

dunkle authentic

*It's time to explore the things that are a little scary, work **ON** my business as well as **IN** my business.*

Face my fears and take some risks.

Molly Dunkle, Dunkle Authentic

Dunkle Authentic is the provider of small batch makeup and skincare products which are made in Australia using high quality and ethically sourced ingredients. The range includes face oils, foundations and lipsticks – named after favourite travel destinations. As a 12-year-old girl with a fascination for lip balm, and an environmental chemist for a Father, the guiding support and gifting of early batch ingredients was the catalyst for the products now developed by Dunkle Authentic.

From lip balm to a range of products in demand worldwide, Dunkle Authentic is a great example of the entrepreneurial journey. After studying business management, earlier business growth was small and steady which allowed Molly Dunkle, Founder of Dunkle Authentic, to spend time working in, and learning about, the industry she was entering. This was time well spent. It reinforced to Molly that the values and direction of Dunkle Authentic would be offering something different to existing market offerings.

Over six years Dunkle Authentic has achieved steady growth. The past 2 years have seen a major increase of profits in each year, which has allowed Molly to devote all her time to continued growth and product development for the business.

And Molly's growth plan included the opening of a dedicated studio. Doing this right as the COVID-19 pandemic hit was not part of the plan!

COVID-19 has presented some other challenges for Dunkle Authentic. Supply chains were disrupted, logistics for overseas orders were hampered and the recently opened studio became off limits to customers due to social distancing measures. These are challenges many others are facing. So how is Dunkle Authentic addressing these issues?



Dunkle authentic foundation line

Through the Female Founders Impact Program, Molly has been part of the Mentor Match program. This has allowed her to receive mentoring support to work through her current challenges.



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In these sessions’ discussions focused on addressing mission critical areas first. Where and how to source new, Australian suppliers, who meet the critical conditions of being quality products which are produced ethically. Molly commented, “I had set myself a goal in 2018 to investigate more Australian content for my products. With many borders closed and more time to explore options, this is now a priority for my business.”

Molly is now working with several Australian agricultural and farming producers, trialing samples, trialing new products and ensuring the values and quality of Dunkle Authentic are being met.

It is early days in this process for Dunkle Authentic. The trials to date are promising and the support from local suppliers has been outstanding. The willingness of the suppliers to try and assist may also support the opening of new markets and customers for them. A win for everyone.

The benefits of increasing local product sourcing will help Dunkle Authentic become less exposed to economic and business issues, and ensure they are better supported to meet customer orders, and quality of product.

We look forward to keeping in touch with Dunkle Authentic and providing further updates on their continued success.

Visit the Dunkle Authentic website <https://www.dunkleauthentic.com>

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