

**Atlantic Canada Launch Export Program Mission
to Ottawa and Toronto Nov 2025**



Atlantic Canada
Opportunities
Agency

Agence de
promotion économique
du Canada atlantique

Canada

DELEGATE CORPORATE PROFILE

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| Company information | Company name: Simply Go Natural Cosmetics Inc. |
| Contact information | Name: Joyce Adom, Director |
| | Phone: |
| | Mobile: 9022936216 |
| | E-mail address: jadom@simplygonatural.com |
| | Address: 6-600 Bedford Highway |
| Website | simplygonatural.com |
| Delegates Attending | Joyce Adom, Director, Simply Go Natural Cosmetics Inc. |
| Company Logo (insert or attach) | |
| Company Description | <p>Introducing Simply Go Natural Cosmetics Inc., a proudly black woman-owned brand from Halifax, Nova Scotia. We specialize in crafting premium organic, plant-based, cruelty-free haircare and skincare products. Our range includes rejuvenating shampoos, nourishing conditioners, potent hair growth serums, and luxurious hair butters suitable for all hair types. For skincare, we offer indulgent body butters and soothing skin balms designed for normal to severely dry skin, enriched with therapeutic-grade essential oils for a delightful fragrance.</p> <p>Committed to providing healthy alternatives for the health-conscious consumer, our products are meticulously crafted with care. Currently available at prominent locations such as Sobeys, Lawtons and Coop stores across Atlantic Canada, Halifax Stanfield International Airport with the Hudson Group, Pharmasave, and select local specialty stores, we are now expanding beyond Nova Scotia and exporting to US.</p> |
| Product and/or Service Information. Unique benefit you seek to promote for your service or product (USP). | Our products include products such as hair sulfate, paraben , and gluten free hampoo and conditioners, 100% natural plant based hair serums for hair growth, and hair butters. While our skincare products are specifically formulated to nourish, protect, and repair dry and sensitive skin, promoting |

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| | holistic wellness and beauty from within and consist of a variety of body butters, and balms. Our petroleum free, 100% natural skin balm is loved for helping soothe and clear eczema and psoriasis prone skin and flare ups with just a week. |
| Exporting | |
| Sales Pitch: | <p>For Retail Buyers</p> <p>Elevate Your Shelves with Truly Natural Beauty</p> <p>Imagine offering customers beauty care that feels as honest as it looks—products crafted with integrity, transparency, and love. Simply Go Natural Cosmetics is that difference-maker. Our line of organic hair and skin care delights the senses, nourishes skin and hair deeply, and aligns with the values of today’s conscious consumer.</p> <ul style="list-style-type: none"> • Clean, Organic Formulations: Free from sulphates, parabens, petroleum and unnecessary chemicals. Many products are non-water-based, which reduces reliance on heavy preservatives and increases skin-and-hair efficacy. • Wide Appeal: Products designed for all hair types—curly, straight, chemically treated—and for all skin needs (regular, sensitive, kids). Whether someone wants something unscented or a richly fragranced body butter, we have options. • Local & Ethical: A Canadian brand, featured in Atlantic-Canadian stores (e.g. Sobeys and Lawtons) with growing presence. Strong female leadership. Recognized by Natural Products Canada as a “Game Changer.” • Strong Consumer Love: High ratings, repeat purchases, beautifully branded kits and combos make gift-giving simple and promote higher basket sizes. • Multiple TV Features Twice featured on CTV News Morning Live, Once on CBC News • Finalist Halifax Chamber of Commerce Small Business of the Year-2023 <p>What This Means for You (Retailer):</p> <ul style="list-style-type: none"> • Increased foot-traffic from consumers seeking clean, ethical beauty alternatives. • Higher margin potential on natural cosmetics with authentic storytelling. • Easy merchandising with “clean beauty” / “organic” / “sensitive skin” plantbased” “Gluten free”tag-lines that are trending upward in demand. |

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| | <h2>For Wholesale Buyers</h2> <p>Partner with a Brand That Aligns with Future Growth</p> <p>As a wholesale partner, you're not just carrying products — you're aligning with a movement.</p> <ul style="list-style-type: none"> • Scalable Production with Quality Control: Because many products are non-water-based and use natural safe preservatives, there is strong quality, shelf stability, and differentiated positioning. • Diverse SKUs & Gift-Friendly Kits: Hair care, skin care, body butters, lip balms, sensitive and unscented lines, starter kits—all contribute to multiple price-point opportunities. • Positive Consumer Trends & Certifications: Natural, organic, cruelty-aware, transparent ingredient sourcing. Recognition like “Game Changer” by Natural Products Canada enhances credibility. |
| Businesses of Diversity | Visible Minority Women |
| Sectors or Industries | Health and Beauty Stores Natural Health Stores Pharmacy Cosmetic Manufacturer |

Needs Assessment:

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| Currently Exporting | |
| Tell us a bit more about your expectations, interests, and goals for the mission | <p>To explore the natural Health and Beauty sector in the rest of Canada and in the US</p> <p>To explore the viability of our natural haircare and skincare products in the US and in the rest of Canada</p> <p>To explore the average and acceptable prices of natural products in the US and in the rest of Canada</p> <p>To explore which of our products should we introduce into the US that is in more demand.</p> <p>Exploring how to get our products into the US, (Via direct to stores, brokers, or distributor)</p> <p>Explore contract cosmetic manufacturing in the US and explore the options of manufacturing some of our products in the US</p> <p>Visit Packaging, filling and labelling companies or centres to see packaging options for us as we scale up</p> |

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| Does your company have ready-for-mission marketing assets, either digital or handouts? Please select all that apply (email with the approved DELEGATE CORPORATE PROFILE): | Brochures Company Profile Logos/photos/etc. Product or Service Information Sheets Website |
| Social Media and IT information | https://facebook.com/simplygonaturalcosmetics https://instagram.com/simplygonaturalcosmetics https://linkedin.com/simplygonaturalcosmeticsinc |
| List your most important end-users or end-user industries. | Organic Products, Natural Product Health and Beauty Vegan friendly customers Eco-friendly customers Non-toxic natural products Health and wellness Pharmacy |
| Job title(s) of person in the prospect organization you typically meet with. | Health and Beauty Buyer Cosmetic Buyer Clean Beauty Buyer Personal Care Buyer Health and Wellness Pharmacy Buyers |
| How is your product typically distributed and marketed (and in other countries if applicable)? | Via direct to stores Brokers Distributors |
| Describe the type of business partner you are looking for (ideal profile) Nature of relationship sought? | Natural Products Distributor, Brokers Natural Haircare and Skincare contract manufacturer Packaging company |
| Seeking representation in-market? | Yes |
| Export markets within Canada | New Brunswick PEI Newfoundland and Labrador Ontario Alberta Quebec BC |
| Are you currently doing business in the USA? Where, how, with whom. | Via our website On amazon.com on Walmart.com |
| Particular businesses of interest are: | Sobeys ON (already selling to Sobeys Atlantic) Farm Boy Loblaws Distributors |

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| | <p>Independent Health stores Wholefoods Ottawa Healthy Planet, Natures Emporium Well.ca</p> <p>US-Canada Chamber of Commerce</p> |
| Embassies/Consulates/Trade Offices of interest are: | USA |
| Particular that we DO NOT want to meet at are: | Dollar store |
| Business Organization Membership | Halifax Chamber of Commerce |
| Intake Meeting Notes | <ul style="list-style-type: none"> - Selling to Sobeys Atlantic, may be able to get a name from her rep there to contact Sobeys Ontario - Joyce is bringing samples - Talked to Wholefoods before but they had feedback about her branding/packaging. She has since updated her packaging – will supply contact -open to store tours when not in meetings |