



DAVID PHOTOS BY YAMAMOTO/SPECIAL TO THE STAR

JAFRA USA President Connie Tang (left) greets Dominga Esqueda, a JAFRA employee of 30 years, during the 55th JAFRA Cosmetics International anniversary celebration at the JAFRA headquarters in Thousand Oaks.

A FIRM FOUNDATION



Sheryl Chen, an associate chemist at JAFRA, checks the quality of cosmetics.

■ Conejo Valley is base for seller of cosmetics

By Rachel McGrath
Special to The Star

A skin care and beauty company based in the Conejo Valley is celebrating 55 years in business.

JAFRA Cosmetics International was founded by Jan and Frank Day in Malibu in 1956 and became well-known for its signature product, Royal Jelly.

Today, the privately held company has annual revenue in excess of half a billion dollars and has operations in 17 countries.

Now owned by the Vorkwerk Group of Germany, JAFRA Cosmetics has had its

head office for more than 30 years on Townsgate Road in Thousand Oaks.

"We want to remain close to the company's roots, and it's a commitment to the community," said Connie Tang, president of JAFRA USA.

The company has 155 employees working for JAFRA USA and 60 employees working in its worldwide corporate office. All research and development and testing also are done on site.

Products are manufactured at a state-of-the-art \$30 million plant in Queretaro, Mexico, which opened in January 2010. The company also operates a distribution center in Dallas.

JAFRA Cosmetics is a direct-selling company with more than 550,000 independent consultants worldwide. Its biggest markets are the

United States and Mexico.

"We sell directly to independent consultants who sell to consumers," Tang said. "They are home-based business owners, and the majority are women."

"We deliver products at affordable prices and offer training, incentives and recognition."

The independent consultants can build their home-based business and share in the profits of others they recruit through multilevel marketing compensation.

"For 55 years, we have had women who have built businesses and made their dreams come true. It wouldn't be sustainable if we weren't able to do that," Tang said.

JAFRA Cosmetics has more



DAVID YAMAMOTO/SPECIAL TO THE STAR

JAFRA USA President Connie Tang hosts the opening of the 55th JAFRA Cosmetics International anniversary celebration at JAFRA headquarters in Thousand Oaks.

JAFRA from 10A

than 700 beauty and skin care products and the company prides itself on innovation and quality.

Pragna Chakravarti is the company's chief scientific officer and vice president of research and development.

She says the biggest trend in the industry today is anti-aging products.

"We understand skin a lot more than we did several years ago, due to lots of research, and we are always looking at ways to prevent and alleviate the symptoms of aging," she said.

Chakravarti says she

focuses on natural ingredients that are proven to work and backed up with modern high-tech research and formulation.

"We do the formulation ourselves and there are so many ingredients out there that it's really up to the formulators. It's how you combine ingredients that creates a niche," she said.

The latest product line, JAFRA Pro, was launched on Aug. 1.

It's a new skin care line endorsed by Beverly Hills plastic surgeon Dr. Randal Haworth and offers products designed to lift and firm facial skin, reduce the appearance of fine lines and wrinkles, and promote a youthful appearance and complexion.

"I identified the seven main aspects of aging and what I created was a multi-dimensional approach," Chakravarti said.

As for the future, Tang says the company is continuing its international expansion and is in the process of getting a foothold in Southeast Asia and continuing to build its markets in Latin America.

The past two years have been spent revitalizing the brand, including redesigning packaging, bringing in new formulas and upgrading the Web presence. The office building on Towns-gate Road also is undergoing a face-lift.

"We are determined to continue to be innovative and exciting," Tang said.