

THE BEAUTY INFORMER

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A Conversation With...Claire Vero

Global pharmaceutical and dermatology expert Claire Vero knows a thing or two about skincare. Having had an successful career at GlaxoSmithKline, one of the world's leading global pharmaceutical and consumer healthcare companies, Claire was inspired to create Aurelia Probiotic Skincare; a scientific, BioOrganic, age preventative skincare line.

I was lucky enough to grill Claire on everything from her career highlight to her ultimate beauty tip...



What inspired you to work in the beauty industry? And how did your career journey begin?

Working alongside the world's best dermatologists and utilising the most advanced and up-to-date solutions created by GSK, led me to understand the importance of scientifically proven skincare. After meeting patients with serious skin concerns caused by inflammation (ranging from eczema and psoriasis to dry skin and premature ageing), it was clear that reducing this inflammation was critical to achieving and maintaining healthy, youthful skin.

After discovering probiotics, which balance the skin's immune system, I was inspired to create a skincare range that would harness this next generation science but also use the most natural and organic ingredients available. It was essential for me to create a range that avoided all the nasty ingredients that are so prevalent in much of today's skincare. I am proud to say Aurelia is free from synthetic fragrances, parabens, mineral oils, silicones, sulphates, propylene glycol, phthalates, GMO, PEGs, TEA and DEA.

What is your career highlight?

I would definitely say launching Aurelia Probiotic Skincare on Net-A-Porter and having the entire range sell out in 72 hours!

What advice would you give to someone wanting to succeed in the beauty industry?

Come up with your principles for your concept and stay true to them. You will be challenged left right and centre to move aside from them, however staying true to your original goal will lead to your overall success. We find this with our ingredients policy; there are daily challenges in continuing to seek scientific but very natural ingredients. I know it's the longer route but it does create a better product in the end.

Who is the ultimate beauty icon?

Nicky Kinnaird MBE, founder and president of Space NK. She revolutionised the way women buy beauty over the last few decades.



Nicky Kinnaird MBE

What are your makeup bag essentials?

Hourglass Ambient Powder in Dim Light, Chantecaille Future Skin and Vapour Beauty Lip & Cheek Tint in Aura.

What is the biggest beauty crime a person can commit?

Using a cleanser that strips the skin of natural oils and leaves it unbalanced and tight. This often happens if people are using foaming cleansers containing SLS ingredients.

What is your top beauty tip?

A night oil can completely work with your skin's overnight system to repair and rebalance, resulting in gorgeous glowing skin every morning. I swear by Aurelia's Cell Repair Night Oil.

