

Six Months of Resilience: “My Journey in Entrepreneurship”

The past six months have been both a personal and professional test of resilience, adaptation, and vision. For me as an entrepreneur — and for the beauty and cosmetics industry as a whole — this period has been defined by uncertainty, innovation, and opportunity.

Facing the Challenges

One of the most pressing challenges has been financial constraints, a reality faced not just by my business but by many players in the Sri Lankan cosmetics sector. Rising raw material costs, foreign exchange difficulties, and higher operational expenses created a ripple effect across the industry.

At the same time, new product development was disrupted by the influx of substandard products entering the market — often by bypassing regulations.

As an ethical developer, we remained committed to delivering cutting-edge innovation, yet competing against cheaper, lower-quality products that made inflated claims proved difficult. Fighting on price alone was not an option. Staying true to quality and consistency in such an environment became one of the greatest tests of resilience.





Finding Strength in Focus

What allowed us to stay the course was keeping rooted in our goals and being mindful of the bigger picture. As an industry, consumer demand remained steady — people continue to seek authentic, safe, and innovative beauty solutions even during difficult times. By staying alert to market shifts, customer needs, and regulatory changes, I was able to redirect resources into areas that delivered both value and relevance.

Turning Challenges Into Growth

What appeared to be barriers soon became opportunities. For instance, financial pressure drove innovation — compelling us and others in the sector to explore localized formulations, natural ingredients, and digital-first marketing. This shift has reshaped the industry, highlighting resilience and creativity as the keys to survival and success.

A Journey Forward

Looking back, these six months tell a story of resilience across an industry and within myself. For me, success has meant not only protecting our market share but also reinforcing the trust of consumers by staying true to authenticity and innovation. For the industry, it has meant learning to adapt — whether through supply chain agility, digital retail channels, or consumer-centric product development.

As I look forward, I do so with clarity and confidence: resilience is now a permanent mindset. The challenges of the past six months are not setbacks but stepping stones, both for me and for the beauty industry in Sri Lanka, as we continue to evolve towards global relevance.



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