

## BotanicES Feature

eSprit Magazine Australia

Issue: January 2017



# Home-grown SKINCARE REDEFINES HYDRATION

Here's a new one: Australian-owned and made botanicES is delivering next-level moisture to skins across the world with its new and natural, science-based skincare range. The Brisbane-based skincare company, with its patented pure coffee extract, is harnessing the bioactive properties of natural caffeine found in coffee berries to boost skin hydration by up to 59%.

Institute of Personal Care Science Director and Queensland Chair of the Australian Society of Cosmetic Chemists, Belinda Carli, comments: "We conducted a statistically significant clinical trial to test the product on different age groups and skin types and it was clear that it did have a strong hydration benefit to the skin. In fact we found that the skin saw a 59% increase in hydration within three hours and you can see those benefits shortly after the product's been applied. BotanicES definitely improves visible suppleness of the skin and keeps it in better condition."

botanicES CEO, Christelle Tait, said the range, which launched last year, was delivering remarkable visible results which could be seen on the faces of increasing numbers of fans.

"Word-of-mouth recommendations, shared between friends, have led to exponential growth in certain geographic pockets. People are eager to get their hands on what is behind the transformation of their friend's skin," Ms Tait said. "I visited Braidwood to see a lady there – Helen Bennett - who has suffered for many years with problematic skin and says our products have literally changed her life. I took some product with me and it became a little like the Boxing Day sales, with people who had seen the improvement in Helen's skin, quickly snapping up the limited supply I had with me." Currently online sales only. For more information see [www.botanices.com](http://www.botanices.com).

