

Carole Girman

Ormond Beach, Florida



Bloom Beaute

Learn about Florida Entrepreneur Carole Girman:

After a 30 year career in the beauty and cosmetics industry, Carole Girman, Owner and Founder of Bloom Beaute, decided it was time to focus on an often overlooked demographic. Girman shared the story behind her entrepreneurial journey and explained the decision to launch a line of cosmetics and skin care geared towards mature women.

“During my time in this industry, I’ve found that mature women need something specific for their skin,” Girman said. “The industry has categories for most types of skin, but the products for mature skin types are really lacking. The more research I did, the more I realized there’s hardly anything on the market for women that are 55 plus.”

Girman, who’s still employed by a cosmetics company, put the wheels in motion in July 2018. A year and a half later, she was open for business.

Along the way, Girman faced a handful of challenges she successfully addressed.

“The first challenge was finding a formulator,” she said. “Once that fell into place, sitting down and figuring out ideal formulas was another challenge. I try to focus on products with familiar ingredients, but also try to use the latest and greatest from the industry. The next challenge has been getting the word out. To do that, I’m looking for as many opportunities as possible to get in front of women. That includes private meetings in their homes and presentations for groups of women.”

Girman’s team consists of her formulator and a friend of hers from the cosmetics industry, who helps with paperwork and assists her with packaging and shipping. This friend and Girman used to have discussions about combining their knowledge and eventually doing something together. It’s fitting they’re now working together.

For Girman, growth has been slow, but steady. She’s committed to delivering an exceptional product without overextending her abilities to meet demand.

“We have a presence on social media and we’re also using a marketing company to help with emailing customers and prospective customers,” Girman said. “I conducted a presentation a few weeks back to a group of women and the feedback was great. I’m very excited about that experience and will look to do more presentations in the future.”

Girman continued, “What I tell women is that our products allow their skin to look as good as it can for their age. Women hit a certain age and look in the mirror and want to do something about it. We were accepted

to list our products on Amazon, but for now, we don't have the ability to meet demand if things take off. We're more focused on organic growth and building a strong following."

Girman shared her motivator and what she loves most about providing these products for mature women. "Sitting with a mature woman and watching them grow with excitement when they realize there are products that will make a difference for them is an amazing feeling," she said. "It builds confidence in them. After a demonstration they're uplifted. We also keep our products at an affordable price point. Nothing is over \$22.50."

Looking ahead, Girman would eventually like to leave her day job and transition into running Bloom Beaute on a full-time basis. She'd also like to develop a line of foundations, blushes and lipsticks geared towards mature women. The option to sell her products in a store is not off the table, but for now, Girman is happy with the current arrangement.

What advice does Girman have for aspiring entrepreneurs? "Fear is what holds back most people," she said. "They think, 'Oh my gosh, what if I fail?' That certainly crossed my mind, but when you have something you're constantly thinking about and you see the need in society, you have to go for it. Along the way, take baby steps. Just keep moving forward. Little by little we're getting to where we need to be. Also, keep in mind that there are people out there to help you. You don't have to do it alone."

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