

Nigho Cosmetics

✧ EVERYDAY CARE, THOUGHTFULLY MADE.

Founded by **Eghomwanre, Precious Omonigho** — a young entrepreneur building a trusted, locally produced cosmetology and hygiene brand for everyday people.



Our Vision

To grow Nigho Cosmetics into a trusted, locally produced cosmetology and hygiene brand known for **affordability, consistency, and everyday relevance**.

Affordable

Products priced for everyday households and small businesses.

Consistent

Reliable quality in every batch, every time.

Relevant

Built for the real, daily needs of local communities.



Brand Story

Nigho Cosmetics was born from a simple but powerful observation:

everyday personal and household care products are not optional — they are essential.

In many homes and small businesses, people rely on imported or inconsistent local alternatives for soaps, fragrances, disinfectants, and hair care. Quality, affordability, and trust are often compromised.

Nigho Cosmetics was created to bridge that gap. A locally built brand focused on affordable, everyday personal and home care — built on intentional learning, quality formulation, and gradual scale.

Our Promise

Products people can rely on daily — made with care, sold with trust, and built to last.





The Problem

Millions of households and small businesses struggle daily to find personal and hygiene products that are both **affordable and trustworthy**.

Costly Imports

Imported personal and hygiene products dominate the market at premium prices most families cannot sustain.

Inconsistent Local Alternatives

Local options often lack consistent quality, reliable formulation, and credible branding.

Limited Trusted Access

Affordable, well-branded everyday care products remain out of reach for budget-conscious consumers.

Market Opportunity

Personal care and hygiene products are **daily-use essentials** — not discretionary purchases. This creates a large, recurring-demand market with strong fundamentals.



High Repeat Purchase

Consumable products drive consistent, predictable revenue through repeat buying cycles.



Growing Local Demand

Consumers increasingly prefer locally produced, affordable brands over expensive imports.



Reseller Potential

Strong bulk-purchase and reseller channel opportunities for salons, shops, and offices.



Our Solution

What We're Building

Nigho Cosmetics produces **affordable, consistent, well-branded, locally made** personal and household care products — starting with small-batch production and scaling responsibly.

Every product is formulated with locally sourced ingredients where possible, manufactured under strict quality controls, and packaged to compete with international brands on the shelf. We don't cut corners on quality to cut costs — we engineer efficiency into our process so that **everyday Nigerian households can access premium-feel products at accessible prices.**

Our vision is to build a brand that Nigerians trust, resellers are proud to carry, and competitors respect — grown from the ground up, right here at home.



Affordable

Priced for everyday households

Consistent

Reliable quality every batch

Local

Made in Nigeria, for Nigeria

Scalable

Responsible, gradual growth

Product Categories



Personal Care

- Perfumes
- Bar Soap
- Shampoo
- Conditioner

Home & Hygiene

- Liquid Soap
- IZAL (Disinfectant)
- Air Freshener



Everyday Care, Thoughtfully Made. — Products designed for real daily life, not just special occasions.

Who We Serve



Households

Everyday families seeking reliable, affordable personal and home care essentials.



Students & Young Families

Budget-conscious individuals who need quality products without premium price tags.



Small Businesses

Salons, shops, and offices that need consistent supply at competitive bulk prices.



Retail Resellers

Resellers and distributors looking for well-branded, locally produced products to stock.

Business Model



Nigoh Cosmetics generates revenue through multiple channels, anchored by the power of **consumable products that drive repeat sales.**



Direct-to-Consumer

Retail and online sales to end users



Bulk & Reseller

Wholesale supply to shops and distributors



Business Partnerships

Supply agreements with salons and offices



Private Label

Future custom branding options for clients

Competitive Advantage

Nigho Cosmetics is positioned to win where others fall short — through local production, intentional branding, and a founder who is deeply invested in mastering the craft.

1

Lower Costs via Local Production

Producing locally eliminates import markups, enabling competitive pricing without sacrificing margin.

2

Clean, Trustworthy Branding

Simple, premium brand identity that builds consumer confidence in a crowded market.

3

Intentional Product Grouping

Personal care and home hygiene under one roof — a convenient, complete offering.

4

Responsible, Gradual Scale

No overextension. Growth is measured, quality-first, and sustainable.

5

Founder-Led Formulation

The founder is actively learning formulations and standards — ensuring quality from the inside out.

Funding Needs



We are seeking **₦360,000** in seed funding to move Nigho Cosmetics from the learning phase into initial production and market validation.

Training & Formulation

₦80,000 — Professional cosmetology training, formulation guides, and safety knowledge.

Raw Materials

₦150,000 — Chemicals and oils for soaps, disinfectants, shampoo, conditioner, and perfumes.

Equipment

₦50,000 — Measuring tools, mixing containers, storage materials, and safety gear.

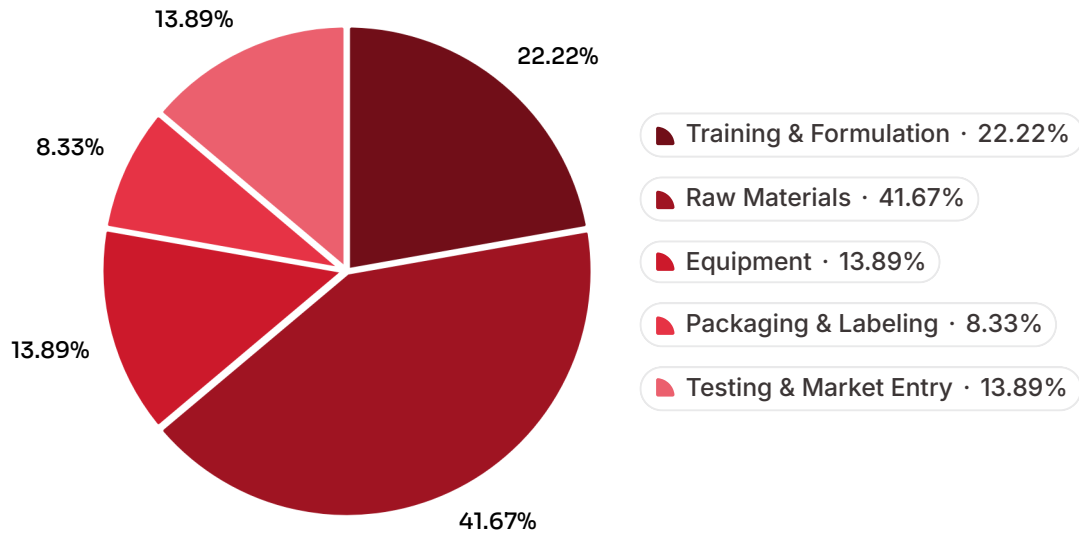
Packaging & Labeling

₦30,000 — Bottles, containers, wrappers, and brand printing. Packaging sells trust.

Testing & Market Entry

₦50,000 — Small market testing, product sampling, and basic brand visibility.

Funding Breakdown



Total Ask

₦360,000

Three Hundred and Sixty Thousand Naira — a lean, purposeful investment to launch a brand built to last.

Raw materials represent the largest allocation at **₦150,000**, ensuring multiple small batches can be produced and tested before scaling.

- Every naira is allocated with intention — no waste, no excess.



Let's Build Something That Matters

Nigho Cosmetics is not just about products. It is about everyday care done right.

I am seeking seed funding of **₦360,000** to support training, raw materials, basic production equipment, packaging, and small-batch testing. This funding will enable Nigho Cosmetics to move from the learning phase into initial production and market validation.

For Donors

Your support empowers a young founder building real solutions for real communities.

For Investors

A lean, scalable brand in a high-demand, repeat-purchase market with strong local roots.

For Partners

Join us in making quality everyday care accessible to every household in Nigeria.