



To whom it may concern:

Supply Chain Vistas, and ScaleUP North Central PA, are pleased to submit the local winner, Lumina Noctis, for the Williamsport PA/North Central PA InnovateHER competition.

Lumina Noctis is a woman owned start-up business locally manufacturing 100% pure botanical pigments sold as an all-natural plant based solution for women's makeup. Lumina Noctis, and the owner, Lindsey Martin, have as their focus providing chemical free, and easy to use, cosmetics solutions for women of all ages. While the initial market had been income-limited college students, Lindsey quickly saw the appeal to women around the world. Women of all ages appreciate low cost, all natural, and attractive cosmetics (as well as perfumes and aromatherapies.) The value of her products are directly reflected in the solid 5 star rating the company has received on Etsey.

Ms Martin has developed a proprietary process for the manufacture of her products, and specifically her blush, that allows her to not only manufacture the product herself, but allows ample time for deeply personal customer service. She has already developed way to allow her business to sustain that personal touch as her business grows, so as to neither sacrifice quality, nor the experience. She has been maintaining the business while attending college and is poised, and prepared, for exponential growth.

Finally, and perhaps most importantly, Lumina Noctis meets the demands of two growing market segments—the all natural, and the local artisan, movements. There is no denying there is a growing demand for personal care products free from chemicals and petroleum by-products. More and more products are touting their “organic” roots or the “freedom” from chemicals. Lumina Noctis is specifically designed to meet that demand. In addition, while other “all natural” products are on the market these are generally produced by major corporations. Lumina Noctis taps in to the growing dissatisfaction and distrust of these producers, and appeals to the growing consumer base that wants to feel connected to a “maker” and not to a corporation. In addition, while many artisans (and quite frankly, competitors) sell their products in local markets (appealing to the “buy local” aspect of being connected) Ms Martin has been able to position herself through her Etsey site as the globally accessible local artisan.

We are honored to submit Lindsey Martin's Lumina Noctis as our local submission to the InnovateHER 2016 competition.

Stephan P Brady, PhD