**The Market**

### Many cosmetics contain hazardous ingredients that are detrimental to personal well being. These ingredients, many of which are carcinogens, can range from chemically complicated butylated hydroxytoluene, a chemical that can cause eye irritation and is used in many cosmetics to preserve consistency and color, to more commonly known terrors such as mercury, talc, and lead, respectively used in mascara, eyeshadow and lipstick (<http://chemistry.about.com/od/healthsafety/tp/toxic-chemicals-in-cosmetics.htm>). With this information of toxic chemicals being utilized coming to light, natural cosmetics companies are on the rise, with consumer demand for natural products rising 13.9 percent in 2011 (<http://www.environmentalleader.com/2013/01/08/green-processing-the-cosmetics-industrys-best-kept-sustainability-secret/>). With this demand, many new brands are emerging that utilize natural products, and are safer to use than what has been commonly used for generations. However, a niche can be filled in terms of 100% natural products that exude luxury and elaborate beauty.

**The Brand**

Oh! Natural Cosmetics products are made with 100% natural ingredients. Additionally, Oh! aims to bring a luxurious, glamorous brand to the market. Oh! is fun and youthful, and supplies a full line of vibrant products. From eyeliner to bronzer to mascara, our lush products are perfect for the glamorous, effervescent young woman of today.

**The Competition**

* Bare Escentuals: a natural brand containing the ever-popular Bare Minerals loose-powder foundation system, as well as Buxom, which is mainly known for its enhancing products such as lip plumper and high-volume mascara. Bare Escentuals encourages its product users to “be a force of beauty,” promoting inner beauty ideals. (http://www.bareescentuals.com/on/demandware.store/Sites-BareEscentuals-Site/default/Experience-Show?cgid=BE\_SUB\_FORCE\_OF\_BEAUTY)
* Urban Decay: a cosmetics brand marketed towards edgy young women with such names for vibrant shades as “Half-Baked” and “Uncut.” Urban Decay prides itself in being cruelty free and vegan. (http://www.urbandecay.com/about-us/about\_us.html)

Oh! aims to blend the best elements of these two competitive products: the vibrancy and youth of Urban Decay with the natural ingredients and luxury of Bare Escentuals and Buxom.

**Target Audience**

Oh! is an upscale brand which will be sold in higher-cost cosmetics stores such as Sephora and Ulta, as well as an independent website. Oh! will be marketed to upper middle-class young women ages 18-24. This target audience exemplifies a group of young women who want quality products beyond drug store brands, and have the extra money to spend on them. This group comprises college students and new young professionals, women who will want a fun and youthful brand that will be perfect for a night out on the town after class or work.

**Logo Design: Objective/Purpose/Message**

Oh!’s logo design is meant to represent glamour, luxury and youthfulness while still being eye-catching yet simple. The graphic shape represents cat-eyed winged eyeliner, one of the most glamorous elements of a young woman’s makeup look. The typography of the Oh! represents both youth and luxury, while the Natural Cosmetics type contrasts that with simple, clean lines to represent the natural products used. The color used for the word “Natural” is meant to match the gold glitter of the wing, but appears in a darker shade to evoke earthiness and simplicity. Oh! Natural is also a play on au naturale.