

# AURRELLE

## COMPANY PROFILE

Nouvelle Cosmetics (Pty) Ltd, trading as AURRELLE

Company Registration Number :2013/160669/07

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# COMPANY PROFILE

Nouvelle Cosmetics is a company that innovates and distributes unique ranges of products for consumers in the beauty and hair care industry. The company's first range, Aurrelle, is a high-end hair care range designed to revolutionise and simplify the way that women of all color care for their hair.

With the introduction of an organic, modern range of haircare products developed using indigenous Southern African essential oils, the brand retails in South Africa and Internationally.

## Mission:

To provide superior hair care products to the market through commitment to research, innovation and insight into the ethnic consumer's needs.

## Vision:

To be the leading brand in African-produced luxury hair and beauty products; a brand with a powerful global presence and a reputation for excellence.



# CONSUMER PROFILE

The product range has been developed for both men and women of all colour; but the marketing focus in South Africa has been on ethnic women with the profile described below.

Age: 15 years and above

LSM category: 7-10

Geographical area: Worldwide, urban areas only

Ethnic Group: All

Individuals or Businesses: Individuals

Lifestyle: Modern, discerning, trend-conscious and affluent women looking for a high-end hair care product. Women with an understanding of organic beauty and personal care, and an interest in what goes into their products.

Buying patterns: Spend a sizeable portion of their disposable income on beauty and fashion

The characteristics of the South African (and African) hair care industry are as follows:

- Growth of the LSM 7-10 group between 2001 to 2011: from 6,394million to 12,206million (approx.. 60% increase)
- Change in racial profile of LSM 7-10 from 2001 to 2011: 149% increase in black people and 45% decrease in white people
- - Estimated spending on haircare products in South Africa, Nigeria and Cameroon in 2013: \$1bn (approx. R12.1bn)
- - Estimated size of South African ethnic hair market: R4.5bn (65% on Dry hair products and 35% on Wet hair products)
- - Estimate growth in the liquid haircare market between 2013 and 2018: 5%
- - Hair care trend analysis: "...ethnic consumers in South Africa are increasingly demanding products that are less damaging to their hair...shifting towards natural hair styles that are chemical-free and are trying to grow their hair out."

Data sources: Euromonitor, June 2014 report

Garron Reynolds, Managing Director of FR!KA Hair quoted in an article by the Business Day Online  
South African Advertising Research Foundation



# MARKETING MIX

## PRODUCT

### ORGANIC SHAMPOO

Infused with organic rose geranium; the shampoo gently lifts away impurities and product build-up, leaving the hair and scalp cleansed and refreshed. The sulphate-free, paraben-free formulation ensures that your hair and hair color stay radiant and nourished whilst deeply cleansing the hair from scalp to tip.



### ORGANIC CONDITIONER

Designed to deeply penetrate and nourish each strand of hair - the conditioner's rich, organic formulation heals dry or damaged hair.

The argan and rose geranium oils work together to restore health, shine and bounce to your hair, leaving it smooth, silky and strong.

### MOISTURISING OILS

ORGANIC MARULA OIL

ORGANIC ARGAN OIL

ROSEMARY INFUSED CASTOR OIL

Our range of organic essential oils are packed with vitamins A, E and Omega 6 & 9 to deeply hydrate the hair and scalp. The natural antioxidants found in each of them are vital for repairing and restoring your hair for a nourished, healthy glow.



# PRICE

The range of products varies in price from R109 to R249. This is slightly above the saturated mid-to-low end market.

Because the beauty industry has been proven to be sturdy even in harsh economic climates, the consumer is not extremely price sensitive in this instance and is willing to spend on good quality beauty products.

No discounts or credit facilities are offered at present.

# PLACE

## SOUTH AFRICA

Currently the products are available through Aurrelle's online store ([www.aurrelle.com](http://www.aurrelle.com)) and they are marketed on social media (Facebook, Twitter, and Instagram). A handful of premium ethnic salon partners have been chosen and distribute the product in the Johannesburg area.

## INTERNATIONALLY

Distribution partners market and retail the products in Australia as well as India. International sales are spread between beauty salons, retailers and online beauty platforms.

# PROMOTION

Aurrelle is currently marketed through social media, with the view of progressing to print media channels.

The brand has also showcased at Professional Beauty Expo Johannesburg as well as Professional Beauty Expo Sydney, Australia and Mumbai, India.

The next phase of marketing the product and generating revenue will be setting up salons and blow bars in South Africa. This will assist in bringing the products closer to the consumer, as well as providing a platform for the Aurrelle brand to educate women about their hair and how to grow it – something that is at the heart of the company.

The brand will also be featured in Elle, South Africa, in January – with features in other South Africa magazines such as Marie Claire, True Love, Grazia and Cosmopolitan to follow.

# AURRELLE INTERNATIONAL

PROFESSIONAL BEAUTY - AUSTRALIA & INDIA







# FLAGSHIP SALON

The next phase in the brand's expansion is to open a modern ethnic hair salon in order to develop both its offering and clientele in the beauty space. The first of its kind will be situated in Pretoria East area and will maintain the same modern, elegant taste that the brand continues to implement. With simple yet impactful design elements and clean, functional spaces, the salon will offer a refreshing, professional service that is both affordable and reliable.



The image features a white background with large, vibrant green tropical leaves, likely from a Monstera plant, positioned in the top-left, top-right, and bottom-left corners. The leaves are detailed with visible veins and some natural-looking holes or splits. Centered on the page is the text 'www.aurrelle.com' in a simple, black, sans-serif font.

[www.aurrelle.com](http://www.aurrelle.com)