

# Splendid sustainability: How Selfnamed is democratising the natural beauty industry

*Selfnamed, an initiative born out of MADARA Cosmetics, is set to unveil a new self-service platform for print-on-demand in e-commerce and cosmetics.*

Temps de lecture : minute

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Makeup dates all the way back to 6000 BCE, starting with the Egyptians. They believed makeup was next to godliness and that it appealed to the Gods: both men and women of all social classes wore makeup.

It is only 2000 years later, in 4000 BCE, that make up made its first step in Europe. Firstly used in Ancient Greece and Rome, makeup rapidly expended to the whole European continent. From South to North, West to East, make up had conquered the continents faster than the most powerful empires.

MADARA Cosmetics, a Latvian-based manufacturer of organic skin care, places itself as the humble heir of this heritage. Selfnamed, an initiative born out of MADARA Cosmetics, is set to unveil a new self-service platform for print-on-demand in e-commerce and cosmetics, MADARA Cosmetics adds a string to their bow.

The companies' challenges are colossal: makeup, even as its very beginning, started off as being non sustainable, containing lead and antimony. We are witnessing not entrepreneurs but pioneers, revolutionising not only cosmetics, but culture on an international level.

# Giving you the power to change the world

Supported by the European Bank for Reconstruction and Development (EBRD) and the European Union (EU) funded Horizon 2020 programme, Selfnamed is designed to address the growing demand for affordable, sustainable, and ethical skincare options whilst also allowing entrepreneurs to compete at the highest level. Their approach is rooted in the idea that all skincare and makeup on this planet should be done right. The formulas must be effective, yet friendly to the skin and our environment.

Thanks to their new self-service platform for print-on-demand in e-commerce and cosmetics and with over 10,000 pre-launch customers across Europe, the UK, and the US, Selfnamed is democratising the natural beauty industry by offering entrepreneurs a platform to launch their line of ethical skincare products without the barriers of cost or minimum order quantities.

Selfnamed's print-on-demand drop-shipping, which ties into their commitment to sustainability and digitalisation, if used effectively, has the potential to save around 215 kWh per sqm, equating to a CO2 reduction of 1.4 tonnes for a 30 sqm warehouse.

The platform ensures that all-natural product ranges automatically comply with the stringent Ecocert COSMOS Framework, delivering EU-regulated, trustworthy skincare to customers worldwide.

## Healing an ill world

From revitalising birch water to antioxidant-rich herbs and even mushrooms, MADARA Cosmetics extract their actives from natural sources to deliver the highest concentrations of essential nutrients that help improve skin condition.

The company's name comes from the Latvian word "Mádara", a term designating a common plant: Galium mollugo. Used for millennia in diverse sectors, Galium mollugo's roots are an essential component in making red dye, colouring our world since the dawn of time. It also has medical properties, being used in the treatment of epilepsy and other mental disorders.

In a world tearing itself apart, where pollution is ravaging the earth, where *sustainability issues have been ignored for generations*, and where madness seems to have overtaken the minds of the population, MADARA Cosmetics wants to put a little bit of it back together. Changing the way cosmetics are made will help the planet breathe, regenerate, and avoid flowers such as mádaras to turn into ashes.

All their products are natural and organic certified, expert-developed and produced at their factory in Riga, Latvia. MÁDARA has also earned recognition with an unconventional approach to natural beauty, eccentric actives and tinted product expertise.



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