

VCO AND VCO BASED COSMETICS EMERGING IN SOUTHERN PHILIPPINES

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Sometime in January 2005, Loracrow Virgin Coconut Oil (VCO) Processor was founded for the production of quality VCO, an offshoot of a year's research. It was founded by Lorena and Peter Crowhurst with co-founder and principal investor Mark Rice. The vision: "Build coconut product quality image in the global market, providing livelihood to everybody regardless of social standing, academic achievements, or financial status". The mission: "To showcase high quality coconut products and innovate for effective utilization of raw materials, manufacturing, and information".

Methods and techniques were developed for the production of quality VCO and VCO-based cosmetics under the brand name "Lubilife". Quality was the key factor of the business, producing virgin coconut oil the coldest temperature possible.

The products are marketed through *direct selling* through pharmacy outlets, health shops, malls, and department stores and *multi-level marketing* by a pool of satisfied consumers who impart the product knowledge to others in order share the benefits to many.



The various "Lubilife" products

The Products

Virgin coconut oil is the major product. Cosmetic products consist of facial scrub, facial cream with SPF, lip butter, hair treatment cream, shampoo,

body butter, body cream, body scrub, foot scrub, massage oils, mosquito spray, and soaps of different variants using naturally extracted essential oils. The company is also producing natural vinegar



Shopper's Choice Award Plaque & Certificate



Product on show and Innovation Award Plaque

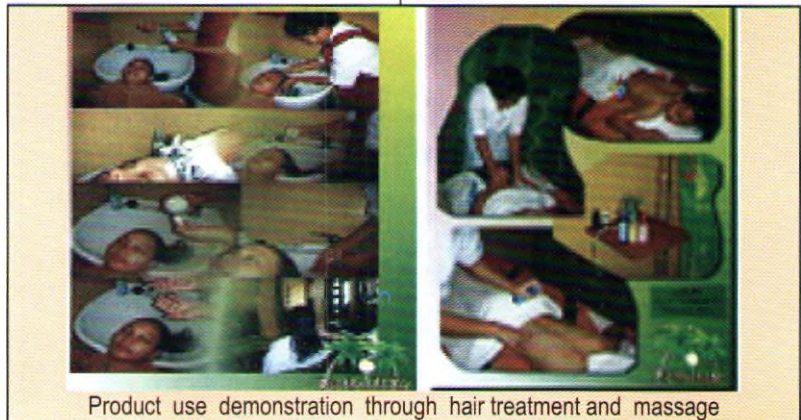
from coconut water and the latest product being developed is the high fiber coconut cereals from the coconut kernel which contains high dietary fibers as studied by the Food and Nutrition Research Institute (FNRI) and hence beneficial to human health.

Achievements

The company promoted the virgin coconut oil not only in Southern Philippines, but also in other parts of the country and Europe as well. In its quest for quality, "Lubilife" virgin coconut oil got the 2005 National Shopper's Choice Award which enabled it to gain preference and a wider market in the malls.

Lubilife also got the 2005 PCA Product Processor Innovator Award for virgin coconut oil during

the National Coconut Week Celebration and 5th Coconut Festival last August 2006 due to its



Product use demonstration through hair treatment and massage

significant contribution to the national local utilization of traditional and new products; global utilization and marketing effected by their trade exhibits' participation; local sales and

revenues; export earnings; improvement in the health and nutrition of Filipinos and food safety; and job generation of ten employees and 1,074 consumer-based distributors all over the country.

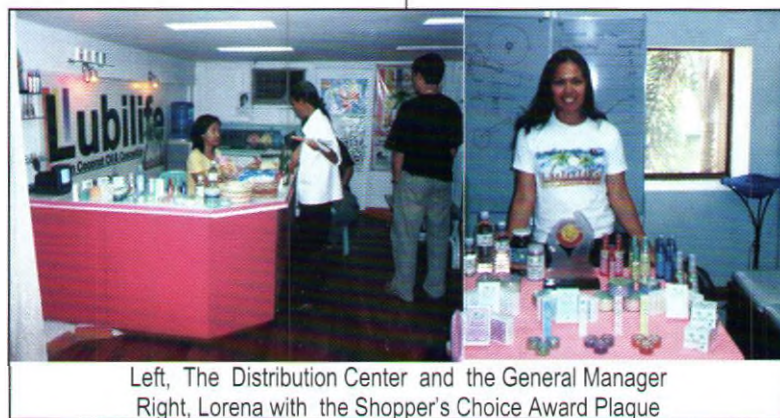
It actively promoted the benefits of the coconuts and its by-products (mainly the virgin coconut oil) through product demonstration in the distribution center.

Foot, body, and facial massages were performed for the consumer to experience the relaxing benefit of a coconut oil massage. Hair treatment including foot spa were also demonstrated to show the way the products should be used and hence expand consumer base through appreciation of the product value.

Prospects and Development

With consistent promotional efforts the market of the virgin coconut oil in the country and abroad is expected to increase. Small as it is, Lubilife will strive to grow and serve the markets it has established and how to gain a wider market access especially for the new coconut-based products that it has developed.

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Left, The Distribution Center and the General Manager
Right, Lorena with the Shopper's Choice Award Plaque