



**EJONA
HYSI**

She made it! She built her own brand called "Shirel Organic".

Ejona Hysi, a 32-year-old biochemist, succeeded in building her own artisanal cosmetics brand called "Shirel Organic".

After completing four vocational courses in artisanal cosmetics, she founded her own brand in 2022. Ejona received training at the ACE Course Center, and was later hired as an instructor to teach the organic soap production course. She says that her passion for cosmetics was aroused by her mother's beauty store and that the desire to produce her own products was ignited after online research.

Currently, she plans to open a store and a workshop where people can attend the soap and candle making process.

A project by Swiss Agency
for Development and Cooperation SDC



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Agency for Development
and Cooperation SDC

In partnership with:



Implemented by:



HELVETAS



PARTNERSALBANIA
FOR CHANGE AND DEVELOPMENT



How does Ejona tell her success story?

"As a Pharmacy graduate, I used to work in the school laboratory learning about drugs, but I wanted to enhance my knowledge of cosmetics. Why not natural cosmetic products?!" says Ejona, who tells us that she grew up in her mother's beauty supply store.

"After finishing my studies, I became more involved with production. I thought, why not produce them myself?"

Her desire was further ignited when, after searching online, she came across a course on artisanal cosmetics provided by the ACE Course Center.

"After looking at the training programs, I enrolled in 3 parallel courses, respectively the cosmetic soap course, the essential oil production course, and then the candle making course."

In her early days, she was not satisfied with just one opportunity, so she attended several vocational courses on artisanal cosmetics. In 2022, Ejona graduated from the ACE Course Center with distinction. Before long, she created her own brand "Shirel Organic" of artisanal products in skin care cosmetics. One year later, she also attended the Training of Trainers (ToT) course.

"I started with soap making and afterwards I decided to produce skin oil blends as well", says Ejona, adding that her journey did not end there, but she moved to another professional level by teaching candle and soap making to other artisanal cosmetics lovers. According to her, the production process is very interesting and the practical part is really appealing.

"I am ready for another course, this time regarding perfume production."

Her workshop has been open for three years now and is doing very well. Setting up a stall at the end of the year was an accomplishment that she would never have imagined to achieve if on the day she found about the online course she had not immediately decided to go for it. Her next step is not just opening a store, but a workshop accessible to people interested in attending a soap or candle making process.

"I will also give courses for whoever wants to learn."

When asked about the relevance of courses to her, Ejona replies that they completely changed the course of her life. *"What I wanted to do before, and what I want to do now?!"* she says, recalling that she was previously a salesperson and now a manufacturer. Albania Craftsman Education is a short-term vocational course center with 70% of practical training dominating over 30% of theoretical training. Course trainees are mainly between 18-35 years of age. The primary goal and mission of the center is to support their trainees with their startups, where ACE helps in drafting concrete business & marketing plans. In collaboration with RisiAlbania, training of instructors (ToT) has been facilitated by local and international experts in order to make vocational training at ACE as easy and cost-effective as possible.

