

## Discover Brampton's own signature home and body products: Antonia Natural!

Lina Ferguson is the owner of Antonia Natural, signature home and body products made primarily from natural and natural derived ingredients.

The journey to the development of Antonia Natural began six years ago. Lina was visiting a good friend in Mexico, who manufactures her own custom soaps. Lina tried out a few of her friend's products and quickly fell in love with the effect they had on her skin. While her initial plan was to fill her suitcase and share this product with Canadian retailers, Lina quickly realized with import costs – this wasn't a viable business option.

But something had already changed in her mind and heart; Lina always had a passion for skincare, and the experience with her friend's products reignited her interest in the topic. But starting a business is a process, and Lina's journey, like that of many entrepreneurs, began part-time while managing a full-time job. Her biggest obstacle was time. She had a demanding full-time job and used every free hour to develop her own company: nights, weekends... every moment she had.



Lina combined her chemical multinational job expertise with additional courses, and created Antonia Natural. She's now in her fifth year of doing business, and her first year of focusing on Antonia Natural full time; her business is driven by her love of helping others gain confidence with the best version of their skin. Lina's natural inclination to help others doesn't stop there; she also donates her products to local shelters to assist those in need.

Her family has been her biggest support system. They are the first to try products out and assist her with many aspects of the business.

The Brampton Entrepreneur Centre (BEC) has also provided Lina with the support to take her business to the next level. "Having access to a mentor who understands my journey and provides effective tools that accelerate my success has truly helped me grow Antonia Natural," says Lina. "I'm so grateful for the resources they provide. I believe every entrepreneur can benefit from working with them. One of the most rewarding parts of being an entrepreneur is the great people you meet, like the team at BEC."

Her next steps include expanding her product locations, the private label formulating and manufacturing side of her business, continuing to network with other local entrepreneurs, live demonstrations, and continuing to find ways to give back to the community.