



Company profile

A quest for satisfaction

A former pharmacist and a marketing expert have combined their skills to create a cosmetic range which they believe addresses the problems many women encounter with make-up

A life-long ambition to be a cosmetic chemist, a love of make-up and a frustration with the cosmetics that were available on the market led Melbourne-based pharmacist turned cosmetic entrepreneur Irene Patsalides and her partner, marketing expert Andrew Naumoski, to develop the Mirénesse cosmetic range.

Launched on cable television's shopping network in November last year, Mirénesse (the name is a combination of Ms Patsalides' Greek grandmother's names) has already outsold some of the leading brands in the cosmetics market.

"I love cosmetics. I have spent a lot of money on them in my lifetime and I have sold all kinds through my pharmacies. My friends, family and customers told me constantly what they thought of various products and the common theme was that women wanted to buy quality cosmetics that did what they claimed at a value-for-money price," says Ms Patsalides.

"I became tired of buying products that were 'hyped' only to have them lying at the bottom of my bathroom drawers a few days later. They have now become 'research material' for what not to do."

Mirénesse is a result of two-and-a-half years of extensive research and development and the combination of Ms Patsalides' pharmacy skills and Mr Naumoski's marketing knowledge.

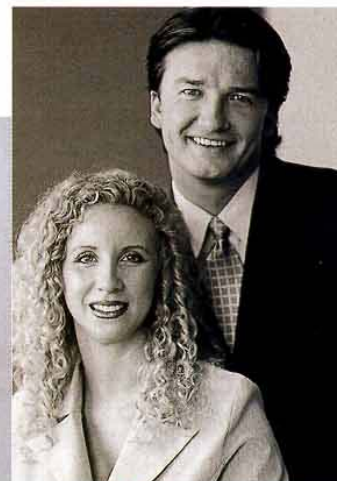
"As a pharmacist, I wanted to ensure Mirénesse contained the best ingredi-

ents in the most effective and safe combinations. Andrew wanted to ensure that everything about our designs and marketing was suitable for everyone from staff to customers," she says.

One of the most striking features of the range is the product packaging. Designed to be compact, easily carried, hygienic and refillable, the packaging is also chic and elegant.

Foundations with sunscreens that protect against both UVA and UVB rays; eye-shadows named after Greek gods that can be worn wet or dry, as well as custom selected in any combination; French formula nail glazes; eye-liners named after Egyptian gods and refillable lipsticks and auto-lipliners make up the Mirénesse range with the flagship product being the Curling Mascara.

"Our mascara is a really terrific product. It contains an exclusive formula which we spent a lot of time perfecting. It was one of my personal products as I have an oily skin and I found that my mascara would run after working all day in the pharmacy. This mascara does not smudge. To perfect the formula I had my friends wear it to bed to see if it ran or was irritating," says Ms Patsalides.



"It curls and lengthens yet is easily removed with warm water and cotton wipes. It's housed in a beautiful container and, when compared to other products, it is very economically priced. It's a dream mascara."

Ms Patsalides' pharmacy background has been invaluable to the development and launch of Mirénesse. She sees pharmacy as one of the main retailers of the range. The instore display stand was created from her personal experience with marketing cosmetics in her pharmacy days. A counter unit has been created specifically for smaller pharmacies or those with limited space.

Already selling nationally and to New Zealand, the pair hope to export Mirénesse to other countries within a year. The philosophy behind the range, says Ms Patsalides, is: "Mirénesse has a wide appeal so we are not targeting any particular group. It is a range for all women of all ages. It's a high quality product that leaves you satisfied." ♦