

True Stories

A natural cosmetic brand based on a new approach and fresh ideas: meet Studio Botanic

Alexander Hartan, Founder and CEO

My name is Alexander Hartan, I founded STUDIO BOTANIC (SB) in 2017. Based in Germany and with a background in communication and marketing studies, as well as entrepreneurship, I decided to start my own cosmetics company after several years in the cosmetics industry. Thus Studio Botanic was born. Studio Botanic is a skincare brand committed to minimalism, from the formula to the design. The brand is also a reflection of my personal interests in design, architecture, film, art and pop culture.



NATRUE: Can you tell us the story behind the creation of Studio Botanic? What inspired you to focus on vegan and natural cosmetics?

Alexander: Years ago, many of the natural cosmetics products I came across did not meet my needs in their current form. Having previously worked in the cosmetics and ingredients supply industry, I had acquired the necessary knowledge about the operational processes of cosmetics production and therefore wanted to create my own natural cosmetics based on a new approach and fresh ideas. I thought not only about the ingredients, but also about the minimalist fragrance - it should appeal to both men and women. If the products can convince people that all-natural, cruelty-free cosmetics are just as effective - if not more so - than synthetically derived products, then I will have achieved my goals.

In the end, it all comes down to the product itself. I always ask myself: does it offer an attractive natural alternative? This is how I came up with the basic idea for SB. The word STUDIO symbolises the creative process of inventing innovative formulations using modern technology and applying sustainable and traditional plant knowledge in the spirit of BOTANIC.

NATRUE: Your guiding principle in manufacturing products is "less is more". Can you tell us what you mean by that? How do you ensure that your product information and marketing is clear and informative for your customers?

Alexander: Making an all-natural, long-lasting product is nothing new. The principle of "less is more" was my starting point when I wanted to create SB as an innovative natural cosmetics brand. Minimalist packaging design was not enough for me. SB also follows this rule: As few ingredients as possible and as many as necessary! When it comes to fragrances, SB deliberately avoids strong natural perfumes or high concentrations of essential oils. We concentrate on the natural scents of the necessary ingredients, which smell as good as they work. As part of the necessary brand marketing, I always try to make sure that the function of the products is understood in relation to the ingredients. It is not one ingredient that does everything, but the interaction of the ingredients in a complex formulation.

NATRUE: What impact do you want your products to have on the daily lives of your customers? Is there a message you would like to convey to users?

Alexander: In the spirit of "less is more", I would of course like this impact to be more in the background of daily life. My products should work well and be beneficial in their naturalness and intended effect. They should merge with everyday life after a well-considered decision. A bit philosophical perhaps: SB can be part of the foundation of a more sustainable lifestyle. For some people, this may be a not-so-radical impulse to look into and act on issues such as sustainability, veganism, or cruelty-free.



NATRUE: Why did you choose NATRUE for your brand?

Alexander: Even before I founded my company, I recognised NATRUE as one of the best labels to confirm the high standard that natural cosmetics must have. After a few years, this has been confirmed, as there is an urgent need for an official definition of “natural” and “organic” cosmetics, in addition to the current EU legislation on cosmetics. NATRUE is a valuable label to distance yourself from cosmetic brands that claim to be natural through *greenwashing*, but still work with synthetic and sometimes questionable ingredients. NATRUE’s high standards, as well as the fact that our formulas are reviewed by an independent third party, makes it a 100% trusted brand for both businesses and consumers.



For more information about Studio Botanic, visit www.studiobotanic.de