What was the challenge?

MÁDARA Cosmetics is a Latvian manufacturer of organic skin care products. The company offers a complete range of organic skin care, body care, baby care and baby care products made from herbs and flowers harvested in the Baltic region according to organic farming principles. Products include cleansers, toners and moisturisers for face, tinted moisturisers, shower soaps, body cream and lotions and products for lips.

MÁDARA Cosmetics pioneered scientific and ingredient innovations based on Northern plants 10 years ago, and now owns one of the most advanced organic skincare factories in Northern Europe, combining a wide, clean production area, a warehouse, a product development and quality control laboratory, office space and a factory store.

The company was looking to expand its activities to its northern neighbour country – Finland. However, to enter such a demanding and saturated market MÁDARA needed a new and creative approach to the task.

What is the impact?

MÁDARA strives to use design-thinking approach in all of their business activity. In as little as 10 years, the company has grown from a small Latvian business to an internationally recognized fine skincare company, whose products are present in nearly 30 countries around the world.

They put great emphasis on the environmental issues and apply eco-design principles in the development of new products. MÁDARA Cosmetics are formulated and manufactured without any genetically modified organisms, nanoparticles and irradiation of raw materials (risks related to the genetically modified plants include having an adverse effect on the environment and living organisms). Almost half of their jars, tubes and bottles are made of post-consumer recycled polymers. The cardboard and paper packaging is environmentally friendly to avoid processing methods that reduce the options for recycling and biodegradation (such as lamination or transparent windows). The packaging construction is designed to consume less paper. For these efforts, MÁDARA received the Green Dot Award for the greenest and most sustainable enterprise in Latvia in 2016.

How design helped?

North weather conditions are a well-known fact about the Finnish climate. This causes many Finns to suffer from symptoms of eczema, dermatitis, hay fever and seasonal allergies, which means the demand of the majority of the customers by creating a skincare cream for people who have symptoms of skin reactions using the scientific and ingredient innovations of MÁDARA Cosmetics.

The user is always central in MÁDARA activities and that is why the company decided to apply design-thinking principles in the development of the new products. They collaborated with the Finnish blogger Noora Shingler with an aim to create something that can help to fight against the harsh climate and its effects on the skin. After numerous insights, interviews and other numerous tests and trials, they launched a completely new product line: “MÁDARA by Noora Shingler”. This open-minded and design-driven approach of MÁDARA Cosmetics led to product line, which achieved top-selling results in Finland.

Design-driven innovation in cosmetics

Company: MÁDARA Cosmetics

Design4Innovation partner: Investment and Development Agency of Latvia

Country: Latvia

New market expansion