

August 29, 2010

## How She Did It

# Natural beauty is Tracy Land's business

## She runs Frangipani Body Products

*By Julie Cope Saetre, Star correspondent*



Tracy Land is a longtime fan of all things related to beauty.

"I've always been a big beauty-product person," said the Indianapolis resident. "Whatever the marketers would tell me was the latest, greatest, going-to-solve-all-your-problems beauty product, I would buy it."

So when the computer information systems pro was downsized from a local software company in 2008, she turned to her beauty hobby as a source for a new career.

Land already had created facial products to treat her own skin challenges with much success and had been thinking of expanding her interest into a business. So in December of that year, she launched Frangipani Body Products ([www.frangipanibodyproducts.com](http://www.frangipanibodyproducts.com)), named for a flower said to restore inner peace and harmony.

Less than two years later, Land, 33, creates five skin-care lines made with all-natural, plant-based ingredients -- no chemicals or synthetics allowed. Each line is designed for a specific skin type: balanced, environment-based, hormone-based, mature and stress-based.

Her products can be found in nine stores, including Georgetown Market (her first retail client), Nature's Farm in Greenwood, The Sunspot Natural Market in Kokomo and West Lafayette, Optimal Wellness Center in Zionsville and Still Point Family Chiropractic in Fishers, as well as Health Foods Unlimited in Dayton, Ohio.

Tracy Land launched Frangipani Body Products after being laid off from her job in computer information systems.

- FRANK ESPICH / The Star

**Where did the idea come from?**

I have rosacea and always struggled with oily skin and acne problems. Anything that was gentle enough for my rosacea didn't treat my acne, and whatever was treating my acne really irritated my skin. So I started doing some research on my own. I then came up with a product for myself, and after a couple of months, I didn't use my dermatologist's cream anymore. So I expanded from there, thinking about an entire line of face washes and moisturizers and everything.

**How did you fund the start-up of the business?**

(Before the downsizing), I used personal money, extra spending money. When I was laid off, I did take a little money out of my 401(k) to get everything going. But since then, I've said it has to pay for itself. I haven't gotten any loans or anything like that.

**What was your initial goal?**

My main goal is to provide safer body-care products to my customers without all the chemicals and synthetic ingredients of conventional products on the market. I wanted it to be sold in stores, sold in my own store possibly, someday. I didn't want to just be selling it at farmers markets or festivals. I want it to be more mainstream than that.

**How did you get your foot in the door with Georgetown Market?**

I have a friend-of-a-friend connection to Georgetown Market who helped me get a contact name there. I called the owner and scheduled a meeting, showed him the products and talked him through all the ingredients. He took a chance and said "Let's try it on the shelves."

**What are some of the challenges you've faced?**

Funny as it seems, bottles and caps and pumps and things like that. I decided that you could have a master's degree in bottles and caps and labels and never really fully understand how it all works. Also, I'm small, so I don't order huge pallets like large companies purchase. So I've had a little bit of trouble. The companies that you can order one or two from are the ones that sell in my quantity, but they're all located in California, and shipping is very costly. The ones who sell by pallets, they might be in Ohio, but they look at me and think, 'Oh, she's not big enough to really care about.' So I have a challenge getting them to think about me.

**Did you ever question starting your own company?**

Oh, I think I definitely have those moments here and there. But I can say that I haven't missed my job for a minute. This was very unexpected and was just the best unexpected thing ever. It's scary and it's hard. I definitely wouldn't tell someone to start a business without really thinking through it, because it does take some sacrifice. But it also is so freeing. When you succeed, it's so much better.

**What's next?**

The next really big event I have is the Junior League Holiday Mart. I'm working on some new products now, so that always throws my house into chaos, trying things out.

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