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Business Profile

Bath salt maker stays above water

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WHAT IT DOES: Manufactures salt scrubs, body oils and bath salts featuring sea salt, olive oil, vitamin E and fragrance. All of the manufacturing is done in Milpitas.

CUSTOMERS: The products are distributed through a variety of channels: independent consultants who sell through multi-level marketing; direct to day spas, boutiques and salons; and through kiosk owners in shopping malls.

NUMBER OF LOCATIONS: One.

NUMBER OF EMPLOYEES: Four.

SHORT-TERM GOAL: Navigating through the rough economy by managing lean, restricting hiring and not holding a lot of inventory.

LONG-TERM GOAL: Increase sales to several million dollars annually and sell the company within the next seven years.

BIGGEST COMPETITOR: Bath & Body Works.

SOMETHING ABOUT YOUR BUSINESS THAT WOULD SURPRISE PEOPLE: People are often surprised by the size of the company. The manufacturing facility is 1,500 square

feet.

HOW BUSINESS WILL CHANGE IN THE NEXT FIVE YEARS: CEO Catina Stavroulakis would like to open a location at Pier 39 in San Francisco to increase her exposure internationally through the tourist market.

BEST BUSINESS DECISION: Creating the body scrub. When Stavroulakis first started out, she only manufactured bath salts and supplemented her line with a competitor's body scrub. She was encouraged to develop her own body scrub product, and it's now the company's premier product.

TOUGHEST BUSINESS DECISION: Severing a business partnership after the sixth year.

LIKE BEST ABOUT THE BUSINESS: That it's colorful, aromatic and creative and changes the way people feel.

ONE THING ABOUT YOU THAT WOULD SURPRISE PEOPLE: Stavroulakis was an aerospace technician before starting The Salt Project.

At-a-glance

The Salt Project

Founder and CEO: Catina Stavroulakis

Headquarters: Milpitas

2007 revenue: \$200,000

Founded: 2001

Source, amount of start-up capital: Self-funded, \$1,200

Phone: 408.934.9400

Web site: www.thesaltproject.com
