



Artemis Woman®: The Changing Face of Women's Personal Care Appliances

Ever go shopping for a personal care appliance--a paraffin spa or nifty facial system – only to find it somewhere between the toaster ovens and blenders? And when the search was over, was it really worth the effort? All that was found was a few poorly manufactured machines touting a special feature and packaging as distinctive as a door.

But all that is changing, thanks in large part to Ann Buivid and Lisa Kable, two capable women who met while working in Remington Products Personal Care Division. For the past three years, these top-flight marketing executives have been working to transform the women's personal care appliance category by turning the appliances into coveted home-beauty products. Along the way, they made an indelible mark in the personal care appliance industry when they co-founded Artemis Woman, "a company dedicated to women's wellness." At Artemis Woman, both women hold the same title: Managing Partner, bringing innovation and common sense to their concern.

Artemis Woman (www.artemiswoman.com) is a sizzling women's personal care appliance company that encourages women to transform their home bathroom into a personal pampering oasis. The line has 23 products in all including professional grade spa machines, body creams, scrubs and butters. To date, many women have heeded the call, and have bought enough Artemis Woman products to bring annual sales to more than a million dollars in just three short years.

What is the reason for this company's success when nearly 50% of all new businesses fail? Perhaps it's women selling to women, and since both Ann and Lisa have spent years in the corporate trenches, working mostly with men, they have come to understand what women want and now finally have the freedom to express it. Freud asked: What do women want? Well, in the shopping category at least, Ann and Lisa certainly know the answer:

Women shop logically. They know that potatoes are not sold in the cereal aisle just as raisins are not found near detergents. Because of this insight, Ann and Lisa worked with store buyers help them merchandise Artemis Woman products in a logical way. For example, the Artemis Woman Heel Smoother™ pedicure appliance, their most popular product, can be found in the foot care department. Similarly, their Home Microdermabrasion Systems are shelved in the beauty and facial-care department, not near the can openers. Similarly, the Paraffin Nail machines are found in the burgeoning nail-grooming department. Logical? You bet. Now marketing to women has been changed forever!

The professional-grade products they make are also logical, appealing, and useful. They include home Microdermabrasion Systems for the face, full body Polishing Systems to exfoliate dry skin in bath or shower, Hand-and-Nail kits with a salon-grade paraffin nail center, and their runaway best-seller, the Artemis Woman Heel Smoother, a pedicure appliance that smoothes calluses and removes dry skin without dangerous blades or harmful chemicals.

Accompanying each product category is a skin care line of scrubs, creams, and a foot butter, all based on the ancient healing power of gem therapy that features real, semi-precious gemstones such as Clear Quartz, Amethyst, Tourmaline, Rose Quartz and Topaz. Other popular products that are standouts are the Salt Crystal lamp and tea candle that emit negative ions when warmed. Watch them glow!

The Artemis Woman handy Gem Therapy Skin Care Guide helps the user select the gemstone that's right for her and explains the meaning behind each stone. Does Tourmaline help to balance and protect or is it Rose Quartz that aids in sensuality, beauty and compassion? Read the guide and find out.

Artemis Woman is a company of many *firsts*:

- Artemis Woman is the *first* and only company to combine natural Gem Therapy, Aromatherapy and Color Therapy with professional grade spa tools. They can transform a woman's body and nurture her soul...all in the privacy and comfort of her own bathroom.
- Artemis Woman has the *first* and only fully featured facial system with all the steps of a professional facial - heated mud, microdermabrasion, pore cleanser, and steam. Accompanying each microdermabrasion kit is one of five natural gemstone facial scrubs that have no harsh chemicals, artificial colors, or fragrances. The all-natural scrubs are also sold individually.
- Artemis Woman has the *first* and only Nail Salon appliance that has a UV dryer and heated paraffin dip to soften and nourish cuticles for a complete professional manicure treatment at home.
- Artemis Woman is the *first* and only company to have the Heel Smoother pedicure appliance, a hand-held battery operated spa tool that smoothes calluses and removes dry, cracked skin from the feet and heels in a highly effective and natural way. For athletes, stiletto heel wearers or those whose feet are challenged every day, this product is a "foot-saver."

The product development process at Artemis Woman isn't really a process at all. "It's more intuitive," as Lisa likes to say. Since both women are knowledgeable about the world of personal care beauty appliances, this is a good place to start. Ann says, "We see around corners, bringing emerging trends to the mass market." One secret is that they see *themselves* as their target consumer, and do market testing on their own by visiting innovative spas and investigating top-of-the-line beauty treatments.

To answer the question "Why do we know we're right?" Ann can only smile and give her answer: "When we were at Remington, the Personal Care Appliance business was an unbranded commodity-like business. But consumers in this category, namely women, wanted *experiences*, so now we give them what they want. We bring them sizzle, as well as steak, and we market superior skin care products in the under-marketed appliance business that is primed and ready for explosive growth. As baby boomers age, the demographics will prove that the need and desire for wellness products will reign supreme...and Artemis Woman is already there."