

# Design-driven innovation in cosmetics

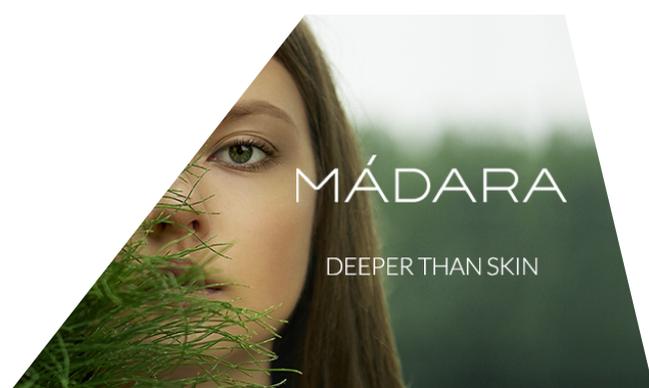
Company: MÁDARA Cosmetics

## What was the challenge?

MÁDARA Cosmetics is a Latvian manufacturer of organic skin care products. The ingredients include biologically certified blossoms and herbal extracts from the Baltic region. Company offers a complete range of organic skin care, body care, hair care and baby care products made from herbs and flowers harvested in the Baltic region according to organic farming principles. Products include cleansers, toners and moisturisers for face, tinted moisturisers, shower soaps, body cream and lotions and products for lips.

MÁDARA Cosmetics pioneered scientific research and ingredient innovations based on Northern plants 10 years ago, and now owns one of the most advanced organic skincare factories in Northern Europe, combining a wide, clean production area, a warehouse, a product development and quality control laboratory, office space and a factory store.

The company was looking to expand its activities to its northern neighbour country – Finland. However, to enter such a demanding and saturated market MÁDARA needed a new and creative approach to the task.



## How design helped?

Harsh weather conditions are a well-known fact about the Finnish climate. This causes many Finns to suffer from symptoms of atopic dermatitis (extremely dry skin). A standard approach of a company would be to develop a product that meets the demand of the majority of the customers by creating a skin care cream for people who have symptoms of atopic dermatitis using internal product development team but MÁDARA took up a challenge and chose a different approach.

The user is always central in MÁDARA activities and that is why the company decided to apply design-thinking principles in the development of the new products. They collaborated with the Finnish blogger Noora Shingler with an aim to create a new product line that would help Finns fight against the effects of a harsh winter climate. They got an insight into the needs of their new target users and after numerous tests and trials; they launched a completely new product line "MÁDARA by Noora Shingler". This open-minded and design-driven approach from MÁDARA Cosmetics led to product line, which achieved top-selling results in Finland.



## What is the impact?

MÁDARA strives to use design-thinking approach in all of their business activity. In as little as 10 years, the company has grown from a small Latvian business to internationally recognised fine skincare company, whose products are present in nearly 30 countries around the world.

They put great emphasis on the environmental issues and apply eco-design principles to their product development. MÁDARA cosmetics are formulated and manufactured without any genetically modified organisms, nanoparticles and irradiation of raw materials (risks related to the genetically modified plants include having an adverse effect on the environment and living organisms). Almost half of their jars, tubes and bottles were made of post-consumer recycled polymers. The cardboard and paper packaging is environmentally friendly to avoid processing methods that reduce the options for recycling and biodegradation (such as lamination or transparent windows). The packaging construction is designed to consume less paper. For these efforts, MÁDARA received the Green Dot Award for the greenest and most sustainable enterprise in Latvia in 2016.



*New market expansion*

**Design4Innovation partner: Investment and Development Agency of Latvia**

**Country: Latvia**



**European Union  
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