



beauty profile: ere perez

Ere Perez
NATURAL COSMETICS™

The gorgeous new Ere Perez Natural Cosmetics range is the creation of Ere Perez, a Mexican Australian, who is the granddaughter of a Mexican natural healer and has a background in remedies and natural therapy.

She's designed gorgeous and quick, easy to apply and simple three-step mini range of make-up from organically grown ingredients to give women a naturally gorgeous glow with the least need for cosmetic know-how.

Focusing on the lips, eye lashes and skin, the three step regime consists of a beautiful natural "Lipbar" (cross between a lipstick and a lipsalve), a beautiful rice powder for the face in bronze tones and an almond oil based mascara that not only makes your lashes look great but divine too!

We asked Ere Perez all about her natural cosmetic line in this interview:



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B&L: What make you decide to create your own line of makeup?

Ere: Looking after our body inside and out has always been a passion that has been passed on from my family. I noticed the tendency of people moving towards natural products and women for a healthier alternative in everything - lifestyle, food, skincare, so why not makeup?

It was then I decided to contribute towards it. The fact that the market was focusing towards products inspired me to create my own. There were already some brands of natural skincare, many natural make-up options. It was a good niche for me. The natural world needed a simple and good value line of natural cosmetics.

B&L: Have you always been interested in cosmetics?

Ere: I love make-up, but could never find what I wanted and I knew the long term usage had towards looking after my skin. When I was a little girl my mum used to rub beetroot all over she didn't want me to use any make-up.

As a Latin girl I've always liked colours, but I have dark skin and dark hair. The day that I discovered make-up could do so much for my face I started playing with it in a very subtle way.

B&L: What makes Ere Perez makeup different?

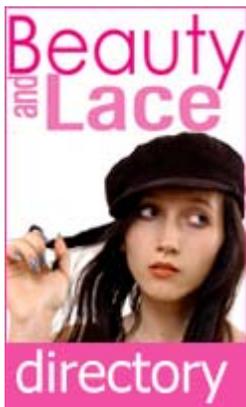
Ere: My make-up range allows the skin to breathe and shows a woman's natural beauty - it does. It comes in a very simple and classy packaging, at a good price without sacrificing the quality product or ingredients. Each product has a benefit ingredient, specifically made for the area that it is applied to.

The whole idea is to allow women to use cosmetics without being scared they need a make-up skills to apply it. Being natural is a big plus. I really believe we have to try to use and consume products as much as possible. For a lot of people "natural" or "organic" means "more expensive" and they want to prove that this isn't the case. Today there are a lot of beautiful natural products available for all budgets.

B&L: What are the benefits of using natural makeup?

Ere: Ere Perez Natural Cosmetics is for women who wear make-up everyday and need something for their skin, apart from colour. The idea is to deliver great make-up results, while preventing lashes from getting dry and flaky and actually providing nourishment.

We have to remember that our skin is the biggest organ in our bodiesmake-up and skincare are definitely food for the face and you are what you eat!



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B&L: What has been your biggest challenge so far?

Ere: Definitely product development! I want it all! Good value, natural, good packaging and good through our formulas! Trying to create makeup that's natural and "Chemical free" and that really hard. It is not just about the nourishing ingredients, it's also about performance. If a woman has a natural mascara that runs all over the eyes, she will immediately go back to the conventional

We want to be both natural and deliver good quality makeup. My first mascara which I developed years ago had mineral oils. I agree that mineral oil may not be the best to use on our skin, but on our lashes it's different. My mascara was a winner and it was selling so well, but I started getting emails from girls who were worried about the mineral oil so I decided to change formulation.

It hasn't been easy because most of the natural mascaras are alcohol based and I wanted mine to be waxy and oily. I think today we have achieved a great quality mascara, but it has been a constant challenge to keep our formulations all-natural with each of our new products.

We don't test on animals, every new formula is first tried by me or friends and family. It has been a long and difficult journey, but I've had lots of fun too.

B&L: How would you describe your fashion style?

Ere: I love simplicity, colours and comfort! I don't follow trends, simply because I love to be comfortable. I have stuff from the 80's or mum's things from the 70's. I just mix match dresses and big skirts. My way to be more feminine and practical, they are just so easy to wear and so comfortable.

A good bunch of accessories will make anything look great. I am not a precious stone follower, I hate bling bling! I think I just have one pair of jeans and one black dress. I don't think that one black dress as some people say, is the best fashion piece. It is just so easy to have a nice long coat or a simple cotton orange dress; and wear it with boots or sandals, for winter or summer. It works good on anyone, blondes or brunettes.

My make-up range projects exactly what my fashion style is, natural, classy, practical and feminine.

B&L: What is your favourite product from your range?

Ere: My 3-step make-up is all I use every day. I need them all: I apply the rice powder all over my face, then I put some waterproof mascara and finish with my rosehip oil lipbar. But definitely the mascara is my favourite, it was my first baby and thanks to it, we are where we are now!

B&L: What is your number one beauty tip?

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Ere: I have two rituals!

* Straight raw honey (manuka is best) as mask once a week for 1 hour. It's amazing for scarr nourishing and softening lines.

* At least once a month, take some olive oil in your hands like if it was shampoo and rub it all hair not the scalp, leave on for couple of hours, if you have long hair just wrap it all with a hair towel. This will keep your hair shiny and won't get dry. Great tip for swimmers!

B&L: What's next for Ere Perez?

Ere: This year we are launching a whole new range of products. It will be all practical, nourish very smart make-up that will help girls minimise the use of complex make-up that takes loads apply and of course without the chemicals. One of my new products will be a new beautiful tint that will be called "Hope".

The proceeds of this product will help a community of orphan children in Mexico. These kids are looked after by a couple of amazing Australians from Queensland that have been giving their love to these kids.

B&L: What does being a woman mean to you?

Ere: It means: freedom, control and love.

Being a woman is a big responsibility, nature has given us the grace of giving birth. Not because we have children to use our skills, but because every woman is capable of giving, nurturing, disciplining, loving and caring. This means we can control where we are going, who we want to be with, what we want, what we eat, what we use, what we wear, who we teach and what we teach.

We have the skills for all of it. We are free to do everything if we just have determination and sometimes we need a little more confidence. Maybe make-up can help!

The best advice I can give from a woman to a woman is: As long as something is important to you, do it as often as possible and you should try it again and again. Never shift your energy from what you want to do to things. Just believe in yourself because we are already a miracle of nature.

Please visit www.ereperez.com for more information