

# ALPHA ORGANICS

## PRODUCT CREATION/MARKETING MIX & LUSH COSMETICS SWOT ANALYSIS

by Samantha Velasquez

### ALPHA ORGANICS PRODUCT: STRESS RELIEVING BATH BOMB

#### WHO WE ARE

Alpha Organics is a company created by a group of college students from The University of Houston in 2015 with their main goal to partner up with Lush Cosmetics and create new and organic product line that is all about relaxing the body, mind and soul. Products not only for relaxing and stress relieving purposes, but to also create products which are also safe for the environment.

#### WHO IS THIS INTENDED FOR?

Anyone! Alpha Organics created the Stress Relieving Bath Bomb for the sole purpose of providing a relaxing and luxurious bath for anyone who has had a rough day; whether mental or physical or both.

#### WHAT IS A BATH BOMB?

A bath bomb is a hard-packed mixture of materials which react and fizz when they come into contact with water. They are also used to add essential oils, scent and color to bathwater. Depending on what ingredients are used, a bath bomb can be used for an array of situations such as softening your skin, provide a soft body scent and even for therapeutic purposes. Bath bombs are placed inside a tub filled with luke-warm water where it will fizz and the person can enjoy all the benefits the bath bomb has to offer.

### WHAT IS INSIDE OUR BATH BOMB AND WHAT BENEFITS WILL IT HAVE ON MY BODY?

#### EPSOM SALT

Epsom salts are one of the key ingredients in our bath bomb as it has many health benefits for a person's body. The use of Epsom salts in baths have been shown to improve the symptoms of many health conditions which include athlete's foot, sprains, bruises and muscle soreness. It has also been shown to help detoxify your body and provide anti-inflammatory benefits as well while improving the mineral and sulfur balance in our body.

#### LAVENDER OIL

Lavender oil works as a natural antihistamine and possesses strong anti-inflammatory properties to help soothe allergic reactions and provide pain relief muscle tension/joint pains and spasms.

Lavender oil also well known for soothing nerves and emotions which makes it a perfect candidate to be used as a natural sedative.

It is also known for alleviating acne and provide some help in preventing future break outs. It does this by inhibiting bacteria to grow on your skin and aids to balance out your body's sebum secretion which are glands in your skin that release oily or waxy matter.

#### EUCALYPTUS OIL

Eucalyptus oils are effective for treating a number of respiratory problems which include colds, coughs, asthma, nasal congestion, bronchitis and sinusitis. The oil is an antibacterial, antifungal, antiviral, anti-inflammatory and decongestant in nature which makes it a key ingredient in medicines that treat respiratory problems.

One very important reason that many people use eucalyptus oil is that it creates a cooling and refreshing effect. Normally, people suffering from certain conditions and disorders are slightly sluggish. Eucalyptus oil, a stimulant, removes exhaustion and mental sluggishness and rejuvenates the spirits of the sick. It can also be effective in the treatment of stress and mental disorders.

In regards to muscle and joint pains, eucalyptus oil has been shown to help relieve stress and pain due to its anti-inflammatory tendencies. Doctors will normally recommend to patients who suffer from things such as sprained ligaments and tendons, stiff muscles, aches, fibrosis and even nerve pain.

## COCONUT OIL

Coconut Oil is a carrier oil that is used in the bath bomb which not only helps dilute the essential oils but also help carry the essential oil into the skin and allow the user to gain full benefit of the essential oils in the bath bomb.

Coconut oil also acts as an excellent moisturizer on all types of skin especially dry skin and helps prevent dryness and flaking of a person's skin. It also helps delay the formation of wrinkles and skin sagging and helps treat various skin problems such as dermatitis and psoriasis.

## WHAT OTHER INGREDIENTS ARE INSIDE THE BATH BOMB?

The following ingredients are used for binding purposes and are also safe when exposed to the human

body:

- Baking Soda
- Citric Acid
- Corn Starch
- Food Coloring
- Water

## MARKETING MIX

### PLACE

With Lush Cosmetics being located in 48 different countries around the world, Alpha Organics will be located at each one of their stores next to their bath bomb selections where customers can be educated about the benefits of the Stress Relieving Bathbomb.

### PRODUCT

While Lush Cosmetics is known for making a wide array of bathbombs, Alpha Organics wants to partner up with Lush Cosmetics to focus on creating a line of products that have ingredients that will specifically help alleviate the body of any negative tensions such as sore muscles and joints, emotional and psychological stress, and leave the customer feeling refreshed.

The products are also not tested on animals and are picked from materials which do not cause harm to the environment.

## PRICE

The bath bomb comes in two sizes which are Small and Large; the smaller one would be priced at around \$3.00 and could be used as a companion bath bomb if combined with other bath products from Lush and the larger one would be priced around \$6.50 due to the quantity of the bathbomb.

## PROMOTION

Promotions will rely on social media advertising such as Facebook, Instagram and twitter for promotions, but also using YouTube as a means to show how the stress relieving bath bomb is made in order to have complete transparency with our customers. There will also be promotions on Lush Cosmetic's website where people can not only educate themselves on what the product does, but also what the overall mottos of Alpha Organics and Lush Cosmetics.

## S.W.O.T ANALYSIS

### STRENGTHS

Lush Cosmetics is a worldwide known company.

Access to environmentally safe raw materials

Over 678 shops in 48 countries  
No products are tested on animals  
Lush gives back to charities that help with the movements of creating a healthier environment.

### WEAKNESSES

Labor costs  
Raw materials cost

Some of the pure products can spoil and must be kept in the fridge.

High prices of the products may not make them appealing to those who wish to save money.

Advertising is mainly done through social media which is not considered as effective compared to global players.

## OPPORTUNITIES

Increasing rate of store numbers leads to an increase potential customers.

Educating people of fresh and healthy products for the skin and body may attract potential customers.

## THREATS

Customers might choose conventional over responsible products due to the price.

Availability of cheaper products from other companies.

## LUSH COSMETICS

### WHO ARE LUSH COSMETICS?

Lush Cosmetics is a company which makes fresh and organic fruits, vegetables, essential oils and safe synthetics to create safe and healthy products for their customer's body.

They use little to no preservative packaging that is safe for the environment and only use vegetarian ingredients. Lush purchases their ingredients from only companies who do not have their materials tested on animals, but instead are tested on humans as they have a strong stance against animal testing.

### GREEN POLICY

Lush Cosmetics have always tried to find creative and innovative solutions to make a positive impact on the planet we live in. They support hundreds of environmental groups through their Charity Pot program and ethical campaigns in a movement to help bring awareness to a multitude of causes and help bring change.

Their packaging is meant to be as minimalistic as possible and give the customer to go 'naked' with their products. By this they mean they will give you the option to use no packaging at all when you purchase your products; when packaging becomes unavoidable, Lush will use recycled materials and will reward their

customers if they bring back 5 cleanpots of their previously purchased products. To curb their waste production, they will use effective recycling programs to avoid sending anything to the landfills.

Lush works hard with their factories and distribution centers to make sure the majority of their output is recycled, composted or re-used in some way or form.

When waste becomes inevitable, they take measures to make sure that said material is 100% recyclable, compostable and biodegradable whenever possible.

They do this by making sure their pots and bottles are made from 100% postconsumer recycled plastic, their carrier bags made with complete post-consumer recycled paper and is compostable and their gifts are wrapped in 100% recycled paper and packaged with biodegradable filler.

In regards to their raw materials, they always make sure that any materials that go into their products are considered "earth friendly" as well as safe for the body.

An example of how far they will go is that they have black listed palm oil and plan to remove it from all their products in the hopes of replacing it with oils that are obtained in a way that doesn't damage the environment.

## **ETHICAL BUYING**

When it comes to creating their products, Lush Cosmetics makes it a priority to find out where their ingredients come from and how they are made.

Ethical Buyers is a team that works with Lush Cosmetics to travel around the world and find fresh ingredients that can not only be used in their products but are also produced in a safe and humane way that does not condone animal abuse nor will it harm the environment if they are obtained.

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