State  
The State University of New York, Buffalo  
Department of Creativity and Change Leadership

Rebranding my Cosmetics Business

A Concept Paper in Creativity and Change Leadership

by

Liaonn Martin

Buffalo State  
The State University of New York, Buffalo

## ABSTRACT

The project is focused on rebranding my business by changing the name, creating a working website, as well as creating and selling different products I am passionate about. As part of the project I worked on making my Instagram page more appealing to bring in customers from all over the world, and using Instagram to promote my products. I also researched different ways to utilize platforms such as Tik Tok and Facebook to help my business become more popular. I created extra gifts such as thank you notes, complimentary lip scrubs, and a thank you note for all of my business supporters.

*Keywords: business, products*

Liaonn Martin

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May 22, 2022

Buffalo State  
State University of New York  
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Submitted in Partial Fulfillment

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## SECTION ONE: PURPOSE AND DESCRIPTION OF THE PROJECT

I created my cosmetics brand about a year and a half ago in 2020. The purpose of this project is to help me tap back into my creativity by focusing on my cosmetics brand. I have been inspired by many black business owners who have made millions off of their businesses because they were so passionate about it and they didn't give up. I want to discuss the benefits of body scrubs and why it is so important to exfoliate our skin. We have to live with ourselves until it's our time to go so why not look and feel good while we are on this journey?

Since creativity is a major aspect of my project, a major creativity goal of mine is to change the name of my brand. Right now my brand is called "Huncho Cosmetics". I initially named it Huncho Cosmetics for two reasons. The first reason is that "Huncho" means boss. The second reason is because one of my favorite rappers calls himself Quavo Huncho, so I started calling myself Huncho. However, I attended a pop up shop for Christmas and this girl gave me very constructive criticism. She said that I should use my name instead of "huncho" because my name is beautiful and unique. This also meant a lot to me because I want people to know who I am. I want to inspire other small business owners to chase their dreams even if it sounds crazy or things are working out the way you think they should be. Another reason why I want to change my brand name from "Huncho Cosmetics" to "Liaonn Cosmetics" is because I want my consumers to know who I am. I was taught from my father that there is power in your name. Your name represents your connection to your individuality.

### **Rationale for Selection**

Cosmetics has always been something I was passionate about. I can say that my passion for it came from me having low self-esteem growing up. I grew up in a small apartment in Harlem with my mom and my older brother. My favorite thing to do was watch America's Next Top Model. I always dreamt of looking pretty and having beautiful clear skin. I wasn't raised around girly girls or taught to take care of my skin growing up. Also, I have very bad seasonal dermatitis which has always been embarrassing to me so why not fix it while helping other people treat their eczema as well? It took me a while to get my business started and I felt like I was all over the place. One issue is that I have a cosmetics brand, but I was selling hats, bonnets, and press-on nails. I also bought a bad batch of wallets which did not sell at all. There were times where I kept getting orders so I was consistently in and out of the post office everyday. I also had times where I had no sales at all which made me lose hope sometimes. That part of my business had its ups and downs but now I know exactly what I want to do with my business.

As a woman, I know that society puts pressure on us to be their definition of beautiful. However, I have my own definition of beautiful and I would love to portray it through my business. To me, one of the steps of being beautiful is exfoliating your skin. I want to change my business by making herbal body scrubs and lip scrubs. My friend Aashe` and I have been going to a store called Spiritually Rooted located in North Tonawanda that sells real herbs. I purchased rose petals and chamomile. I am interested in creating herbal body scrubs because I have a lot of spiritual friends. In the beginning of 2022, I was suffering from a depressive episode which was impacting my schoolwork, my self-esteem, and my energy. I could not focus on anything other than my issues. My best friend Jasia introduced me to salt baths. Salt baths are supposed to remove negative energy and remove your negative thoughts. After taking my salt bath, I felt way

better after. Now whenever my energy feels off, or I am sad or upset I take salt baths or I scrub my body with Epsom salt in the shower. My scrubs will stand out because they are not only used to exfoliate your skin, but it also uplifts your energy as well-being that I am using salt and natural herbs. I want to sell many different body scrubs such as lavender, turmeric honey, aloe, and coconut. I also sell lip scrubs for different purposes. For my lip scrubs I made flavors like birthday cake, coffee, toffee nut, and vanilla. I want to create body scrubs for dry skin, body scrubs to help you relax, and I want to have a variety of different flavors. The top two body scrubs that I will definitely make are a pink Himalayan salt scrub with roses, and a chamomile body scrub. For both I will be infusing herbs with the oils I will be using in the scrubs. The main purpose for my herbal scrubs are because I will not only be helping people with their hygiene but they will be impacted positively from using my salt scrubs.

This project would help me grow and focus more on my brand because I have had this idea for so long but have not acted on it at all yet. I know that if I am consistent with this, and I put in the same energy I did when I was selling headbands and bonnets it would be effective. I became very lazy with my business which caused me to stop creating products, stop posting and stop promoting. This is something I know I can do. I just have to push myself to do it. I know that if I put in effort, my brand will be successful. I want my products to be sold by big companies like Target, Walmart and even Amazon. I know it is possible.

## SECTION TWO: PERTINENT LITERATURE AND RESOURCES

Guthrie, M. F., Kim, H.S. (2008). The relationship between consumer involvement and brand perceptions of female cosmetic consumers. *Journal of Brand Management*, 17(2), 114–133.  
<https://doi.org/10.1057/bm.2008.28>

This article discusses the five cosmetic consumers types and the comparison between how these consumers perceive cosmetics. Understanding who you are creating your products for and how they perceive your products are important because this can be the reason you gain or lose consumers. Brand personality vs brand attitude are significant topics that are discussed in this article. Brand personality refers to the consumer's opinions using human-like personality traits. Brand attitude discusses the negative and positive feelings during that brand. I decided to choose this journal because I own a cosmetics brand. I didn't really do market research before I started my brand so this journal gave me a better understanding on the different consumer types when it comes to cosmetics. This journal was very beneficial to my project because it taught\*\*

Salim Khraim, H. (2011). The influence of brand loyalty on cosmetics buying behavior of UAE female consumers. *International Journal of Marketing Studies*, 3(2).  
<https://doi.org/10.5539/ijms.v3n2p123>

This article discusses how competitive the cosmetics industry is. This is why brand loyalty is important because if there are many businesses selling the same products as you, you have to figure out a way to make the brand stand out in order to get brand loyalty. There are seven factors for brand loyalty. They are brand name, product quality, price, design, promotion, service quality, and store environment. Without these factors, it will be complex gaining loyal

customers for your cosmetic brands. Another significant topic that this article discusses is what influences females to buy cosmetic companies. This is significant because I want to figure out how I can gain more consumers after I completely rebrand my company. I decided to choose this article because I needed to figure out different ways to make my cosmetics brand stand out from others. Being in the cosmetics industry is a bit tough because there is always going to be another brand that sells similar products to you which can be a bit discouraging. However, you have to find a way to make your brand stand out from the others.

Hameed, S., & Kanwal, M. (2018). Effect of brand loyalty on purchase intention in cosmetics industry. *Research in Business and Management*, 5(1), 25.

<https://doi.org/10.5296/rbm.v5i1.12704>

This journal talks about the significance of brand loyalty, product quality, and how customers view your cosmetics brand. This is significant for my paper because if I want to have a successful cosmetics brand, I have to understand who my consumers are and how my pricing affects if they will purchase from me or not. Something important that this article discusses is the correlation between purchase intention and brand loyalty.

Gilbert, E. (2016). *Big magic*. Penguin.

Big Magic by Elizabeth Gilbert is a life changing book that encourages people to use their creativity and to live creatively. Elizabeth Gilbert explains how creativity works and what you can do to boost your creativity. Gilbert also gives examples by sharing her own personal experiences that led her to her creative lifestyle. Gilbert you're many characteristics that are naturally in us humans which makes us creative. These characteristics are bravery, fearfulness,

and open persistence. Bravery is one characteristic that Elizabeth Gilbert mentioned a lot throughout her book “Big Magic”. Everyone has the ability to be creative but some people are not brave enough to bring ideas into fruition. This can result in people living small lives because they worry so much about what others may think or say. Also, they worry about what could possibly go wrong before they even act on the idea which can hinder them from being creative. Fear is another characteristic that is in us all but people who decide to live a creative life fight their fears. Fear is what stops many people from being creative. People tend to worry about what can possibly go wrong before they start their task. Sometimes people are afraid of taking a risk and they are afraid of failure so they won’t even give the idea a try. However, creative people do not let those adverse thoughts dominate them, creative people combat those negative thoughts that pop up in them when they come across a new idea with affirmations.

I decided to choose this book because my father gave it to me before I started college in 2015. I look back, and remember all the ideas I have ever had but I didn’t act on them because of fear. I feared that no one would support me, I feared what other people would think, and I also feared failure. However, when it came to my cosmetics brand I was skeptical because of fear but I ended up starting my business. This book was perfect for my masters project because my brand was created to express my creativity when it comes to skin care. I am learning to not be afraid to be creative. If I have an idea I need to act on it and let the results manifest itself. If I fail then I fail, and if I don’t then I don’t. However, I will not know until I try.

C. S. (2020, March 2). *Benefits of epsom salt baths: A powerful (and cheap!) detoxifier*. The Truth About Cancer. <https://thetruthaboutcancer.com/benefits-epsom-salt-baths/>

This journal discusses the benefits you get from taking epsom salt baths internally and externally. Internally, epsom salt baths can help prevent magnesium deficiency. Our bodies require magnesium to function properly. Magnesium helps the blood flow and oxygen throughout your body. Magnesium also stimulates our muscle and nerve function. Externally, epsom salt baths help reduce inflammation. If you have sore muscles, fungus in your toes, gout, or sprains, an epsom salt bath can treat it.

*The healing powers of salt - Four Directions Wellness. (2019, August 20).*

<https://fourdirectionswellness.com/2019/08/20/the-healing-powers-of-salt/>

This article discusses how even though salt is something so small, it can do so much more than we can imagine. Salt has healing properties that are good for your heart, reduces depression, and can heal cramps as well. However, salt's spiritual power is often overlooked. It is said that salt can cleanse and balance energy. Salt can also remove negative energies while attracting positive energies. Using a salt scrub, or scrubbing salt on your body after you bathe will remove negative thoughts.

*Acne Intelligence. (2020, September 18). How a skincare routine can boost confidence.*

<https://acneintelligence.com/blog/how-a-skincare-routine-can-boost-confidence>

This article discusses the different ways that incorporating a skincare routine can improve your confidence. When you have a consistent skincare routine you will feel in control of your life. Once you get a routine and stick to it, you will begin to feel empowered. Once your skin is healthy, you can focus on other things in your life.

Walter, E.,; Gioglio, J. (2014). *The Power of Visual Storytelling: How to Use Visuals, Videos, and sSocial Media to Market your Brand*. McGraw-Hill Education.

This book discusses the different ways you can use social media to tell a story about your brand. Even if you are selling the same product someone else is selling there are ways for you to stand out and draw attention to your content organically. This book also talks about the power of visual storytelling. There are many social media platforms such as Facebook, Instagram, TikTok and Pinterest that make it easier to tell a story about your brand. On all of those platforms, you can post pictures of your products, select a target audience to share your products with, and post videos of your products. With Pinterest, you can find product ideas and create boards with these ideas. On YouTube, you can upload videos or tutorials about your products. There is a comment section that you can respond to as well. We all know Facebook is popular for instant messaging but you can also market your brand on Facebook, sell your products in Facebook groups, post advertisements and even join Facebook groups that are dedicated to what you are selling.

Griffiths, A. (2007). *101 Ways to Market Your Business*. <https://www.amazon.com/101-Ways-Market-Your-Business/dp/1741750059>

This book discusses how small businesses can become successful if they learn how to market their brand. The major point that this book makes is to make your brand different from others. You have to find a way to make your brand stand out from your competitors. It doesn't matter if a lot of other people are selling the same products. There are many different brands of tissue but that doesn't stop tissue brands from promoting their brands. This book also discusses the creative ways to market your business such as promoting your business wherever you go,



creating posters, the way you package your products, having business cards, and having a memorable name.

UpCircle Beauty. *Skincare benefits of chamomile*. UpCircle Beauty.

<https://upcirclebeauty.com/blogs/upcircle/skincare-benefits-of-chamomile>

This article discusses how the skincare benefits of chamomile. Chamomile has been around for generations, being used for medicinal and beauty use. It is popular for its anti-inflammatory properties. This plant can be used for menstrual cramps and muscle pain as well as insomnia. Although chamomile is popularly used as a tea, you can also use it to bathe and get the same benefits as drinking chamomile tea. Using chamomile on your skin can help eczema, wounds, acne, and removing dark marks.

### **SECTION THREE: PROCESS PLAN**

My plan is to fully rebrand my business by changing the name, getting my website back running, and selling different products that I am actually passionate about. I want to make my Instagram page more appealing and bring in customers from all over the world. I want more people to visit my site. I would do that by using social media to promote my brand. I can use Facebook, Instagram and even Tik Tok to promote my products. I want to make body scrubs that are infused with herbs to release negative energy for people of all ages. I also want to focus on making different body scrubs and oils to moisturize the skin after. For each body scrub, I will include an affirmation on the body scrub and three meaningful words that relate to how the body scrub will benefit you. I will use vegan products such as olive oil, grapeseed oil, brown sugar, granulated sugar, honey, lemon, real chamomile and rose petals. I will include different “flavors” so it won’t just be that one kind of body scrub. Some flavors I have in mind are turmeric, rose hip, peppermint, honey, and lavender. I want to include extra gifts such as personalized notes, a complimentary lip scrub, and a thank you note for all of my business supporters.

#### **Project Timeline**

- Renaming my business (03/07/2022)
- Buying containers from Amazon (03/10/2022)
- Paying the bill for my website so it can be up and running again (This costs \$100 so it will take me two weeks 03/20/2022)
- Editing my businesses Instagram page by removing old pictures (03/20/2022)
- Create a list of different scrub flavors that I will be making (03/20/2022)

After this project I will:

- Continue to create my products (ongoing)
- Pay for promotion on instagram (ongoing)
- List my items on Etsy by April 20th (ongoing)
- Send a body scrub to at least two celebrities/social media influencers

### **Evaluation Plan**

Once I complete everything on my timeline, my business should be up and running again. I currently have about 240 followers on my business page. I want my business page to at least get to 500. I want to make sure that every customer I have leaves a review on my page so that my business can gain more consumers. I also bought an I-phone 12 so my pictures can be more clear. The evidence I will be able to provide that demonstrates my goals were met is that I will have multiple sales. I will be including quantitative data that shows how many followers I have and how many sales I have gained during this time. I will also provide qualitative data from the reviews that I will be receiving. I will self-evaluate by getting my friends to do reviews on my products. I will also send my website over to a few of my friends to get their feedback from it.

## **SECTION FOUR: OUTCOMES**

### **Introduction**

Before I started making my body scrubs, I decided to sit down and map out everything I wanted to accomplish. That is something I hadn't really done when I first created my brand. I originally just came up with a few ideas, became motivated and jumped right into it without a plan or any long term and short-term goals. I also had no financial goals. I just knew I had a product that I felt people would love and it could eventually become big if I stayed dedicated.

### **Researching My Products**

Initially, I categorized the different products I wanted to make including products I would begin to create after my body scrubs became popular and started to sell more. The main product I would love to create after my body scrubs become popular is my own Epsom salt that helps uplift people's moods. Additionally, I decided to do research on body scrub ingredients so I could identify the spiritual benefits of including these ingredients in a scrub as well as the health benefits my consumer would get to experience. I watched many tutorials on YouTube and TikTok to see what's popular and find body scrubs that I would like to recreate but with my own spiritual twist to it. In order to proceed, I had to analyze who my consumers are, who I am targeting and what their needs were. Being that I want to focus my body scrubs on positive energy and healthy skin, I made sure to include natural ingredients that were proven to uplift my consumers mood by including it in their hygiene routines while causing their skin to become more smooth and moisturized simultaneously.

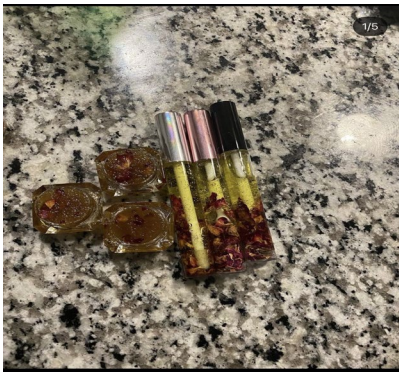
### **Purchasing Ingredients, Trial and Error and Testing Products**

I started off by purchasing a few items from Wegmans: Granulated sugar, honey, lemons, Himalayan Salt, grape seed oil, and soap. I went to Spiritually Rooted in North Tonawanda to

purchase real rose petals and chamomile herbs for my scrubs. I also went to an Indian market by my house to buy turmeric powder. When I began making the test scrubs, I would try it on my own skin as I made it to see if it would end up clumpy or if it was easy to use and moisturized my skin. I also kept a few lip scrubs for myself to try out. One out of five of the scrubs (See Figure 1 below) I made did not come out the way I wanted it to so I kept it for myself since I used too much grape seed oil.

### **Figure 1**

*Rose/Olive Oil Lip Gloss and Lip Scrubs*



### **Body and Lip Scrubs Products**

For my Masters project, I ended up making 5 test trial body scrubs for my friends so they can give me feedback. Since I bought jars from Amazon earlier this year, I decided to use a few jars left to make my test trial body scrubs (See Figure 2 below).

### **Figure 2**

*Test Trial Body Scrubs*



I also ended up making some lemon/honey/turmeric lip scrubs to brighten peoples lips. I got carried away and made some rose/olive oil lip glosses as well (See Figure 3 below).

### **Figure 3**

*Turmeric/Honey/Lemon Lip Scrubs*



I made my own body scrub one day with some herbs I have at my house such as rose petals and hibiscus flowers which worked wonders for me. My goal is to continue to make body scrubs and test them on myself to ensure that my product has the best quality. Another goal of mine is to create labels for my products to make them more appealing. I believe that labeling my products would make customers gravitate towards my products more.

### **Figure 4**

I printed out these thank you notes for my customers when I first created my products (See Figure 4 below). I have to remake them so it acknowledges that I have changed my company's name.

#### **Figure 4**

##### *Thank You Note Example*



#### **Utilizing Tik Tok and Instagram**

The way I utilized Instagram for my products was by purchasing promotions. When you change your Instagram page from personal to a business page it gives you an option to pay for promotion to get your products more exposure. I love this feature because you can either use a promotion to gain more followers, have customers visit your page more and potentially follow you, or you can also use the promotion to have people visit your website if you have one. Another benefit of this promotion is that you can choose your own budget, you can choose your target audience by age, gender, and even their geographical locations. Each time I did a promotion, I paid less than \$20 and the promotion would be over a span of five days. If I invested more money into paying for promotion my business would be very successful because when I used only \$20 I gained over 50 followers.

In the future, I would love to utilize Tik Tok by creating videos showing the benefits of my products. I also would like to show people how to make their own body scrubs with ingredients they have in their homes. I will research different hashtags that would help me gain more views and followers on Tik Tok. Also, another factor that plays a major part in helping you gain exposure on Tik Tok is by using “trending sounds”. Trending sounds are songs that are popular on Tik Tok. Once you keep hearing a song on Tik Tok, and you see people getting thousands of views and likes just for posting a video using that sound it is best to use that sound as well before the trend “dies down” or becomes less popular. This can lead to a positive chain reaction because if one of my products go viral on Tik Tok, then people will most likely follow my Instagram page, my Tik Tok page, and make purchases. I plan on looking at successful videos of people who created their own body scrubs and received a lot of positive feedback from followers. I will also look for successful videos that have thousands of followers and see what sound they used as well as hashtags. I know that using the trending sounds and the right hashtags can help my business become more popular than it is.

### **My Website Business Page**

I created a business Instagram page for Liaonn Cosmetics so I can gain more consumers and put out content that my target audience would enjoy. (see Figure 5)

#### **Figure 5**

*My Business Instagram Page*



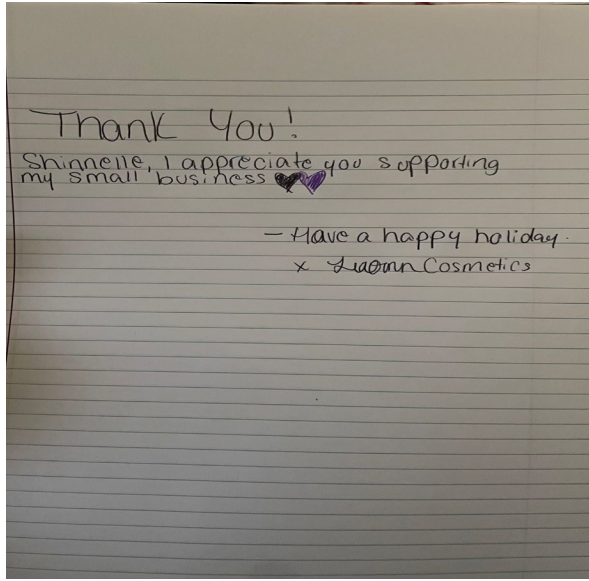


**Figure 6**

I created handwritten notes for my customers to express my appreciation. See figure 6.

**Figure 6**

*Handwritten Thank You Note*



**Figure 7**

I created a toffee nut lip scrub with extra virgin olive oil for one of my complimentary gifts. For this product I used brown sugar, almond extract, and olive oil. See figure 7.

Figure 7

*Toffee Nut Lip Scrub*



**Figure 8**

I sent my older sister a lemon turmeric lip scrub and a lip gloss. She posted a review on instagram and tagged me in it. See figure 8.

Figure 8

*Lip Scrub for My Sister*



### **Aspects of My Plan for Selling the Products**

My plan is to sell my products at a low price to keep my customers coming back. Once my brand is bigger and more recognizable, I want to expand my products and start making yoni steams, Epsom salt baths that uplift your mood, and even natural body oils to use along with my scrubs. I also believe that my brand will succeed if I promote them properly with the right marketing strategies and keep on promoting them every single day, multiple times a day even if I feel discouraged.

I am in several spiritual/manifestation groups on Facebook with women who would definitely purchase. I am excited for my brand to become bigger and I know that it will happen once I actually start putting in the work and push myself. Despite me not having many friends who support me, strangers from across the world have never let me down. I am very passionate about my brand.

## SECTION FIVE: KEY LEARNINGS

During this project, I felt like a masters student and a businesswoman. As a masters student, I had to do extensive research in order to complete my masters project. As a businesswoman, I looked for specific information that can help myself and other business owners who are trying to rebrand or even start their own business.

To conclude my key learnings, I want to summarize what plays a major part in running a cosmetics business. Major parts of running a cosmetics business that can influence consumers to purchase your products are:

- The quality of your product
- Understanding who your consumers are
- Understanding how your products are perceived
- Visual storytelling on social media
- Your marketing strategies
- Price

## SECTION SIX: CONCLUSIONS

To conclude, before I started this project I can admit that I had little knowledge owning a cosmetics brand. I only knew the basics such as using social media to market your products and the benefits of exfoliating. However, after completing my project I am more confident in rebranding. I know now that in order to gain loyal customers, I have to make sure that the quality of my products fits my consumers' needs. I also have to understand the power in standing out from these other cosmetics brands.

To start my next steps, I will make another batch of body scrubs to sell. I must market my product on different social media platforms such as Facebook Marketplace, Instagram, and TikTok. I see myself having my products sold in big stores like Target, Walmart and even Sephora. I want to attend those big business seminars that require me to travel and meet other people that are on the same journey as me. I want to impact lives and be the reason why some people have cured their eczema or dry skin.

I want to inspire other small business owners to just do it without fear. I want them to understand that they should not worry about whether nobody will support you, if your product or idea is silly, or if you will end up failing. Create your product and let it manifest itself. You will never know how it will end up unless you give it a try. A lot of popular products you see today started off as a “silly” idea.

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Liaonn Martin

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