

Pope: Her hair product sales show steady growth for her company

BY ROSANNE BRADY

The hair care industry has a new kid on the block. It is Naturceutics Inc., the brain-child of Winifred Pope.

Pope combined her Bachelor of Science in pharmacy with 15 years of experience as a pharmacist to create a hair care product line called Nature's Prescription.



Winifred Pope

Using natural ingredients and "the latest technological advances," the company says it produces hair products that "nourish and condition the hair and scalp." To date, it has nine products and consistent sales growth.

The seeds of Pope's business were planted when she began creating and making hair products out of her home for family and

friends many years ago.

In 1999, after working for several major companies, Pope decided the dream of having her own business was possible. She quit her job and formed Naturceutics.

Internet marketing steadily increased her customer base, leading to the need for a manufacturer. She searched until she found one willing to make her products the way she wanted them produced. The manufacturer is located in Dallas.

Customer satisfaction continues to fuel steady growth of her company. Pope's products are sold in seven salons and one retail store in cities throughout Florida and are used by women, men and children of all ethnic backgrounds.

Her alma mater, Florida A&M, has posted Pope and her business on its Web site, which currently gets 180,000 hits a day.

Pope is grateful for her success and gives back to the community through volunteer service to schools, churches and other organizations that seek to assist the disadvantaged and nurture and inspire young people.

As a member of the Tampa Bay Chapter of the National FAMU Pharmacy Alumni Association she has won awards, which include the Distinguished Service Award, Outstanding Pharmacist of the Year and Unsung Hero Award.

Pope foresees growth of her company with future products that will remedy hair problems associated with aging hair. The quality of her products and success of her business is changing perception of the company from "new kid on the block" to established entrepreneur.