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## A Natural Advantage

How one entrepreneur educates consumers to forge a strong brand impression



Jane Carter, 43, owner of **Jane Carter Solution**, a line of natural haircare products sold in **Whole Foods Market** and **The Vitamin Shoppe**, says consumers have finally begun to read labels. But companies must do more than slap the words "organic" or "all-natural" on their packaging to stand out. They must engage—and educate—consumers using social media and sampling opportunities to forge strong



Article written by [Maya Payne Smart](#).

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Carter carefully chooses her business relationships. (Photo by Lonnie C. Major)

brand impressions. Here's how:

**Show and prove.** Natural products are often more costly to produce than synthetics, so manufacturers must clearly demonstrate product benefits to overcome resistance to higher pricing. "Once they try natural-based products, the results are so much more favorable that they are more willing to make the investment," Carter explains. "Once they realize that there are many products that can negatively affect their health, many will not use synthetic or unhealthy ingredients if they have a choice."

**Listen carefully.** Every business' challenge is to solve consumers' problems. To position her company as a trusted resource, Carter hosts a monthly conference call that customers can dial into and get answers to their specific haircare questions. "We have had as many as 600 people dial into our calls," Carter says. "The topic of the call could be about alopecia or the effects menopause has on your hair, as well as transitioning from relaxed to natural hair."

**Work the Web.** "It takes diligence to get national recognition when you're a small company and not advertising in major magazines," Carter says. "The Internet is probably the most powerful marketing venue of

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## 2 Comments



Posted on April 28, 2010 at 4:28 pm

I ADORE Jane Carter as a business woman and I LOVE her Jane Carter Solution products! High performance and all natural....what we've all been waiting for. Did you know that her products are now available in Target?!?

Kitty St Claire

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Posted on June 10, 2010 at 2:19 pm

I'll have to keep these notes in mind when I am promoting my website. It definitely does make sense, especially since a lot of the natural and organic products may be seen as more or less fake or faux-natural, if that makes sense.

supplement  
vitamin

Plus, what's wrong with using non-organic/natural products? I never saw the difference to be honest.

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