



LJ Natural Announce a Record-Breaking Year

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LJ Natural are ecstatic to announce a record-breaking year to date for 2018. Their driven approach throughout this year has paid dividends as they confirm increased sales, site visits and client engagement.

PR9.NET November 29, 2018 - LJ Natural offer handmade organic beauty products and are based in Wilmslow, Cheshire. The Company's ethos is based around the creation of natural products using minimal ingredients. This has propelled them forward within the field of skincare products for individuals with sensitive skin or eczema.

LJ Natural was established in 2009 by Company owner, Lisa Johnson. As a qualified clinical aromatherapist, she used her personal experience in order to grow the brand and product lines. The way in which the Company promotes high-quality organic ingredients, all ethically sourced is at the centre of their philosophy. This confirms an unwavering focus on ethically sourced ingredients, never tested on animals.

This year has proven to be one of many changes for this ever-evolving Company. A new approach into search engine optimisation and product diversification are just a couple of examples of the year's growth strategy. All elements of this programme have been carefully considered. This is to ensure growth of the business without losing any of the personal touch and handmade approach.

Month on month, website visits are increasing from 2017 to 2018. This increase in site traffic has been accompanied by increased sales as a result. With the Company's busiest month ahead, they are already reporting record breaking growth, sales and client engagement.

With an increase in average traffic to their informative website each day, LJ Natural aim to offer an experience for their visitors. This is managed in an open and informative approach about their products and this runs seamlessly onto their open-door approach. Due to their products tailored nature Lisa promotes client engagement with in-depth knowledge of many skin conditions and how best to treat them.

This is at the forefront of the company's success. Lisa's experience, knowledge and passion for the creation of natural products is second-to-none. Informative blog posts are offered to allow individuals the opportunity to gain an insight into many elements of her organic skincare range. It also deals with many challenges and difficulties individuals face with either their beauty regime, product selection or skin conditions. Lisa's passion is engaging and inspiring and it is clear that this is at the centre of each and every growth strategy.

Lisa Johnson, founder of LJ Natural commented;
?I love beauty products! However, having suffered with severe eczema and skin problems since my mid 20's, skincare shopping always made me sad. It wasn't until I had children and realised I needed to change my career, whilst battling with my eczema, that I dreamed up LJ Natural. After lots of hard work, research and experimentation, I started to hand-produce small batches of divine beauty products. My wonderful little company was born.?

It is evident from this how the growth and expansion of the Company has taken off in the years leading up to 2018. This offers and incredibly exciting advancement into 2019 and will be intriguing and exciting to watch the sustained growth of such an incredible Company. It is exceptionally rare to identify a Company so focussed on its provision for ethically sourced ingredients and a firm stance on hand-making products to ensure the absolute quality of every item sold. It is safe to say that this innovative Company is propelling itself into 2019 with its best-foot forward. It is an exceptional example of how measured growth can offer great reward.

Further information is available at <https://www.lj-natural.com>

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About LJ Natural

LJ Natural was established in 2009. We only use the highest quality organic ingredients (certified organic, wherever possible) and finest, freshest essential oils to create our products. Our product ingredients are free from sulphates, parabens, petro-chemicals, artificial colour, fragrance and all synthetic ingredients. LJ Natural are completely opposed to animal testing and ensure all the ingredients are cruelty-free.

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