

**Company:** Lust Minerals - Ecommerce Clean Beauty Brand

**Company Description:** Lust Minerals is an Australian made and owned, e-commerce clean beauty brand that is redefining the beauty industry. It was founded by mother of two, Stacey Hollands, with a vision to prove that mineral makeup and natural skincare has the high performance power to change your skin, your life and leave the planet a better place.

**Nomination Category:** Entrepreneur Categories

**Nomination Sub Category:** Best Entrepreneur - Apparel, Beauty & Fashion

**Nomination Title:** Stacey Hollands

1. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 650 words? Choose one:

Essay of up to 650 words

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video:

3. If you are providing a written essay for this nomination, submit in this space an essay of up to 650 words describing the achievements of the nominated entrepreneur since 1 January 2023:

**Total 628 words used.**

Stacey Hollands is the proud CEO and Founder of Lust Minerals, Australia's leading clean beauty brand, and soon-to-launch sister brand, SNDY SKN, a natural SPF50 line. Her mission is to revolutionise the cosmetic industry by proving that achieving real results doesn't have to come at the expense of your skin or health. While many brands are now acknowledging the dangers of harsh chemicals, Stacey was a leader in this shift, founding Lust Minerals in 2014 after recognising a significant gap in the market for natural, clean products that offered both high performance and affordability. Starting with just a \$10,000 investment, the brand quickly gained a loyal following, reaching \$1 million in revenue within 18 months and growing into a multi-million dollar business.

The brand's success is a testament to Stacey's exceptional leadership. As a hands-on founder, she is deeply involved in every aspect of the brand's growth. A major milestone for Lust Minerals was its 10th anniversary in September 2024. The consistency of Lust Minerals' growth over the past 10+ years, even in a competitive and ever-evolving industry, speaks to the brand's strong foundation and Stacey's ongoing commitment and dedication to the brand and her community.

Over the past 3+ years, Lust Minerals has experienced impressive growth, achieving over \$33 million in turnover and growing its customer base to over 200,000 raving fans. This represents a 247% increase compared to the previous period.

Stacey's success is driven by her deep understanding of customer needs. This insight led her to develop an online shopping experience that mirrors in-person experience, featuring tools like a 99% accurate online colour matching tool, virtual try-ons, and a detailed skin quiz to ensure customers find the perfect products.

In the past six months, the brand has expanded its offerings with in-person colour matching appointments at their HQ and Zoom consultations for remote customers. These initiatives have contributed to significant growth and new customer acquisition, with the daily rate of new customers doubling compared to the previous year.

What sets Stacey apart is her expertise as an educated entrepreneur. She holds an international CIDSEO diploma, the world's top qualification in Aesthetics and Beauty Therapy, and is currently pursuing a certificate in advanced cosmetic science. This knowledge has directly informed product development and reformulations, including the introduction of clinically-backed, patented ingredients. A standout product is the Firming Peptide Moisturiser, which has become a bestseller, winning the 2024 Prevention Beauty Award for Best Firming Moisturiser. Referred to as a natural alternative to botox by the Lust Minerals community, this product mimics the effects of microcurrent facial treatments, providing visible lifting and smoothing of fine lines in as little as 28 days.

In February 2024, Stacey introduced the Lust Beauty + Wellness School Program, a six-week educational course focused on clean living, skincare, holistic health, nutrition, makeup techniques, and mental well-being. Initially offered at a special early-bird price of \$59 and fully redeemable in product, the program was relaunched mid last year at \$99 for a limited time, with a portion of the proceeds donated to One Girl Australia, highlighting Stacey's dedication to prioritising people over profits, as well as her creative ways to give back to her community.

Community and people are at the core of everything Stacey does. Lust Minerals hosted its first community retreat in October 2024, offering attendees an in person, blended beauty and wellness experience. Due to its success, a second retreat is scheduled for April 2025. In February 2025, the brand also introduced a new innovative Rewards Program as a further way to recognise and reward customers for their loyalty.

Stacey's commitment to innovation, education, and community has earned her numerous awards and exceptional PR recognition, solidifying her reputation as a successful entrepreneur and leader in the clean beauty industry.

4. In bullet-list form (up to 150 words), provide a brief summary of up to ten (10) of the chief achievements of the nominated entrepreneur since 1 January 2023:

**Total 146 words used.**

Award Recognition:

- 2024 Stevie International Business Awards - Best Entrepreneur - Apparel, Beauty & Fashion - Gold Winner

- 2023 Stevie International Business Awards - Best Entrepreneur - Apparel, Beauty & Fashion - Silver Winner

- 2024 Australian Women Small Business Champion Award - Beauty Product - Winner

- 2024 - Roar Awards - Best Beauty & Cosmetic Product Winner - Gold Winner

- 2024 - Prevention Awards - Best Firming Moisturiser Winner - Lust Minerals Firming Peptide Moisturiser

- 2024 - QLD 40 under 40 Entrepreneurs

- 2023 - Young Entrepreneur of the Year Awards - Retail & Services - Winner

- 2022 - Ausmumpreneur Awards - Hair & Beauty Business Award - Gold

Other Achievements:

- \$33 million in turnover in the last 3 years

- Launch of the Lust + Beauty Wellness School in February 2024 - <https://lustminerals.com.au/pages/beauty-school-launch>

- First Community Retreat in October 2024 - <https://lustminerals.com.au/pages/review-thrive-retreat>



## Attachments/Videos/Links:

[Stacey Hollands](#)



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