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ganamos el premio a la
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mucho para esto.

Country: Guatemala · Guatemala **Category:** Not Assigned/ Unknown **Impact Areas:** Adaptation, Circular Economy, Nature-Based **Stage:** Launched **Team Size:** 6 **Website:** —

Elevator Pitch

Sustainable natural nanotechnology

Climate Problem

Clean water, circular economy, we use 7 liters of water for removal, cornstarch packaging. Wind energy in some processes.

Solution

Azahara offers sustainable skincare solutions for women going through menopause. It addresses the issue with personalized treatments, natural products, and protocols that hydrate, regenerate, and improve firmness, promoting skin health and reducing the impact

Revenue Model

Azahara generates revenue through specialized beauty services and the sale of natural hair and skin care products tailored to women going through menopause. It also offers packages and memberships that ensure recurring revenue.

Target Market

Azahara's target market consists of women aged 25 to 60 who are going through perimenopause or menopause and are interested in skincare using natural and effective solutions. It also includes customers seeking ethical and sustainable beauty treatments

Social Impact

Indigenous Peoples, Women

Demand Evidence

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Competitors

Only the most well-known brands on the market, but they aren't entirely organic. Azahara is organic and uses nanotechnology.

Founder Expertise

I am a founder, stylist, and trichologist with 30 years of experience. I offer expertise in skin and scalp care, the design of personalized treatments, and the use of natural products, with a focus on women going through menopause and delivering real results.

External Support

At this time, the Chamber of Commerce has not yet awarded the sustainability prize in Guatemala.

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