



HUMAN NATURE

Introduction



Location: Singapore, Global
Impact Location: Philippines

Industry: Eco-Friendly Cosmetics

Founded in 2008

Image Credit to Human Nature

Human Heart Nature was founded by Dylan Wilk and Anna Meloto and her sister Camille under Gandang Kalikasan Inc. California USA in November 2008. The headquarters of Human Heart Nature is based in Quezon City, Manila (Philippines) with its own manufacturing plant in Carmelray, Laguna outside Manila. All products are made in the Philippines in an effort to eradicate poverty by sourcing ingredients at more than trade prices from poor farmers and employing out-of-school youths with no firing policy.

Since its founding, the company has grown to distribute products around the world—from the United States, to the Middle East, Canada, Malaysia, Indonesia and now Singapore. Christine Buyco-Sy brought the efforts of Dylan, Anna, and Camille to Singapore by establishing Avely Imex Pte. Ltd as the sole distributor of Human Nature products.

Avely Imex Pte. Ltd. is a Singapore registered company that imports and exports products, with the objective of supporting sustainable social enterprises access the Singapore market and/or source supplies from manufacturers and distributors based in Singapore. At Avely Imex, we aim to be an ethical and sustainable enterprise by choosing only products that are environmentfriendly and whose ingredients are sourced at fair trade prices. We strive to fill in the gap in the personal care category between the high priced natural/organic products and the cheaper nonnatural, with harmful chemicals mass market products. We will achieve this by creative and target marketing to keep the cost low for more savings and more benefits to our customers.



Mission

Being faithful stewards of our God-given talents and natural resources, we will give the best of ourselves to urgently and sustainably build a global company which will showcase the best of the Philippines and uplift all our people, especially the poor through providing affordable, quality, natural products.



Image Credit to Human Nature

Social Intervention and Impact Created

Several natural products in Singapore are advertised as organic or free from harmful chemicals, but upon closer scrutiny, still contain potentially harmful preservatives. Human Nature combats this problem by providing 100% chemical-free products with all natural ingredients at an affordable cost. In addition to providing safe and healthy to use, environment- and animalfriendly products, Human Nature supports the community by establishing fair trade prices with Filipino farmers and good corporate ethics in an effort to eradicate poverty in Philippines.

At Human Nature, we offer the widest range from baby and kids care to hair and face care to home and pets care, with 100% no harmful chemicals—no parabens, no phthalates, no SLS/SLES, no petroleum-derived ingredients, and other toxic ingredients that studies have linked to cancer and health disorders. We believe in the precautionary principle: if credible study studies cast doubt on the safety of an ingredient, we do not use it.

Furthermore, we disclose every single ingredient on our labels, and when we say natural, we go to great lengths to ensure that our natural ingredients are not contaminated with chemicals. In fact, we don't use synthetic chemical preservatives at all! Since our products are used daily, it will be used up in a few months time so why add unnecessary synthetic chemicals just to extend the life of the products to 2 years or more? We believe that using fresh ingredients is always best!

Business Model

Below is a profile description of who our target customers are, and their core needs:

Income: Middle 60% of income bracket women (cosmetics line) 12 to 64 years old

Age: Babies and kids (0-12 years old), teens and adults (13-64 years old), women

Values/Beliefs: Reads the labels and wants to use organic/natural products if possible



In the June 2012 issue of Reader's Digest detailing the results of an annual poll of consumers' trusted brands in Asia, six attributes that were identified were: trustworthiness & credibility, quality, value, understanding of consumer needs, innovation and social responsibility. More relevant to note is that Human Nature addresses the questions that have been identified as fundamentals:

- Is the brand believable, safe to use and does it consistently deliver on the promises it makes?
- Are the brands' products or services well made or well designed?
- Does the brand offer good value for money?
- Does the brand respond to and satisfy consumers' changing needs?
- Does the brand regularly introduce new products, features or services?
- Does the brand support the community, the environment, its employees, and practice good corporate ethics?

Human Nature delivers all of the above with flying colors. However, this is only possible through an intentional, effective go-to market strategy.

Current Marketing Efforts

The following are current channels of marketing for Human Nature:

- Social Media / Viral Marketing - a highly reliable and trusted form of marketing and is a priority that will be tapped on constantly. Most effective are:
 1. Facebook - hosts contests/giveaways to create buzz
 2. Twitter - keep them connected constantly
 3. Youtube - latests news from Human Nature Philippines
- Google Ads and Search Engines – Google Ads is one of the top sources of new buyers. Sales conversion is most likely due to the fact that buyers are already interested and searching for natural products.
- Trade Shows (Expos/Fairs) – currently participate at fairs targeting different audiences—from baby fairs at Singapore Expo or Suntec Convention Center, Green Living Fair at Marina Bay Convention Center, to Earthfest at Marine Barrage. This is effective both in brand exposure and in capturing a wide range of audience as well.
- Blogs - ability to reach target market at minimal cost. It has the advantage to speak the language of the target customers and reach out to them at a personal level.
- Online Marketing – select relevant websites for advertisement, which are already viewed by target customers.
- Sample Giveaways – offer goodie bag with informative flyers to hook target customers by letting them try it out for themselves. Samples are handed out at community events or places that capture niche market.



Challenges Faced and Project Scope

By participating in the Crossing the Chasm Challenge, Human Nature hopes:

- To really analyze the market of Human Nature more in detail and how we can reach out effectively to the right audience.
- To do a series of marketing campaigns and analyze the effectiveness of various marketing strategies
- At the end of the day, to be able to share with us action points on how to improve our marketing.

Students interested in collaborating with Human Nature will work specifically with the Singapore team to market the respective products distributed by Avally Imex Pte. Ltd in Singapore.

Useful Links and Resources

Company Website: www.humannature.com.sg

Facebook: <http://www.facebook.com/humannaturesingapore>

Additional References

Christine Buyco's interview with Sassy Mama on the founding of Human Nature in Singapore:

<https://www.sassymamasg.com/that-mama-christine-buyco-sy-of-human-nature/>

Website for Human Heart Nature with global outreach:

www.humanheartnature.com

More info on Gawad Kalinga, the organization that inspired Human Heart Nature:

<http://www.gk1world.com/home>

Our team has the unique experience to make this business venture a success:

- Christine is the head of purchasing, marketing and sales. She is an architect and urban designer turned stay-at-home mom. She received BS Architecture in University of Santo Tomas with distinction and pursued her Masters Degree in Urban Design in NUS on 2006.
- Alfred heads the administration, finance and accounting side of the business. A full scholar, graduating BS Computer Science from De La Salle University Manila, his IT skills are valuable in setting up and organizing the business processes, systems and website.
- Alma is the head of customer service and operations. An economics graduate of the University of the Philippines Manila, she used to be an entrepreneur of specialty ice creams, with 4 outlets at major retail malls in Manila.