

YN skincare

We recently caught up with Ms. Naeema Al Hashmi, co-owner of YN Skincare to discuss her journey to commercial success. Founded in 2014, YN Skincare is named after its founders, Naeema and Yasir Al-Bahri (whose names make up the Y and the N of YN Skincare). Small business startups have a survival rate of only about 30% after 10 years. Now entering its 10th year, YN Skincare has beaten these odds and has established itself as an amazing success story and a significant competitor in the highly competitive world of soap production and retailing.



Our inspiration is based on simplicity. We believe that nothing is more effective than honest natural products.

Like many entrepreneurs, Naeema's success path began with multiple goals and passions. For Naeema this was a passion to be free from others' schedules. She wanted to be a self-made, self-directed, and successful business woman. In other words, she wanted her freedom. So, while still an employee she began importing soap into Oman. She soon realized that she could make more money by producing soap herself here in Oman. So, she did just that. She found books and online courses and then trained herself in the art of soap making. It was not long until she had become a leading expert in the processes of making and selling organic beauty products.

Her initial products were market tested on her friends and family, with their feedback informing changes in style, formulas, etc. After conducting her market research, she was ready-YN Soap (as it was then called), was officially launched in 2014. After growing the business, Naeema's success path led her to the self-sufficiency and freedom she was aiming for-in 2019 she resigned her job and became 100% dedicated to her now growing business.

Naeema's market research revealed that most soap was synthetic and contained a lot of chemicals. And that what natural soaps which were available were expensive, with few locally produced hand-crafted natural soaps. This then became her focus, her mission, and her vision: Locally made organic and natural beauty products to create a natural, authentic beauty.

Naeema pays close attention to the changing needs of her customers-she is always listening to the voice of the market. She knows that the business must evolve to meet these changes. That is why today YN

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Skincare has more than 20 different products from deodorants to liquid soap and shampoos.

When thinking about her journey and her challenges, Naeema realizes she had some good fortune being trained as an IT professional. During COVID, with her retail store channels closing down, Naeema easily pivoted to a new sales channel: online sales. She personally built her own online marketplace and as a result saw a 200% increase in sales! She not only survived the worse of COVID, but she excelled with the new online sales channel.

When asked what lessons learned she would share with other entrepreneurs just starting out, Naeema thoughtfully reflected that the business needs must always be separated from the needs of the owners. “The voice of the market determines the needs of the business-not the voice or the emotions of the owners.”