



CLAIRE'S BEAUTY MUST-HAVES

*The Refine & Glow Miracle Collection,
£42 aureliaskincare.com*

"It's a beauty kit on its own,
plus it comes in a chic bag."

*Vapour Aura Multi Use Blush Classic,
£31 naturisimo.com*

"I love the classic rose shade
and the texture is perfect."

Pomelo by Jo Loves, £45 jomalone.co.uk

"Everyone needs a personal
fragrance – it can pick you up
in an instant. This is my go-to
at the moment."

Claire Vero

“ I LOVE *creating new products that will* MAKE A DIFFERENCE *to women's skin* ”

When *Claire Vero* started to get dry skin and fine lines, she decided to do something about it – she flew to Lake Malawi, learnt about organic ingredients and created Aurelia Probiotic Skincare

Falling pregnant when your new business is just seven months old is enough to make anyone sit down and take stock. But Claire's dedication to creating a bioorganic solution to skincare carried her through three months of harrowing morning sickness and onto building a successful brand. And it certainly paid off as Aurelia Probiotic Skincare is fast becoming a game-changer in the natural beauty industry.

My wellness education started at home – my mum is an amazing cook and very passionate about organic produce, superfoods and fermenting so I learnt how to prepare and enjoy healthy meals early on. Over the years, this progressed into encompassing organic beyond my diet and into other areas of my lifestyle, like beauty.

I became interested in natural skincare five years ago after seeing how some ingredients like sodium laurel sulfates (SLS) and petrochemicals can strip the skin's natural barrier and cause congestion. I made a list of all those ingredients I wanted to avoid and stuck to it. It was then that I felt there was a real need for effective, results-driven skincare but with a very strict free-from promise and a strong ethical pulse, which is why I created Aurelia Probiotic Skincare.

When you make a choice to include cleaner food in your diet, you can taste the difference with every mouthful, and with skincare you can see the difference in the mirror. By avoiding foaming cleansers that used SLS and opting for a cream alternative, I immediately noticed that my complexion was more hydrated and supple because a cream cleanser helps to maintain my skin's acid mantle, which is integral for balance and protection.

I had always been passionate about beauty and, having discovered how probiotics can help balance the skin, I created a scientifically-proven range that would focus specifically on radiance and age prevention. I talked to a lot of friends about their complexion problems, and nearly all of them were over-exfoliating and classifying their skin type as sensitive and it wasn't, they were just making it that way!

Wellness is a huge part of what I do and I've made a conscious decision to embrace it in all aspects of my day-to-day life. Making time to switch off is vital to my state of mind so I've started digital detoxing once a week and meditating using the Headspace app.

There are so many pros to having my own company. I absolutely love formulating and creating new products that will make a difference to women's skin and ultimately how they feel about themselves. Growing the Aurelia brand together as a team is hugely exciting and rewarding – we've gone from three people to ten and continue to expand. The cons are that it is pretty relentless and takes over a large portion of my life – I have to work hard to take a break from it. You need endless energy and resilience, but I wouldn't have it any other way.