



South-South Series: Empowering and Growing Women-led Business



BUSINESS PROFILE



OMI
Grenada
[Website](#)

ABOUT OMI

- **Company status:** Private enterprise.
- **Year of registration:** 2018.
- **Number of employees:** Solopreneur.
- **Business sector:** Natural skincare, wellness, and beauty industry.

Sheba Augustine – Founder



Sheba Augustine is the founder of OMI, an all-natural skincare brand established in 2018 on the Caribbean Island of Grenada. Inspired by her experience as a young mother searching for pure and safe skincare for her newborn, she began with a simple two-ingredient whipped body butter made from local cocoa butter and coconut oil, pure enough to eat. Since then, OMI has expanded into a full line of everyday skincare products, including body scrubs, lightweight facial oils, clay masks, and lip care. As a solopreneur, Sheba leads every aspect of her business, from product formulation and design to marketing, sales, and delivery, fueled by her passion for creating authentic and sustainable skincare solutions for her community and beyond.



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CONTEXT

Background

OMI Skincare was founded in 2018 by Sheba Augustine, inspired by her search for pure and safe skincare for her newborn. The first product was a simple two-ingredient whipped body butter made from local cocoa butter and coconut oil. Driven by a commitment to simplicity, quality, and sustainability, OMI has grown into a full range of skincare products, combining slow-processed natural ingredients with eco-friendly packaging.

Mission: To create pure, natural, and sustainable skincare products that nurture the skin and support the community.

Vision: To be a leading Caribbean brand recognized for ethical, effective, and environmentally conscious skincare solutions.

Position in the market

OMI is positioned as a premium, natural skincare brand that emphasizes sustainability, authenticity, and community engagement. The brand has gained visibility through social media platforms such as Instagram, Facebook, and WhatsApp.

Relationships with smallholders

The company maintains close relationships with local suppliers for raw ingredients, collaborates with packaging companies to ensure eco-friendly standards, and interacts directly with customers through its digital platforms and wellness experiences, including the in-person Nature Spa.

PRODUCTS AND MARKET

Main products

OMI Skincare offers a range of products that include whipped body butters made from cocoa and coconut, body scrubs, lightweight facial oils, clay masks, and lip care items.

Main markets

The brand serves the local market. OMI products are sold to residents of Grenada and visitors to the Nature Spa wellness experience. OMI reaches customers through online sales, connecting with individuals who value natural and sustainable skincare. The Nature Spa also allows OMI to integrate its products into eco-tourism and foodservice experiences, combining wellness services such as yoga and vegan cuisine.

Main services

The company provides additional services, including a refill program for its reusable packaging and in-person wellness experiences that incorporate the OMI product line.





INNOVATIONS: MILESTONES AND EXPANSION PLANS

OMI Skincare has achieved several milestones since its founding in 2018. The company began with the launch of a simple two-ingredient whipped body butter and gradually expanded into a full line of natural skincare products. The introduction of refill services and eco-conscious packaging marked significant progress in sustainability. Sheba Augustine has also leveraged AI and digital tools to manage solo entrepreneurship efficiently, using technology to brainstorm content creation, organize operations, and manage customer interactions. The establishment of the Nature Spa represents another milestone, combining skincare with holistic wellness experiences and vegan cuisine.

For future growth, OMI requires technical support for product line expansion and sustainable packaging solutions. Financial investment is necessary to scale production and expand market reach, while regulatory support will be needed for certifications that enable international export and labeling.

SUCCESS FACTORS AND LESSONS LEARNED

OMI Skincare's success has been driven by authenticity and transparency in product formulation, which resonate strongly with customers. The strategic use of social media has proven to be a cost-effective method for building engagement and promoting the brand's story. Digital tools and AI support have allowed Sheba Augustine to efficiently manage the business as a solopreneur. The company's commitment to sustainability and community engagement differentiates it from competitors, and continuous learning, adaptation, and responsiveness to customer needs have been crucial to OMI's growth.



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