VIBRA+ · Clean Industry

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Country: Costa Rica · San Ramón Alajuela **Category:** Clean Industry **Impact Areas:** Nature-Based **Stage:** Launched **Team Size:** 1 **Website:** —

Elevator Pitch

Natural cosmetics for humans and pets, crafted with essential oils and natural ingredients only. Chemical-free, artisanal, and designed with reusable or refillable packaging for a more sustainable lifestyle.

Climate Problem

We reduce plastic waste, water contamination, and chemical pollution by creating natural cosmetics for humans and pets with reusable or refillable packaging. This matters because healthier products and less waste protect people, animals, and the planet.

Solution

We create natural, chemical-free cosmetics for humans and pets using biodegradable ingredients and reusable packaging. Through refill systems and eco-conscious production, we reduce plastic waste, water contamination, and toxic chemicals in daily life.

Revenue Model

We generate revenue through direct sales of natural cosmetics for humans and pets, refill programs, workshops, online sales, artisan fairs, and partnerships with eco-conscious stores and wellness businesses.

Target Market

Eco-conscious consumers, families, pet owners, and wellness-focused customers seeking natural, chemical-free products with sustainable packaging and refill options for a healthier lifestyle.

Social Impact

Women

Demand Evidence

We have validated demand through repeat customers, growing sales at artisan fairs, social media engagement, workshops, and increasing consumer interest in sustainable, chemical-free products for humans and pets.

Competitors

Our competitors include traditional cosmetic brands and some natural product businesses. However, we differentiate ourselves through chemical-free formulations for humans and pets, reusable packaging, and a strong sustainability mission.

Founder Expertise

I bring expertise in aromatherapy, training in natural cosmetics, and ongoing specialization studies in natural formulation. I also hold an MBA and have years of professional experience managing operations, people, and business processes.

External Support

We have received support through artisan fairs, community programs, training in natural cosmetics, social media promotion, and collaboration opportunities with local cultural and entrepreneurial organizations. The San Ramon Municipality and Banco Popular.

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