

CLIENT SPOTLIGHT

Brampton Entrepreneur Madonna Cicconi wants to help you on your Self-Care Journey



Madonna Cicconi - founder & CEO of Cicco Aroma

After the whirlwind year that was 2021, we all could use some time for self-care. This month's client spotlight, Madonna Cicconi is on a mission to help people do just that. She is the founder and CEO of a self-care solutions company called Cicco Aroma. They offer a collection of all-natural, handcrafted and plant-based products designed to elevate the mind, body and soul. Madonna started her product line by creating body butters for herself, then for friends and family, and now she offers a wide range of clean all-natural products.

Before the Brand

Madonna's journey to entrepreneurship was born out of a difficult time. After a uterine fibroid diagnosis, her physical and mental wellness became a heightened focus. **"I'm not going to lie, I was a total wreck at that time because of all the pain,"** Madonna explains. Determined not to let the pain rule her life, she embarked on a path to find wellness. This journey led Madonna to create natural toxin-free skin-care products. **"Going the natural route gave me a sense of control over my health,"** Madonna explains. Realizing that her newfound passion could help others, she decided to start a business, and thus Cicco Aroma was born!



Building the Business

After coming up with the idea, the next step was making her dream a reality. To get started, she joined the Brampton Entrepreneur Centre's (BEC) Summer Company program in 2019. This yearly initiative helps young entrepreneurs learn how to launch and operate their businesses. ***"BEC's summer company program was actually the foundation on which Cicco Aroma was built,"*** says Madonna. Armed with a wealth of knowledge from Brampton's best business minds, she started getting ready for the launch. Madonna's vision was coming to fruition, and then COVID-19 hit.



"To be honest, when COVID happened, I was like oh my god, I'm in trouble," says Madonna. In preparation for 2020, she had prepaid for booths at several markets across the GTA and made other investments in her business' success. Due to the pandemic, the events Madonna invested in were cancelled or moved online. This new way of life required a change of strategy.

Breaking out of her Shell

Madonna started hosting Instagram live sessions to showcase her products and share her entrepreneurship story. ***“It forced me to put myself out there,”*** she explains. Not only has she gained more customers, but she has also built a community of people interested in making their wellness a priority. ***“The Cicco Aroma tribe are my biggest supporters,”*** says Madonna. ***“They always remind me of why I started in the first place, to help others along their wellness journeys. I’m very grateful for the community we’ve built!”***



Madonna’s dedication to creating products that meet people’s wellness needs has led to an impressive amount of growth. Not only has her product offering increased from 2 to 20 products, but Madonna has also landed some shelf space in the Eaton Centre, the second largest mall in Ontario! At first, she was scared to apply for the opportunity. ***“I didn’t want to apply because I wasn’t sure I was ready... Then I realized that if I don’t allow myself to try and fail then I will never grow. So I took the leap,”*** explains Madonna. You can now find Cicco Aroma products in the Black Owned Toronto pop shop, a store dedicated to highlighting Black-owned business in the GTA.



Business Hopes and Dreams

In under three years, Madonna has managed to build a flourishing business that meets one of our time's greatest needs: improved wellness. Even still, this is just the beginning of what she hopes to accomplish. Madonna has her sights on expanding her team, solidifying her brand, and opening a studio where people can get the whole Cicco Aroma experience. Her advice for aspiring entrepreneurs: ***"It's going to be terrifying. You're going to mess up some things. You're not going to have all the information, but if it keeps you up at night, just do it."***

To find out more about Cicco Aroma, head to their [website](#), and follow them on [Instagram](#) and [Facebook](#)