

Targua Naturals - Food & Agriculture

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Country: Costa Rica · San José **Category:** Food & Agriculture **Impact Areas:** Adaptation, Nature-Based **Stage:** Launched **Team Size:** 2 **Website:** <https://linktr.ee/targuaCR>

Elevator Pitch

We create hair care products (shampoo and tonic) made from the sap of the "Croton Draco" tree (without harming the tree), using a collaborative and regenerative agriculture model, and reviving traditional medicine.

Climate Problem

We address the issue that environmental conservation costs money and that it is necessary to generate passive income from the forest to help communities earn a living while protecting the forests. Additionally, we aim to promote traditional medicine.

Solution

This harvesting method is environmentally friendly, as it does not damage the tree like traditional methods do. We use leaf pruning, and this method is compatible with environmental service payment programs.

Revenue Model

We extract the latex from the tree and use it to make shampoo and hair tonic, which are sold in some macrobiotic stores in Costa Rica. We have been in business for two years and currently have 15 retail locations.

Target Market

People interested in natural hair care who enjoy using natural products.

Social Impact

People Living in Extreme Poverty, Women

Demand Evidence

There is demand, as we currently produce about 150 bottles a month.

Competitors

There are several domestic and international hair care brands and treatments, some of which use natural ingredients. However, I haven't seen any other cosmetic products made from Croton Draco in Costa Rica.

Founder Expertise

I am an agricultural engineer specializing in process innovation. I have over 15 years of experience in commercial sales. I am passionate about regenerative agriculture and rural entrepreneurship.

External Support

We were selected for the ACTIVA-CATIE program two years ago, receiving non-repayable grants that helped us develop the prototype and fund the scientific analyses that formed the basis of the extraction process.

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