



Celebrating International Women's Day with the founders behind your favourite brands

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As the beauty industry continues to grow faster than ever before, there's never been a better time to be a beauty entrepreneur.

The Australian beauty and personal care products market was VALUED AT ([HTTPS://WWW.MORDORINTELLIGENCE.COM/INDUSTRY-REPORTS/AUSTRALIA-BEAUTY-AND-PERSONAL-CARE-PRODUCTS-MARKET-INDUSTRY](https://www.mordorintelligence.com/industry-reports/australia-beauty-and-personal-care-products-market-industry)) USD\$3.73 billion in 2020, and it is projected to register a CAGR of 3.87% during the forecast period (2021-2026).

So, in honour of International Women's Day on March 8, 2022, we're shining a spotlight on the women behind your favourite beauty brands.

From what IWD means to them, their inspirations, the best business advice they've ever been given and what they would say to fellow female entrepreneurs, *BD* spoke with over 20 incredible women to share their stories.

Jessica Bragdon – Koala Eco founder



What's the best business advice you've ever been given? It wasn't given to me personally, but passed down. It was from Eleanor Roosevelt, who said a great many wise things, including this one: 'do one thing every day that scares you.' I have tried to use this wisdom throughout my life to try my best to face my fears, and force myself to do things outside of my comfort zone. Following this advice has been incredibly useful in my career and life.

What would you say to fellow female entrepreneurs wanting to pave their own path in the industry? There comes a point where you just have to back yourself, take a deep breath and jump in. Resilience and self-belief are so important. You have to have confidence in yourself and in your idea. Having confidence in yourself is one of the hardest things, but it strengthens when you plunge in and get on with it. Be able to ask for and accept help.