

Startup Profile: Belle (Registered under MSME) – Beauty, Personal Care & Herbal Cosmetics

Overview:

Belle is a student-led startup focused on the development of herbal beauty and personal care products. Rooted in traditional knowledge and powered by innovation, Belle formulates natural cosmetic products using herbal ingredients to promote wellness and skin care. The startup emphasizes chemical-free, eco-friendly solutions that cater to modern lifestyle needs.

Core Focus Areas:

- Herbal cosmetics and skincare products
- Natural beauty and personal care solutions
- Radiation protection using herbal-based innovations

Innovative Products Developed:

- Herbal face powders, cleansers, and cosmetic blends
- radSORB – A pioneering herbal gel-based product made from aloe vera, designed to protect users from radiation emitted by electronic devices. It is:
 - ❖ Applied as a coating for mobile phone back cases
 - ❖ Used in herbal ornaments for wearable protection

Faculty-in-Charge:

Dr.J.Jeeva Priya, Assistant Professor of Commerce

Mrs. D. Ganga Devi, Head & Assistant Professor of Data Science

Standardpreneurs (Student Entrepreneurs) Involved:

- 1) E. Negilsha, II B.Sc Physics
- 2) M. Selvi, II B.Sc Physics
- 3) J.Lavanya, II B.Com (PA)
- 4) M.Subiksha Sri, II B.Com (PA)
- 5) B.Sakthi Nanthini, II B.Com (PA)

Innovative Action:

Belle introduces radSORB, a unique aloe-based herbal solution that shields users from electronic radiation, transforming mobile accessories and wearable fashion into tools for wellness.