



There Is No Competition When You're Manifesting Your Own Lane: Shaily Kataruka, Founder, The Earth Collective

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In an interview with BW Businessworld, Shaily Kataruka, Founder, The Earth Collective, talks about her new venture and challenges in the sector.



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What made you start this?

The Earth Collective is an honest, premium hair care brand. Why hair care? This was based on personal experience and industry insights.

We felt there was one major deficiency in the hair care sector which became our focus. While people kept searching for good hair products, they hardly ever focussed on scalp care. We wanted to make everyone appreciate that taking care of the scalp was essential for healthy, lustrous locks. The truth is, only proper nourishment of the scalp can ensure beautiful hair.

My husband and father-in-law played huge roles for me to pave my way. With their profound experience and solid background in the cosmetics industry — complete with technical knowhow, an efficient R&D team and a certified manufacturing unit — helped me plunge headlong into years of research and development before launching The Earth Collective, in March 2020

How difficult is it to convince people for a new brand when they are already comfortable with the other beauty products?

It is the lack of alternatives why people continue using the same products even though they are not satisfied with it. Sometimes it can even be the lack of knowledge as to what their hair or scalp really needs.

Hence, if you have the best to offer, catered to their hair needs, convincing people would not be difficult. Our USP is our specialization in Hair care as The Hair Specialist. The Earth Collective has a range of products that not only fill in a prominent need gap in the market, but also is a brand that offers the best quality, result oriented products to customers. At The Earth Collective we offer personal consultations to help consumers choose the right products and go above and beyond to ensure their happiness. And there is no better source of advertisement than a satisfied customer.

3. We are in times where social media has taken over traditional media. The biggest difference is, on social media your customers become a part of your growth as they interact with the brand at various levels and play a vital role as brand ambassadors. And with the reviews and feedback we have received, we couldn't be happier.

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