

## Profound Beauty

### Challenges

Mana Products, Inc., a global leader in private label manufacturing of beauty products needed a solution to start selling their own brand of hair care products "Profound Beauty" directly to consumers on the web.

They required a site that would give them advanced e-commerce and content management features but that would also allow them to maintain their high level of design, integrate their existing online assets as well as offer specific marketing features. To meet these goals we delivered a Joomla! CMS with tailor-made templates as well as a Joomla! CMS with a customized e-commerce extension.

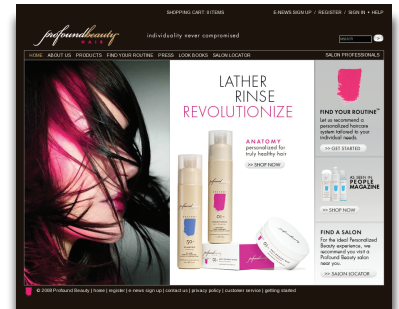
Net@Work handled the analysis, project management, development and systems integration while Mana Products' internal creative staff handled the site design.

Since it's recent launch, the site has managed to generate significant sales, helping to guarantee to the success of their new B2B sales effort. Net@Work continues to support the site and has developed several new augmentations for the site after it's launch.

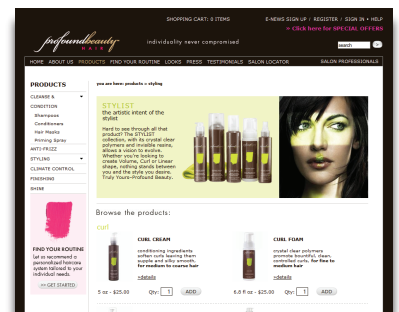
### Features

- Shipping & Accounting system integration
- E-commerce integration into CMS at multiple points
- Marketing materials area for salon owners
- Email marketing tools integrated with e-commerce system
- Coupon Management featuring free gift coupons
- Interactive Hair Care Regimen Builder with shopping cart integration

## WEBSITE



Easily updated homepage to promote new products and news.



Easy to scan, elegant product listings

url: [www.profoundbeauty.com](http://www.profoundbeauty.com)

### Technology:

- Site built on the Joomla! Content management system
- E-commerce handled using customized Virtuemart e-commerce extension
- Hosted on their local servers to increase security
- FedEx integration using Hamachi VPS