Personal care products from crops growing in Ethiopia

DAMASCENE
ESSENTIAL OIL
Essence of Life

Herbalworld.eth@gmail.com
The product

More than 85% of the required ingredients will be collected from small holder farmers

Aromatic herbs + oil seed crops
Natural

All ingredients will be sourced from traceable natural resources

Magical

Easy to use : In form of Shampoo, lotion & cream

Comfortable

Use the traditional knowledge in modern technique to deliver the benefits of each plant
Promote healthy lifestyle

Reduce stress, depression and anxiety in addition to other aroma therapeutic benefits

Affordable

Reasonably priced, available in different packing size
Environmental impact
Cultivation of herbs & aromatics

- Positively contribute for soil conservation and reforestation

Production & Processing

- Doesn’t pollute the environment rather has diverse benefit
- Contributory for climate change adaptation and mitigation
- Implement in agreement with green development policy of the Government
- Create valuable job opportunity for large number of people
- Contribute for agricultural diversification
- Have antibacterial and anti fungal characteristics for safe commercial Pesticides
- Reduce the cost of purchasing synthetic pesticide
Customer
Business

- Hotels (current & new)
- Aromatherapy Centers
- Pharmacy
- Beauty care center

End users

- Men and women,
- Especially between age 20 and 40
- More and more women
- Typically from age 15 on words.
Market for natural personal care products
Growing in average of 9% every year in past 10 years
The average sales was 4.5 billion Euro/year in year 2014.

For natural cosmetic industry is expected to share 4% of the world market by the year 2017.

For organic products expected growth rate is 10-30% in next 5-10 years.
• Young people are driving the growth in personal care products sales. As they now have increasing is disposable income.

• Strong potential to be unique export products from Ethiopia

• Wide base of knowledge that haven’t been recorded and recognized.

• Sustainable income source for more farmers growing herbs.
Financials

DAMASCENE
ESSENTIAL OIL
Essence of Life
Financial return on product

Estimated to reach IRR, After tax 0.32

The amount of money required

Estimated to 6 million birr, consider maintaining list possible standards of GMP.

Project pay back time

Three and half year (3.5 year)
Professional and social experience of project team leader
Qualification & experience

- More than ten years of
  - Pharmacy related function

*Community mobilization & coordination

*Coordination & organizing environmental events
The Ethiopian ministry of industry
In
“spice industry development strategic plan 2015-2025”

Participate

The Ethiopian institute of Agricultural Research
“Aromatic and Medicinal Plants Production processing and Marketing Using Out Growers”

Collaboration
*Cheshire Services Ethiopia (C SE)
*Nature and Biodiversity Conservation Union (NABU)
Collaboration

* Agee Business Support Facility (ABSF)
* Alliance for Women Entrepreneur Program (AWEP)

Founder & board member

Ethiopian Spices, Herbs and aromatic plants growers and processors association
Job creation
Direct job

Up on full operation, the project will hire 80 fulltime & 50 part time employees.

Indirect job

With in 15 years, 4500 smallholder farmer and 10 unions will be involved in production and supply of raw material.
summing up
The production of personal care products from herbs and crops growing in Ethiopian Cultivation, production and processing are Contributory for climate change adaptation and mitigation.

Use the traditional knowledge in modern technique to deliver the benefits of each plant Based on study of customers interest.
Local and global demand increases shows there is big possibly of diversification of the products.

Up on full operation, the project will hire 80 fulltime & 50 part time employees excluding indirect job creation for 4500 out growers in 15 years.

If the challenges of meeting GMP(Good Manufacturing Practice) like land, finance...are solved, and start production this project will create sustainable market for 4500 smallholder farmers, motivate innovation and add value for the products.
Thank You