

## More aroma for the world

Brazilian company Feitiços Aromáticos makes items including ambient aromatizers, bathing salts and massage oils. It sets itself apart through sustainability and natural raw materials, and sells to Chile and Portugal.

**Isaura Daniel\***

São Paulo – It's a small company – with a 12-strong staff at its factory in São Paulo – but it has taken big strides on the international market with a drive towards sustainability. Feitiços Aromáticos of Brazil makes natural, sensual, esoteric products sold in Brazil, Portugal and Chile. Three years ago, it won a national award for small businesses for its conscious action.

Owner Raquel da Cruz and her husband Robério Viana da Silva are the masterminds behind the business. He has a background in the commercial departments of major industrial companies, and she is an executive secretary by trade. They decided to set up their own business 16 years ago. At first they planned a shop to sell their items, and set about making colonies for aromatherapy.

But over time they realized that manufacturing, not retail was the way to go. Raquel, who had degrees in Languages and as a Bilingual Executive Secretary, took a technical course in Chemistry and soon the business was up and running, creating new products and conquering markets in Brazil and abroad.

By its second year, Feitiços Aromáticos was selling to Portugal via an import-export company owned by a Portuguese. It has been selling to Chile for four years now, after joining a trip arranged by the Brazilian Export and Investment Promotion Agency (Apex-Brasil).

Feitiços Aromáticos makes bathing salts and foam, massage oils, ambient aromatizers, liquid soap and sensuous items, like a glycerin-based stimulant, natural essences and jambu extract from the Amazon for the private parts.



In Brazil, the small-sized business' products are carried by natural product or esoteric stores, gift shops, bed, bath and linen outlets, lingerie stores and sex shops. A few years ago, Feitiços Aromáticos struck a crucial partnership deal with natural product store chain Mundo Verde. In Portugal, the items are mostly sold at esoteric establishments; in Chile, they sell at sex shops.

Raquel explains that the company is restructuring and rethinking its strategy and even its name. she believes Feitiços Aromáticos (Aromatic Sorcery) no longer fits the bill for all its products. The process will include using pharmacies as one of its premier sales outlets, and discussions for this are already underway in Chile.

Her goal is to focus on sexual health and wellbeing. For now, she plans to invest in expanding in Chile. Once the restructuring is complete, the company will seek out new countries, Arab ones included. Raquel believes Arab countries could be a market for her products.

Feitiços Aromáticos is looking for an investor to expand. Its manufacturing operations are located in Itaquera, a neighborhood in east side São Paulo, with an output of 5,000 items per day. According to Raquel, this could increase to 3,000 items per hour.

Although it's small-scale, the company has a focus on sustainability. Its actions include first-job programs, community activities, staff training sponsorship, power- and water-saving policies, and the use of natural products in manufacturing. Feitiços Aromáticos won the Small Business category of the 2014 IstoÉ Award for Most Conscious Businesses.

The company's founder is planning to pursue a master's degree in Neuroscience in 2018 to learn how the human brain processes fragrances. "The goal is to improve customer experience," she says. She also worked out a partnership with the postgraduate program of Universidade Federal do ABC (UFABC, a federal university in the São Paulo metro area) for research in tandem with Feitiços Aromáticos.

The company is affiliated with the Brazilian Association of the Cosmetics, Toiletry and Fragrance Industry (Abihpec), and was formerly involved with industry internationalization and exports program Beautycare Brasil, carried out by Abihpec and Apex-Brasil.

Raquel also underwent training with the Brazilian Micro and Small Business Support Service (Sebrae), and with Innovation and Sustainability in Global Value Chains (Inovação e Sustentabilidade nas Cadeias Globais de Valor - ICV Global), a project from Fundação Getulio Vargas and a Apex-Brasil.

## Quick facts

Feitiços Aromáticos

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**\*Translated by Gabriel Pomerancblum**



