

# COUNTRY & TOWN HOT SE

THE BEST OF BOTH WORLDS

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## FIERCE FASHION

*How to look hot  
on the treadmill*

## MARY BERRY

The Bake Off  
queen on war-time  
recipes

## SPA TREK

*Find the one that's right for you*

## THE ODD ONE OUT

*Properties that  
break the rule*

PLUS

YOUR GUIDE  
TO A FIT AND  
HEALTHY  
SUMMER





## THE PROBIOTIC PIONEER

Claire Vero was a high-flying management executive working on everything, from dermatology to the first ever cancer vaccine, at GlaxoSmithKline when she spotted a gap in the beauty market for scientific, results-driven products that were formulated naturally. So she decided to go it alone. 'Women felt like they had to pick between "science" and using skincare that was "natural",' says 33-year-old Claire, who founded Aurelia skincare in 2013. 'Our products

do both. The secret weapon is the probiotic element that performs checks and balances on the skin to reduce cellular inflammation and create the optimum environment for a healthier, more radiant complexion,' she says. The trick to making the products work for you – whatever your age or needs – is layering. For younger, twenty-somethings who need a kick of hydration, make the Revitalise and Glow Serum, £47, plus Cell Revitalise Night Moisturiser, £42, your poison. For older skins whose bugbear is lines – you could add a drop of the Cell Repair Night Oil, £45, into your cream, then layer the mixture over your serum. The Night Oil, in fact, is Claire's top tip for anyone with scars – including stretch marks. 'Having had a baby recently, my body isn't quite the same as it used to be!' she laughs, recalling the triathlons she used to compete in. Now, achieving a work-life balance is more of a case of speed talking new business ideas into a dictaphone as she walks one-year-old Henry around Richmond Park on her 'non-office days'.

With a team of six who have helped her roll the brand out into high-end retailers, such as Liberty and Net-A-Porter, she can afford to squeeze in a few Thai massages now and again, ('everyone should try Acu-Channel on the Brompton Road') and relies on Eskimo-3

*claire vero*



Pure Omega 3 Fish Oil supplements to keep her wits sharp. Other than that, her own beauty regimen is fairly simple – although she admits a weakness for Jo Loves' Pomelo fragrance. This summer, she's dreaming of a visit to the Limewood Hotel spa in Hampshire and long family weekends on the beaches of Salcombe. But, before that, she has products to create. 'These days, women increasingly want more than just one thing from their beauty buys,' she says. 'Cleansers that double up as masks or serums that melt into foundation, for example. We're working on a super smart new skin mask for next year that's going to bring multiple benefits in a luxurious, stress-free, high-tech way'. We say amen to that. [aureliaskincare.com](http://aureliaskincare.com)

