

NATURALLY JURLIQUE

Donna Kuczynski, President DK Luxury Beauty Inc. Jurlique,
on the iconic brand



HOLT RENFREW: Jurlique is often referred to as *the* biodynamic beauty company. What does that mean and what does your Biodynamic Beauty range feature?

DONNA KUCZYNSKI: This means that the living energy grown biodynamically on our farms goes into all of our products and, ultimately, onto the skin of our customers. In other words: from farm, to bottle, to skin. Basically biodynamic farming is an advanced method

of organic farming, combining biological practices, such as organic methods of soil enrichment and regeneration, with dynamic practices intended to attune the farm to the cycles of the land. Jurlique's Biodynamic Beauty harnesses this natural potency to help renew skin.

HR: Jurlique ingredients are also hand-sown, hand-tended and hand-harvested. What are the benefits of this?

DK: We source ingredients from our own self-sustaining biodynamic farm in South Australia. This means that we are able to maintain ingredients so they have the highest nutrient value and so we can ensure the quality, consistency and efficacy of all Jurlique formulas.

HR: The Herbal Recovery Gel has become a sought-after classic. Why?

DK: It's loaded with antioxidants and is one of our top 10 bestsellers. It's a concentrated revitalizing serum that helps restore skin's balance so it looks luminous, smooth and radiant. Plus, it's great for all skin types and also helps keep skin looking younger longer. Perhaps that's why it has a huge celebrity following. Herbal Recovery Gel is the essence of Jurlique and I will not go a day without it.

HR: Which Jurlique products are particularly suited to warm weather?

DK: Jurlique Toning Mists, Serums and Lotions are perfect for summer. The Lavender Hydrating Mist and Rosewater Freshener provide light hydration while delivering Biodynamic Blends.

HR: Jurlique believes beauty emerges from naturally balanced skin. How can one achieve this balance?

DK: With Biodynamic Blends which address skin conditions, whether oiliness, dryness or sensitivity. The skincare ethos is written on the front of each product to help you decide which ones are best for balancing your skin.

HR: Why do you think natural products are more popular than ever now?

DK: There is a global movement toward sustainability and a desire to live a cleaner and healthier lifestyle free from synthetics, artificial colours and fragrances. Today's consumer is savvy about the environment and what they put on their skin. For health and wellbeing, we want to live an eco-luxury lifestyle.

