

Australia's little-known cosmetics star, a global sensation



Markets are renowned as places where treasures and the unusual can be found, which makes Paddington Market an interesting place of trade for one of Australia's brightest cosmetics stars. It isn't somewhere where you would expect to find the next global skin care giant, but Rina Timpano's sustainable brand of cosmetics are fast becoming a global sensation.

It's odd to think her range of products are only now starting to gain traction in Australia, compared to her enormous popularity throughout Spain, Slovenia, California, New York, Philadelphia and Europe. It's the 'Start-up's' Paddington market presence, that has helped create her a highly impressive global following.

Rina's story is as interesting as it gets. She was forced to rethink life after separation. Her clear vision of what she wants to achieve is unlike most start-ups.

Her move into the world of cosmetics began in the 1980's where she studied and used essential oils that are the forerunner to the diverse range of products she now has.

Why she began developing her own brand of cosmetics arose through concern about the chemicals that were used by major cosmetics companies in the 80's and how they were impacting on her skin and that of her children.

The cosmetic market had little diversity when it came to skin care 35 years ago. So, she embarked on becoming a "Cosmetic Alchemist," creating solutions to skin ailments and allergies she had been taught growing up where her mother would make her own laundry soap, poultices and balms. She now uses the same age old wisdom combined with modern technology to create products that are making a real difference to the skin of women and men the world over.

Since leaving her job in December last year as General Manager of a global food importing company, RinaScentia has achieved in the first six months of operation a staggering 800% plus in growth, with sales figures exceeding more than \$900,000 and the second half of 2018 looks to be even bigger and better.

Her projected sales figures for the next five years are expected to grow to more than \$50m.

The growing success of RinaScentia globally, can be likened to a virus contracted in one part of the world and contagion rapidly spreading in another. RinaScentia is a brand gaining huge international traction and people the world over can't get enough of her products.

Rina's world of sustainable skin care and cosmetics has the Sydneysider's vision of global growth fast reaching a tipping point, but in Australia, her presence is only now starting to build.

The challenge now for Timpano is to meet the growing expectations of global demand of her followers and how she manages production, which now has her negotiating contracts with several major manufacturing houses along with storage and distribution supply chain companies.

Her vision is clear and big and she isn't holding back on what she wants to achieve and seeking investors is one of her strategies.

A Flagship store offering bespoke skin care products, a global brand present in every major retail outlet in Australia like David Jones, Adore Beauty, Mecca and Sephora, with

Italy, NY, LA, London as her major play, and airlines, super yachts and five-star hotels all making up part of her grand plan.

Rina Timpano and RinaScentia seem destined for the sweet smelling scent of global success.

Media Agencies