

enterprise europe

SUCCESS STORIES 2014

Utsukusy



A FAMILY BUSINESS THAT EXPANDS ACROSS EUROPE

Japanese cosmetics manufactured in Barcelona are distributed in Ireland

Osmium Beauty is an importer and distributor of Shellac Nail Gel, based in Ballybricken (Ireland), who began trading in 2012 and have grown rapidly and is currently exporting to Europe, Oceania and the USA. Osmium Beauty approached Enterprise Europe Network South East Ireland in 2012 looking for expanding their product range. It was informed about EEN's partner search tool and the Business Cooperation Database (BCD).

The company began to receive many enquiries from a wide range of manufacturers in the Beauty industry. One of these enquiries came from Utsukusy a family company founded in 1976 that works with Japanese aesthetics and natural ingredients in manufacturing high end cosmetics in Barcelona who were looking for distributors in the UK and Ireland. Utsukusy has been in Spain for a number of years already and are now expanding across Europe.

Utsukusy got in touch with ACCIÓ in order to get the contact details of Osmium Beauty. ACCIÓ realized that there were many possibilities to reach an agreement between both companies, and therefore they sent the Expression of Interest to the EEN South-East Ireland.

Osmium Beauty established a frequent communication channel with Utsukusy and travelled to Barcelona to meet with them. Quickly, they both decided to work together and Utsukusy travelled to Ireland to train local Beauty Therapists in use of their products. Due to their collaboration Osmium Beauty has created two permanent positions and is looking to recruit a third person within the coming months due to their increased products range.

CATCIM- EUROPEAN ENTERPRISE NETWORK CATALONIA

ACCIÓ- Catalan Agency for Business Competitiveness.

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