

**HOW TO START YOUR OWN COSMETIC
LINE: THE BRUTALLY HONEST TRUTH
FROM A COSMETIC CHEMIST BY GINGER
KING**



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How To Start Your Own Cosmetic Line

The Brutally Honest Truth
From A Cosmetic Chemist

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About the Author

Ginger King has been passionately creating beauty products from concept to finish since 1995. She is well versed in innovative concepts, creative product formulation, advanced technology applications, ergonomic package development and impactful competitive analysis. Ginger has developed over hundreds of products from hair care to skin care, and sun care to color cosmetics. Her claim to fame products include the revolutionary first to market Joico ICE SPIKER, water resistant hair glue, Freeze 24.7 Ice Shield, SPF 15 face wash and Avon Advance Techniques Color Protection series. Her Avon True Color Eye shadow and Daring Definition Mousse Mascara have also been selected as the finalists for CEW (Cosmetic Executive Women) for 2005 and 2006 respectively. Ginger holds several patents in cosmetic formulations. Ginger is currently the founder & CEO at Grace Kingdom Beauty, a cosmetic product development firm in New York where she consults for cosmetic brands, contract manufacturers and raw material suppliers. She has previously held management positions with Barnet Products Corporation, (cosmetic Raw material supplier), ChemAid Laboratories (cosmetic contract manufacturer), Freeze 24/7 International (Cosmetic marketing company), Avon Products Inc. (Fortune 500 company), Joico laboratories (salon hair care) and Jason Natural Cosmetics (Natural Cosmetics). Ginger has also received numerous corporate awards for thinking out of the box claims, cost savings and leadership. Ginger holds an MBA in Marketing from Long Island University as well as a Master's in Natural Product Chemistry from San Jose State University. Ginger is also an graduate from the entrepreneurship program at Rutgers University. She is an active member of Cosmetic Executive Women and Society of Cosmetic Chemists. Ginger loves to make and sell cosmetics and was once a beauty consultant for Estee Lauder, Clinique, Elizabeth Arden, Chanel, Clarins, Borghese and Men's Fragrances. She is also fluent in Mandarin, Cantonese, Taiwanese and some Japanese. Ginger travels extensively in Asia and is aware of the Asian cosmetic trends. She has been the key note speaker for a few brand launches and has spoken at HBA conference on product development. Ginger is a beauty expert on Beauty Press and has been on New Beauty Tea Time Chat as well as speaking at Rutgers University on Marketing & Branding. Ginger lives and breathes in beauty 24/7. For more, check out www.gracekingdombeauty.com

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This is a guide for those interested in starting a beauty business including skin, hair, make-up or natural cosmetics. It gives a comprehensive guidance with bullet points to navigate through the business landscape to make the dream of owning a cosmetic line a reality.

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This book has some great "basics" that someone new to the industry would need ...

By Cynthia Cirlin

This book has some great "basics" that someone new to the industry would need to know. Because starting a beauty company can be much more complex, it is good to know the basics first and go from there. Many of the suggestions make sense (i.e. choosing a name that is not someone's personal name; using fragrance water vs. fragrance among others.) There are also some valuable websites that are listed. This book will really help people who are just beginning to consider starting their own beauty company.

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By Amazon Customer

While not an in-depth account of everything required to launch a line of cosmetic products. It is a smart description of the essential elements required to get started from someone with deep knowledge. I appreciate the honesty around the where there could be challenges and the clarity of if you are passionate about it, do it. I appreciate the value of advice from an expert in any endeavour which is what you are getting here.

1 of 1 people found the following review helpful.

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Very to the point, insightful, and gives the fundamentals that someone interested in the industry would need. Eagerly awaiting for Ms. King to write a more dense volume with her vast industry knowledge and experience. Definitely recommend!

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