



## Back To Nature

Aurelia Probiotic Skincare recently hosted an afternoon tea at Café Gray Deluxe at The Upper House in Hong Kong, introducing its line of products alongside a decadent menu of sweet and savoury treats, using organic ingredients inspired by the brand's unique, all natural formulations. Aurelia founder Claire Vero shares the details of her journey.

The world is slowly and steadily waking up to the myriad health problems caused by a modern lifestyle and all the toxic chemicals we are involuntarily exposed to, from pollution to undesirable preservatives found in food and cosmetics.

Enter Claire Vero, founder of Aurelia Probiotic Skincare, which combines science and probiotic technology with ethically sourced 100% BioOrganic botanical formulations to heal, improve and maintain naturally healthy skin.

Vero worked for nine years as a marketing director in the Global Dermatology Centre of Excellence at one of the world's leading global pharmaceutical and consumer healthcare companies, GlaxoSmithKline. Here, she took a leading role in launching evidence-based technology into markets, whilst identifying and considering the varying needs of different skin types around the world.

Naturally, Vero encountered countless patients with skin concerns that ranged from eczema to psoriasis to those simply seeking solutions for dry skin, protection from the sun and, of course, ageing.

"It was clear to me that reducing inflammation of the skin and balancing its defence system was critical to achieving and maintaining healthy, youthful skin," says Vero, who officially launched Aurelia in January 2013, after 18 months of research, technology development, formulation

testing and selecting the right blends of essential oils. "I decided to launch Aurelia with a core capsule range of five key products which complement each other perfectly and form a simple routine designed to improve skin and tackle the challenges of aging."

Aurelia skincare takes us back to basics, using exotic ingredients courtesy of Mother Nature, such as Hawaiian kukui oil and hibiscus in Aurelia's Cell Revitalise Rose Mask, both of which have been used by ancient Hawaiian skin healers to promote anti-oxidant benefits, and not a single trace of parabens, sulphates, GMOs or synthetic fragrances. 'No' has never sounded so good.

**In House:** With so many skincare lines jumping on the organic bandwagon, how do you ensure that Aurelia stays ahead of the game?

**Claire Vero:** It is not surprising that other brands are converting to a greener way of treating skin, as so many women are now much more wise to the ingredient lists that comprise so many well-known beauty products. At Aurelia we are devoted to our philosophy of natural, scientifically proven skincare that offers visible results from the first use without the need for parabens, sulfates, mineral oil, silicones, and so on. We are always pushing the boundaries of organic and natural skincare and we want our customers to actually enjoy using their anti-aging products by delivering luxury packaging and stunning essential oil blends with high-end natural ingredients.





**IH:** Many people understand the role of probiotics to aid digestion and other internal functions, but what are the benefits of applying them topically?

**CV:** So many challenges we face with our skin are due to cellular inflammation and the effect this has, not only on the aging process, but also on many skin conditions. Probiotic technology has the power to reduce inflammation within the skin cells resulting in a deceleration of the aging process, and in many cases, a dramatic improvement in more serious skin conditions. Scientific studies proved that probiotics balance the skin's defence system, and can help to prevent accelerated skin aging.

It was vital to me that the technology behind Aurelia was scientifically proven, and I was thrilled to discover a naturally derived technology to fit perfectly with Aurelia Skincare. The probiotics themselves use immune modulatory glycoproteins from bifido bacteria to generate targeted responses in the skin, balancing stress-damaged skin and stabilising the skin's defence system.

**IH:** What are some of your best selling products and why?

**CV:** We are thrilled that all of our products have been received amazingly well since January 2013, and we are particularly delighted to have won awards for all five of the products we entered in the recently published Ultimate Natural Beauty Bible. However the standout favourites so far have been the Miracle Cleanser, Revitalise & Glow Serum and Cell Repair Night Oil. The Miracle Cleanser has been particularly successful due to the efficacy of the product itself; it removes all make-up, daily grime and impurities and with the bamboo muslin contained in the box the product rinses away perfectly without the need for a toner. With an uplifting blend of essential oils, the Miracle Cleanser quickly becomes addictive, and we have customers regularly buying three pots at a time.

**IH:** How did Aurelia come to collaborate with The Upper House for the Aurelia Afternoon Tea?

**CV:** It was an honour to be chosen by our luxury retail partner NET-A-PORTER.COM for the collaboration with Hong Kong's finest boutique hotel, The Upper House. Following in Jo Malone and Diptyque's footsteps, we were so excited to take over the boutique tearooms. World-renowned chef at Café Gray Deluxe, Gray Kunz, created a bespoke afternoon tea menu inspired by our products and natural, organic ingredients. The decadent menu included rosemary infused focaccia, rose flavoured shortbread and chocolate jasmine tea praline, not to mention classic scones with lavender infused honey and homemade jams.

**IH:** How did these items reflect Aurelia's philosophy and approach to beauty?

**CV:** The items created for the sublime afternoon tea by Chef Kunz perfectly mirrored Aurelia's attention to detail by incorporating the best of what nature has to offer with technical skill and an eye for design. All of the delicious items featured as part of the afternoon tea showcased a different element of the Aurelia skincare line. Our approach to beauty is all about seeking perfection in natural skincare, something that was reflected in the exquisitely made sweet and savoury creations served during our successful collaboration.

**How do you ensure that every ingredient is in fact bio-organic?**

The term 'bio-organic' encompasses the natural and ethically sourced plant and flower botanicals used throughout Aurelia's probiotic skincare range. These are also organically harvested in the majority of cases, and we work closely with our suppliers to ensure the quality of each and every ingredient we use can be verified.

**How do you find these ingredients?**

During a research trip I took to Southern Africa last year I found myself trekking through remote forests and discovering unique botanicals to add to our scientific technology. I learned so much from the communities harvesting their crops of omega-rich baobab, and how supporting these villages was changing lives.

Aurelia we are passionate about responsible sourcing. We partner with not-for-profit organisations that work on the ground to ensure a sustainable supply of unique botanicals for our research and development team. The ethics and organic practises are also reviewed to determine the best source for us. We pay a fair trade price to the communities that collect and harvest for us across the world in remote areas, which dramatically improves their quality of life, helping to provide additional income for food, schooling and housing. Wider benefits are also being seen in the increasing biodiversity of these areas; trees previously being cut down are now seen as valuable commodities and are being protected.