

# ABOUT US



SynergyNapex LLC is formed by Selçuk (Chuck) Mumcu as an independent consulting and export management firm to assist US Natural Cosmetics and Natural Product manufacturers to build and/or expand their export business.

We also assist foreign natural product manufacturers and/or service providers who wish to break into the US market.

Selçuk Mumcu, has close to 20 years of natural products import/export experience on both sides of the Atlantic.

Prior to founding SynergyNapex LLC Selçuk held positions with Nutraceutical International Corporation as their Regional Sales Manager for Europe, Middle East and Africa; as Director of Operations- Europe and then Director of Operations - Canada. Selçuk was positioned in Ireland (1994 - 1995) and United Kingdom (2001-2004). From 2005 until 2016, as the Director of International Sales at Aubrey Organics, Selçuk successfully placed Aubrey in over 25 countries.

Selçuk is well known among European and US Cosmetics Producers, certification agencies such as BDIH and was the only US Natural Cosmetics professional invited to the Natural and Organics cosmetic conference held in Berlin in October 2015.

Selçuk speaks English, German and Turkish.



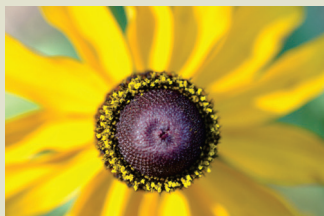
*"Nobody I have worked with can find away through international hurdles like Selçuk can. He is an excellent, detail oriented manager that is a must for your team" Shane Durkee, Senior VP, Maximum Human Performance*

For more references please see my LINKEDIN profile at:  
<https://www.linkedin.com/in/selcuk-mumcu-9149586>

## FREQUENT PROBLEMS THAT SYNERGYNAPEX LLC SOLVES

- You want to export but don't know where to start.
- You cannot afford to hire international business staff
- Your export sales are small but growing yet it is taking too much time to administer
- You want to sell to European Union / Asia but are struggling with regulatory issues. Compliance fees you have been quoted are outrageous.
- You want to sell into the US Natural Products Channel but don't know where to start (for foreign manufacturers.)

IF THESE ABOVE SOUND FAMILIAR - PLEASE CALL US FOR AN INITIAL FREE 1/2 HOUR CONSULTATION



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## SYNERGYNAPEX LLC Natural Products Exports

Our mission is to help small to medium size natural product companies to build and manage strong export departments for sustainable long-term growth.

From International Sales and Business Development to Regulatory Services such as compliance with EU Cosmetic Regulation to C-GMP Audits - SynergyNapex LLC is your cost friendly ally.

How do we do this? Please see inside the brochure

Natural Products Exports



SynergyNapex LLC

[www.synergynapex.com](http://www.synergynapex.com)

## WHY SYNGERYNAPEX LLC - 1 (The Business Case)

Small to medium companies frequently get international inquiries and sometimes develop relationships with buyers for instance during trade shows.

Unfortunately, more often than not international sales are tied to either CEO's or other senior officers such as VP of Sales who are busy and also are not usually interested in spending several hours weekly to nurture time consuming international accounts.

Furthermore, there are regulations, labeling issues that need to be studied, shipping arrangements to be made and education to be provided. With limited time and with little daily focus on international business this often results in many lost opportunities.

Even with some focus many relatively easier foreign markets can be penetrated yet often even promising inquiries may end-up unanswered - again due to limited focus.

## WHY SYNERGYNAPLEX LLC - 2

Finally, often hiring or regulatory compliance decisions are postponed until revenues from int'l sales are generated and yet until some focus is given to international sales, no truly meaningful sales are likely to be generated.

SynergyNapex LLC, can help break this cycle by becoming "the smart alternative" until your organization can hire a full-time experienced international business professional.

If your organization already has an international sales department SynergyNapex LLC can be a valuable source for developing additional markets in particular within the EU region.

**While an experienced international business director/VP, not counting benefits, can cost manufacturers upwards of \$120K per/year - SynergyNapex LLC can achieve results with a fraction of such cost.**

**LET US WORK TOGETHER!**

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## CONTACT US IF YOU HAVE A NEED FOR THE FOLLOWING:

- 1) You want to Export but don't know where to start
- 2) You are getting inquiries but cannot effectively follow-up with them
- 3) You have some international sales and want to start setting up a well operating international sales department that is integrated to the rest of the company/operations.
- 4) You are actively exporting and your current export sales department needs sales structure assistance
- 5) You want to sell into the European Union
- 6) You are a cosmetic producer who is shopping for EU Compliance Solutions and Responsible Person Services - SynergyNapex LLC works with very reputable consultants across the European Union. We can devise lower cost solutions.
- 7) You are planning to enter the US Natural Products Channel and need market research completed, sales network established and figure out logistical options.

