

WM executive

March 2022



**WE ARE BRINGING YOU
THE INCREDIBLE
DUO TARFA ALFATHAN
AND MINNIE ANG**

WE ARE BRINGING YOU THE INCREDIBLE DUO



In this Women's Month, we are bringing you the incredible duo that creates a perfect pair for your skin. Let's meet **Minnie Ang** and **Tarfa Alfarhan** - Founder of Souffle Beauty. They may be new to the market, but the experience they have gone through has given them a foothold in the business despite competition, hesitation and rejection. They managed to overcome all obstacles and even proved their worth by winning an award. Together, let's discover their secret formula on creating a new breakthrough in skincare.



What was your inspiration behind Souffle Beauty?

My co-founder and I were both struggling to find the right set of products for our skin - something simple and effective yet light on the skin since we are from the tropics where we are constantly surrounded by humidity and heat. We started networking and visiting various industry events to understand if there are solutions to this problem already, more for ourselves than the business. We did keep an open eye out for business opportunities as well. However, this led us to a scientific team who understood the problem we were trying to solve and shared our vision. With their help, we created our products as a blend between proven traditional ingredients and latest scientific breakthroughs in the skincare industry, and hence the use of prebiotics and probiotics in our

products. With a clear idea of the pain points, we want to address and after a year of rigorous R&D on the formulae, we were ready to launch

Is your product can be use in any countries?

Yes our range of products are retailed globally through our online portal. As well we are stationed mainly in Kuwait, Dubai, China, and Singapore.

How do you get people to believe in your product?

Well our products are really for anyone that prefers lightweight products. Our formula is specifically tailored for people living in warmer or humid climates. We have done experiments

with focus groups in the Middle East where they test our products in 40-60 degree heat. We have also done multiple lab tests (not on animals) for stability and temperature. For the public to believe in our products we based on us and our lifestyle. We took the initiative to even test it ourselves to ensure that we deliver the best skincare solution to the community. Our story and persona is relatable to the public, and this is an important pillar when we want to promote our skincare.

In today's market, where there are so many innovative skincare products, what makes yours stand out from the rest?

Inspired by the lightness and fluffiness of the same-named French dessert,



we wanted our brand and products to have the same feel. People living in the Middle East or South East Asia are no strangers to hot climates and our products provide a relief, at least for your skin, by helping it stay healthy and fresh. We take pride in being a PETA certified cruelty free brand and we did not test and never will test on animals. All of our

products are made in Singapore under strict regulatory guidelines and in a GMP lab. We also use grandma ingredient "rose" and infused it with microbiomes "prebiotic" and probiotic" to get the perfect formula.

Is there a certain age range for whom your product is appropriate?

We recommend people from 20-60 year old to use our products.

Are your skincare products chemical-free?

We do not use parabens or alcohol however in terms of chemicals we only use good chemicals that help the skin which we take pride on educating the community about. There are plenty of benefits when it comes to rose and probiotic ingredients. For rose benefits - it's an antioxidant, hydrator, filled with vitamin A and C, helps to soothe redness, great for anti-aging and suitable for all skin types. The list goes on! Moving on to probiotic ingredients, we are using Bifida Ferment Lysate. It protects against UV-induced damage on your skin, DNA repair and is extremely hydrating!

What is the shelf life of your skincare product?

The shelf life of our product is 2 years.

What products should everyone have in their skin care routine?

Everyone should have the basic skincare products that include a cleanser, toner, and moisturizer to start with. This is what we recommend in order to have healthy skin.

Your message to all our readers

Supply the public with a product or service that is beneficial. Don't be too rigid with your business model, flexibility is key and this what we have to be as an entrepreneur. Use the internet! It is quite helpful and useful to gain information. As well never give up and keep going. Never be afraid to pivot your strategy and sail away. Your previous strategy may have been perfect to execute pre Covid-19, but it is not wrong to look back and change your direction to get to your end goal. In times like these, it is important to try living a balanced life to keep yourself centered. Work hard, eat well, sleep enough, and drink enough water.

