

CLIENT CASE STUDY

Ouli's Ointment
Culver City, CA



"SIMPLE. ADAPTABLE. AND ECO-FRIENDLY"

"Every session with Shannon was so refreshing and resourceful! She opened my eyes to how my business could expand its sustainability goals and showed me how to communicate those goals to my customers."

– Steph G-M, Founder of Ouli's Ointment

overview

The owner of Ouli's wanted to create a sustainable brand that would reduce waste in the beauty industry through minimal, reusable packaging and products. She also really wanted to be a leader within the beauty industry to show just how sustainable and effective the industry could be without harming the planet or creating a ton of unnecessary waste.

process

I worked with the owner of Ouli's over a 6 month period. We had an in-depth strategy session every 2 months to:

- discuss new opportunities for Ouli's to be more sustainable
- brainstorm packaging solutions for her up and coming product release
- lay out marketing ideas for how she could communicate her mission of sustainability into her existing branding and messaging
- identify market opportunities to grow the business

We looked at all parts of the business: ingredient choices, shipping methods, packaging and shipping materials, carbon footprint and recyclability of the products.

"During our partnership, I was able to see just how many different ways a business can advocate for sustainability, from selling my products in bulk stores to offering carbon neutral shipping for online orders. I highly recommend working with Shannon"

– Steph G-M, Founder of Ouli's Ointment

solutions

Packaging:

- During our partnership, Ouli's was in the process of bringing a new product to market. At the time, the only packaging options on the market were plastic. We brainstormed ideas for packaging and came up with a solution involving an aluminum bottle with a small plastic insert, reducing their overall plastic use while delivering the same usability for consumers.

Shipping:

- Enabled customers to offset the emissions of their online orders by adding the option at checkout, which made it extremely easy for customers to opt in.

Marketing:

- Brainstormed content for a sustainability page on the Ouli's website, so customers could learn more about what they were doing in terms of sustainability and what their goals were for the future.
- Connected the owner with several online and brick-and-mortar stores across the US to increase the number of places she sold her products, and in turn, increase sales while making the brand more visible.

Production:

- Outlined the process for getting B Corp Certified.
- Established a goal of sourcing all or most of the ingredients within the US or North America.
 - I suggested reaching out to local beekeepers and farmers where they could work directly with the producers of those raw materials and reduce the carbon footprint of their supply chain.

company update

Today, Ouli's has expanded to 2 products that are both made in-house in California. Their packaging is primarily made of aluminum. Their vegetable-based seals are compostable. And their shipping materials are made from 100% recyclable materials. In addition, they work exclusively with regenerative farms who supply their organic ingredients, contributing to better soil, greater biodiversity, and a cleaner future for us all.

"Shannon helped me hone in on my business goals which included more than just sustainability, but also helped me figure out what were the most important things to focus on."

- Steph G-M, Founder of Ouli's Ointment

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