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Beautiful business for skin care companies

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By Dan Heaton
Macomb Daily Business Editor

Two Macomb Township skin care products companies are reporting positive developments.

Whimsy, a product line launched early this year, recently launched an e-commerce component to its business and expects to have its products available in retail locations by the end of the year.

MSCEE, which has been in operation since 1997, recently gained necessary approval to sell its products to the U.S. military.

The two, unrelated companies are each operated by Macomb Township women.

"I am pleasantly surprised at the rate at which we are moving," said Jill Agusti, who developed the formulas for Whimsy by experimenting in her kitchen in collaboration with her sister. "We started out with home parties and got a lot of valuable feedback that way."

"We're going to continue to do the home parties, but the Web site is a new sales avenue for us," she said.

"We're pursuing retail partnerships right now. That takes a while to do, but I am very optimistic," Agusti said.

Corliss Barnes-Darnell, who owns MSCEE, said the company recently was awarded a Department of Defense contract number, which enables military hospitals to purchase the MSCEE's Absolutely Fabulous Feet cream and soak.

MSCEE, the exclusive distributor of Oil of Kasuari, the brand name for the company's emu oil, which is the basis for all its skin care products, also has been certified as a minority business through the Michigan Minority Business Development Center.

"We look forward to increasing our distribution channels within these new avenues," said Barnes-Darnell.

MSCEE also operates an e-commerce site at www.msceeskinicare.com.

Whimsy products can be viewed at www.whimsyproducts.com.



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