

Nigho Cosmetics

Everyday Care, Thoughtfully made.

Founder



Eghomwanre, Precious Omonigho



Vision:

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



Brand Story

Nigho Cosmetics

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 products. These products are used daily, yet quality, affordability, and trust are often compromised.

Nigho Cosmetics was created to bridge that gap.

Nigho Cosmetics is a locally built cosmetology and hygiene brand focused on producing affordable, everyday personal and home care products.

Born from the need for consistent, trusted essentials, the brand prioritizes intentional learning, quality formulation, and gradual scale — building products people can rely on daily.



The Problem

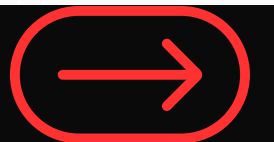
Many consumers rely on:

- Imported personal and hygiene products that are costly.
- Local alternatives with inconsistent quality and weak branding.
- Limited access to affordable, trusted everyday care products

As a Result:

Households and small businesses struggle to find reliable, affordable personal and hygiene solutions.

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Market Opportunity

- **Personal care and hygiene products are daily-use essentials.**
- **High repeat-purchase behavior.**
- **Growing demand for locally produced, affordable brands.**
- **Strong reseller and bulk-purchase potential.**

This is a large, recurring-demand market.

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Our Solution

Nigho Cosmetics is building a cosmetology and hygiene brand that produces:

- **Affordable**
- **Consistent**
- **Well-branded**
- **Locally made personal and household care products.**

Starting with small-batch production and scaling responsibly.

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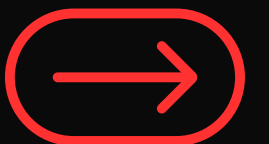
Product Categories

Personal Care

- Perfumes
- Bar Soap
- Shampoo
- Conditioner

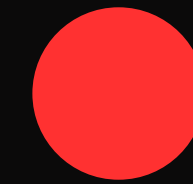
Home & Hygiene

- Liquid Soap
- IZAL (Disinfectant)
- Air Freshener

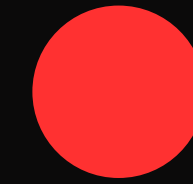


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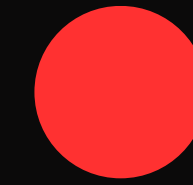
Target Market



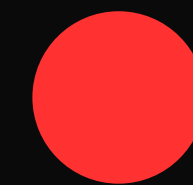
Households



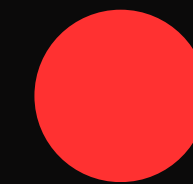
Students & young families



**Small businesses
(salons, shops,
offices)**



Retail resellers



Budget-conscious consumers

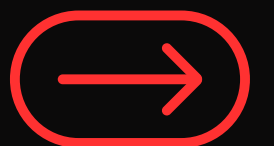


Business Model



Revenue through:

- **Direct-to-consumer sales**
- **Bulk & reseller sales**
- **Small business supply partnerships**
- **Future custom or private-label options**
- **Consumable products = repeat sales.**





Competitive Advantage

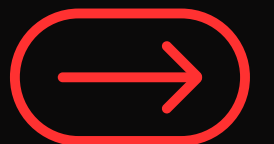
**Local production =
lower costs**

**Clean, simple
branding**

**Intentional product
grouping (personal +
home care)**

**Gradual scale — not
overextension**

**Founder actively
learning formulations
and standards**



Funding Needs



Funding Purpose:

- Professional training & formulation mastery
- Raw materials & ingredients
- Basic production equipment
- Packaging & labeling
- Small-batch testing & market entry



Funding Breakdown

Training & Formulation Mastery — ₦80,000

- Professional or semi-professional cosmetology training
- Formulation guides & practice materials
- Safety and handling knowledge

Raw Materials & Ingredients — ₦150,000

Chemicals and oils for:

- soaps
- disinfectants
- shampoo & conditioner
- perfumes

Enough for multiple small batches

Basic Production Equipment — ₦50,000

- Measuring tools
- Mixing containers
- Storage materials
- Safety gear

Packaging & Labeling — ₦30,000

- Bottles, containers, wrappers
- Labels & basic brand printing

Packaging sells trust, especially in cosmetics.

Testing, Branding & Market Entry — ₦50,000

- Small market testing
- Product sampling
- Basic brand visibility

Total Amount

₦360,000

(Three Hundred and Sixty Thousand Naira).



Closing

*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.

