



The Australian Made Campaign

MAY 2019

CASE STUDY

***esmi skin minerals*: Feeding Aussie skin**

Nestled in a small warehouse in Southport, QLD, *esmi skin minerals* is the local Australian Made business taking Australia's beauty industry by storm.

Identifying a gap in the market, Evette Hess founded the company in 2017 after struggling to find cosmetics that fulfilled her needs and that of those around her.

“Working in the beauty industry for more than 10 years, I experienced constant complaints from my clients that makeup designed to care for problem skin didn't give the coverage they wanted, so they would apply makeup that gave great coverage but suffocated their skin. We ended up in a vicious circle where their skin was treated but was then suffocated with max coverage makeup every single day, so I broke the cycle and created *esmi* liquid foundation,” Owner and Founder of *esmi* Skin Minerals, Evette Hess said.



Expanding *esmi skin minerals* to include skincare in 2018, Ms Hess credits manufacturing in Australia and customer satisfaction for the company's success.

“Year on year our business has doubled, and we stand to double again this year. The key to our success has been the level of engagement and support we give our customers. We co-create products with our customer base making products that they ask for. Our products are 'fresh', often going from production to customers hands within weeks of manufacture which is a unique concept not achievable from overseas brands.

Manufacturing our products in Australia has changed so many people's lives. We have been able to create world class products in-house that suit Australian skin and skin concerns with no compromises on ingredient quality. "A-Beauty" has become something not to be ignored with Australia being recognised as leading the way in skincare movements such as sustainability of packaging, being vegan, cruelty-free and containing unique and powerful ingredients.

We have been able to create jobs and build career paths so we can watch our people, and other Australian businesses, grow in front of our eyes. Getting to see them grow not only as businesses but as people has been one of the biggest gifts manufacturing in Australia has given us,” said Ms Hess.





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Underpinned by a third-party accreditation system, the Australian Made logo is Australia's most trusted, recognised and widely used country of origin symbol.

“Being able to carry the Australian Made logo on all our products gives me the biggest kick and makes us all so proud! After moving to Australia 15 years ago to start a better life, I wholeheartedly identify as an Australian and am obsessed with this country and feel so lucky to call myself an Aussie. The Australian Made logo gives people peace of mind when they see it on a product they have purchased,” Ms Hess said.

Employing 12 people at its Gold Coast factory, *esmi skin minerals* has a close-knit team that values teamwork.

“Successful business is not just a one-piece puzzle or because of one person’s efforts alone, it is a collective of different peoples’ efforts who are completely passionate and obsessed with the same cause. I wouldn’t be here without each of my team’s input. They are all a part of the puzzle that make up *esmi skin minerals*.

Ensuring that each of our *esmi skin minerals* customers has a valuable experience when shopping with *esmi* is our number one goal. From when they land on our site, managed by the amazing Jen, or chat to Meg in Skin Service about what would work best for their skin or when they’re engaging with Georgia and Amy (Customer Service extraordinaires), or relying on Lisa and Adele to pack their products carefully...when they receive their products beautifully packaged and having had an awesome follow-up experience it’s just part of our value proposition,” explained Ms Hess.

According to [Roy Morgan research](#), Australia’s cosmetics industry has grown significantly over the last four years with 51% of Australian women (5.3 million) buying cosmetics in an average six-month period, up from 49% (4.8 million) four years ago. *esmi skin minerals* plans to capitalise on their recent growth and has no plans to slow down.

“*esmi skin minerals* have somewhat gone viral but in a good steady way. Our socials have grown fast and is steadily growing. It has never been a ‘get famous or popular quick’ scheme and we don’t want to be a trend that everyone jumps on now and then forgets about. We are in it for the long run,” Ms Hess said.

For more information about *esmi skin minerals* visit <https://www.esmi.com.au/>

