

# beauty

Attention, beauty hoarders, we found this cute cosmetics organiser that will save you from chaos.

SCAN IT



SHOP IT



## Local heroes

Did you know that many of our fave beauty products are actually locally founded? From serums, facial oils and cleansers to mists and fragrances – these brands are producing A-grade, industry-hailed items that are worth **\*all\*** your pennies (we'll have two of everything, thanks). ▶

# Get to know the minds behind four of SA's rising beauty brands



**MARGAUX KNUPPE - AFARI**

## CAREER HISTORY

### MEDIA PLANNER AT FCB

I planned the schedules for TV, radio, print and digital. I enjoyed the digital side of things as it was a new medium with measurable results.

### BEAUTY ASSISTANT AT FAIRLADY

I made the switch from advertising to publishing. I had also just read and watched *The Devil Wears Prada*, so I felt it was meant to be.

### BEAUTY EDITOR AT GLAMOUR SOUTH AFRICA

I learnt that even though the beauty industry can be perceived as a frivolous one, it actually has the power to transform lives in the most positive ways.

Brightening Elixir (R1 595)



**BEST-SELLERS**

### 2011 CO-FOUNDER OF RUBYBOX.CO.ZA

We launched a monthly beauty-box subscription to help customers find the right beauty products without having to invest in a full-size purchase.

### 2015 SOLD OUT OF RUBYBOX

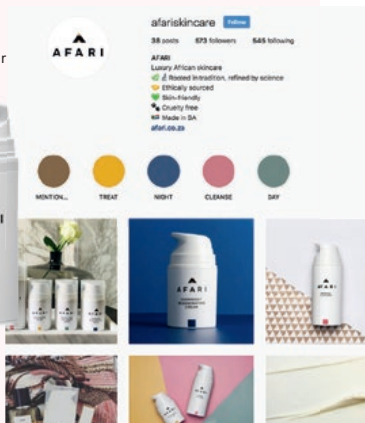
I took some time out to regroup and went on the Fynbos Tour in the Overberg where I learnt about the 6 500+ species of fynbos that are only available in South Africa. This inspired me to find a botanical that I could use in a skincare range.

### 2015-2016 BRAND MANAGER OF FOSCHINI BEAUTY

I launched the e-commerce platform *Foschiniforbeauty.co.za*.

### 2017-2019 PRODUCTION OF AFARI BEGINS

I found the indigenous botanical and received the first lab samples for Afari. The formulation was approved and went into production. I left The Foschini Group and *Afari.co.za* went live!



**CONNIE BHEBHE - CONNIE TRANSFORM**

## CAREER HISTORY

### 2015 BACK TO SA

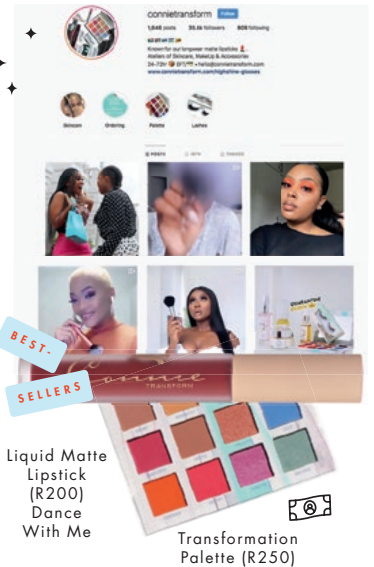
After living in Canada, I returned to SA with a self-published book called *A Young Woman's Guide To Creating A Balanced Life*. I soon realised that book sales wouldn't maintain my lifestyle, so I needed to make a change.

### 2016 THE POWER OF INSTAGRAM

I designed the sample production of the first ThermoSculpt waist-trainer unit and got to work. Boity posted an image using the belt, which led to an instant sell-out.

### 2017 THE PRODUCT THAT STARTED IT ALL

I decided to create lip products that suited my skin tone, and began the formula sampling phase with a chemist I knew.



**BEST-SELLERS**

Liquid Matte Lipstick (R200)  
Dance With Me

Transformation Palette (R250)

### 2017 THE OFFICIAL LAUNCH

The first five matte lipstick shades launched with a strong focus on opaque shades and a smudge-proof payoff. Mihlali Ndamase, Cynthia Gwebu and many more shared their positive reviews.

### 2018 THE GROWTH OF THE BRAND

Connie Transform grew its product line beyond lipsticks to feature an original eye-shadow palette, as well as lash and brow products.

### 2019 UPGRADES AND PRODUCT EXPANSIONS

Connie Transform created an organic skincare range proudly made in South Africa, and invested in new packaging.



JESSLYNN SHEPHERD – LULU & MARULA

CAREER HISTORY

HOW MY CAREER IN BEAUTY BEGAN

I interned at *Elle* to pursue my love of beauty and writing. I decided it wasn't for me and moved over into advertising.

NATURAL BEAUTY

I noticed a global trend in natural skincare, so I created my own natural products in my kitchen. Basic versions of our Balancing Cleansing Balm and Purifying Treatment Oil were made.

THE OFFICIAL KICK-START

Lulu & Marula was created and its online store launched.

2014

THE BRAND EXPANDS

The first physical retailer started stocking Lulu & Marula in their store.

2015

A MAJOR STEP FORWARD

Lulu & Marula launched on Faithful To Nature's online store.

2016

AN UPDATE AND UPGRADE

Lulu & Marula got a brand refresh and we created a new label.

2018

OUR RANGES GREW

The Lulu & Marula Professional salon and spa range was launched.

2019

WE SECURED TWO MORE ONLINE RETAILERS

The brand launched in Truworths and on *Superbalist.com*.

2020

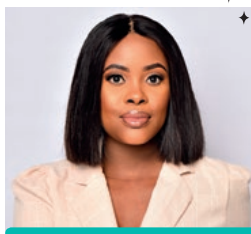
SEAL OF APPROVAL

Lulu & Marula was acquired by Adcock Ingram Healthcare as part of their personal-care portfolio.



Soothing Hand And Foot Balm (R270)

Energising Body Balm (R270)



NOMFUNDO NJIBE – CHICK COSMETICS

CAREER HISTORY

GAINING NECESSARY EXPERIENCE

I worked for MTN SA as a customer-care executive. This is where I learnt about great customer service.

THE NEXT CHAPTER

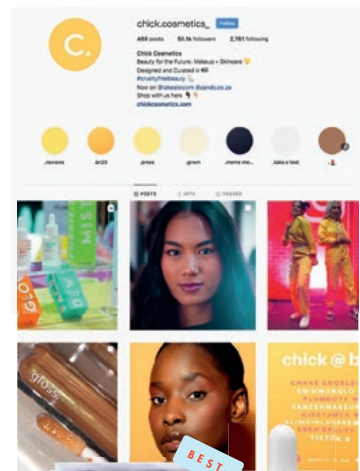
I worked for a gaming company as a licensing admin assistant. I then became the training and skills development officer.

TAKING THE LEAP

I completed my BCom in human resource management while working full-time. I didn't know what my next move would be, but I knew that it would be business-related.

THE FIRST COLLECTIONS

I launched Chick Cosmetics. Our first collection sold out thanks to being featured on Insta. The Yellow Box collection included the first microfibre sponge in SA.



Baggage Claim Hydrating Eye Patch (R120)

Glow Boost Serum (R280)

2019

A YEAR OF FIRSTS

We launched the Nightwind Eyeshadow Palette. It's our bestselling product to date. Chick Cosmetics was also the first South African beauty brand to create a LGBTI influencer campaign.

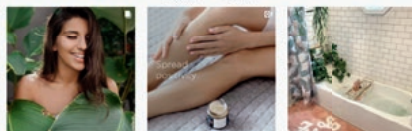
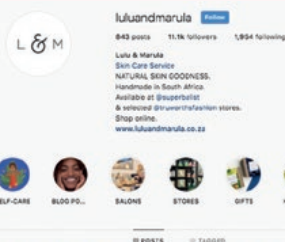
EXPANDING OUR OFFERINGS

Chick Cosmetics debuted skincare products, and the brand was also shortlisted for L'Occitane's Beauty Incubation in France.

2020

TAKING TOP ACCOLADES

We launched a travel collection with Asian model Mew Butsri as the face to highlight diversity. In March, Chick Cosmetics was announced as the brand to watch at the Future of Beauty Summit. ■



PHOTOGRAPHY ANDRE WEPENER/PIXEL LOUNGE AS TOLD TO ZIPHO NTLOKO