

Botánica

BEAUTY

Phase 1 | Sarah Koroma & Noelia Gonzalez



ALL THINGS ADA

Ada Rojas

- Owner & Founder of Botánika Beauty - 2019
 -  Mentor - Aisha Crump
- Influencer turned Entrepreneur
- Beauty Blogger - 10 years
 -  AllThingsAda.com
 -  41.4k followers
- First-Generation Dominican - Afro-Latina
- Bronx, NY



BOTÁNICA & BOTÁNICAS



Botánika Beauty - under \$12 products

- Is inspired by the local Bronx botánicas, which are spiritual stores.
- Botánicas are dominant in Latinx communities, where people can buy herbs and folk medicine to heal themselves.

“The products in my Botánika Beauty line have the ingredients that these shops sell, like sage and rosemary, and it all ties back to botánicas being created by us, for us.”

- Founder, Ada Rojas



BRAND OVERVIEW

- To transform the typical hair routine to a moment of self-care and reflection.



Uplifts fellow goddesses through herbal remedies that helps nourish hair.

- The brand offers the Afro-Latina community a way to connect with themselves, their roots, and become a cornerstone in their selfcare ritual.



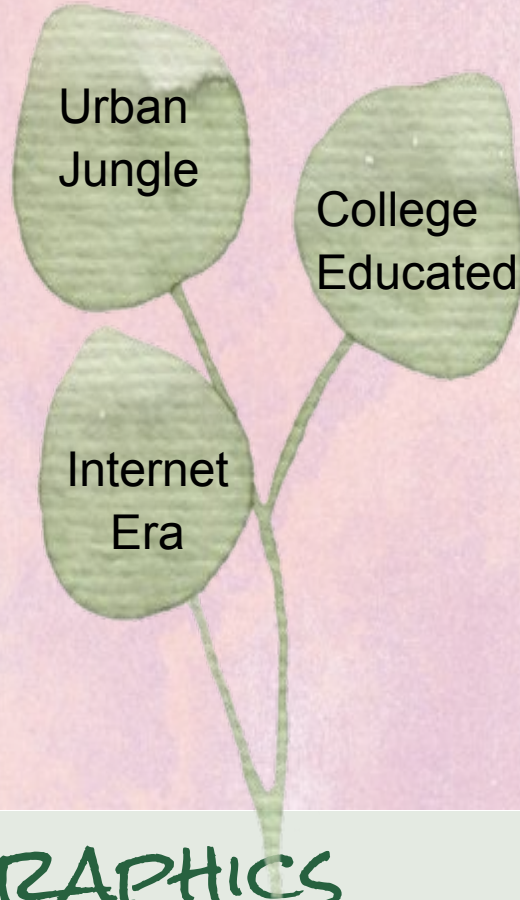
Encourages goddesses to be inspired by the community of powerful women who came before them.



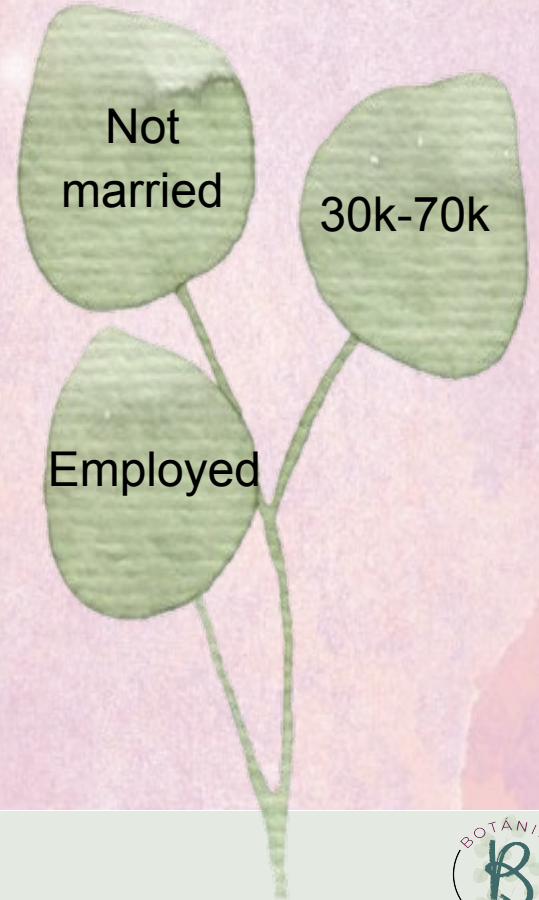
She is...



She sprouted from...



She's Most Likely...



GODDESS DEMOGRAPHICS



PSYCHOGRAPHICS



Attitude

Entrepreneurial driven with hustle to back it. Gratitude and giving back.



Beliefs

Has a liberal view on life and may follow spiritual or holistic practices. Ingredient savvy.



Values

Values time for reflection. Creates and follows her own self care rituals.



Hobbies

Enjoys all things beauty and style. Her hobbies include DIY projects & looking her best.

MEDIA PRESENCE

The image shows two Instagram profiles side-by-side. The left profile is for **botanika_beauty**, which has 383 posts, 13.6K followers, and is following 11 accounts. The bio describes it as a Latinx haircare & beauty brand, owned by @allthingsada, and available at Target, Walmart, and Amazon. The right profile is for **allthingsada**, an entrepreneur with 4,209 posts, 41.4K followers, and following 2,982 accounts. Her bio mentions she is Afro-Latina, based in CHI + NYC, and is the owner & founder of Botanika Beauty. Below the profiles are navigation buttons for Follow, Message, and Email, and a row of category icons including Local Busin..., Press, Takeovers, Reviews, Goddesses, FAQ'S, Inspiration, DR, Workshop, and Nails.

Instagram: @botanika_beauty

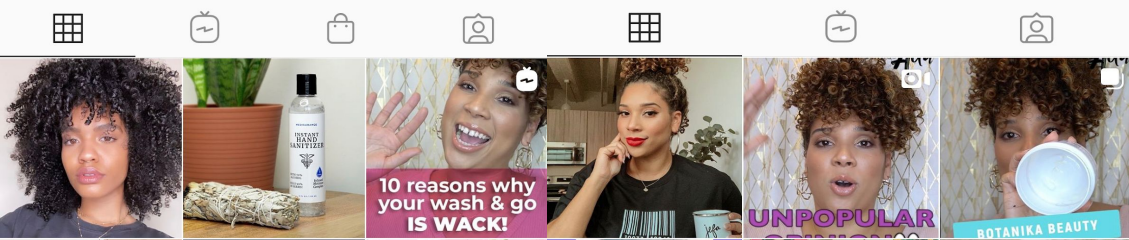
- 13.1k followers
- 383 posts
- botanikabeauty.com

Instagram: @allthingsada

- 41.3k followers
- 4,209 posts
- AllThingsAda.com



HOME ABOUT SHOP STORE LOCATOR TUTORIALS CONTACT CART



COMPETITION- RIZOS CURLS

Rizos Curls: An all-natural product line for curly, textured hair

- Owner & Founder: Julissa Prado
 - Influencer turned Entrepreneur
 - Self-Funded
 - Afro-Mexican
- Instagram: @rizoscurls
 - 163k followers, 874 posts

Botánica vs Rizo Curls

- Both are Latina self-owned, curly hair care entrepreneurs, looking to embrace their roots and empower their community to style their hair.



BUSINESS ANALYSIS - UNIQUE SELLING PROPOSITION

Although having an influencer based background with products galore. Botanika offers a different perspective from its fellow peers.

Creating and entering a new market category within the curly hair industry.

Changing wash days into self care day.

PROPOSAL

- **Flaunt the brand story:** At first glance, it's not obvious what this brand is truly about. These products are meant to act as meditative instruments to bring out the best you, while making you look and feel good in the process. It's changing the perspective of a wash day by including practices that allow for self love and care.
- **Improve Digital Experience:** Educate customers and guide them through the brands product line in depth to help inform their decisions and drive conversions.
- **Increasing Web Traffic and Conversions:** Extracting further data for continued improvement and optimization of the customer experience. Creating links to websites to encourage traffic and site engagement.
*Be transparent when asking for permission.