

Ere Perez Natural Cosmetics Interview

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How and why did you start Ere Perez Natural Cosmetics?

I've always been really passionate about looking after our bodies on the inside and out. That's been passed on to me from my family.

I was working in alternative therapies and researching formulas for alternative treatments when I noticed the tendency of people moving towards natural products and women looking for a healthier alternative in everything – lifestyle, food, skincare.

I love makeup too so I combined my research into natural therapies with research into makeup. The fact that the market was focusing towards natural products inspired me to create my own. There were already some brands of natural skincare, but not many truly natural makeup options. There was definitely a need for a simple, classic and good value line of natural cosmetics.

How hard was it, and what challenges did you have to overcome?

It was hard at first to get my products into stockists. I almost wore the soles of my feet away pounding the pavements! It took a while but I'm glad I did it the personal way because it means we have great relationships with our customers.

Product development is a constant challenge. Finding good value, natural products, packaging and great results through our formulas is really hard, particularly when you're trying to create makeup that's natural, "chemical free" and really works. It's not just about the nourishing ingredients, it's also about performance. It's been a constant challenge to keep the formulations natural for each of our new products. We don't test on animals; every new formula is first tried by me or friends and family.

If you buy a natural mascara that runs all over your face, you'll immediately go back to the conventional mascara. We want to be both natural and deliver good quality makeup.

My first mascara, which I developed 4 years ago, was based on mineral oils. Mineral oil is not great to use on our skin, but on the lashes it's different. My mascara was really successful, but a number of customers were worried about mineral oil, so I decided to change formulation. Most of today's natural mascaras are alcohol-based, but I wanted mine to be waxy and oily. We now have a fantastic range of oil-based mascaras,



The lovely Ere Perez

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but it has been a long and difficult journey, but I've had lots of fun too!



Why are your products different?

I want my makeup to show off a woman's natural beauty without hiding it; to be nourishing and benefit the skin as well as to look beautiful. It comes in very simple and classic packaging, at a good price without sacrificing the quality of the product or ingredients.

Each product we make is underpinned by a 'beneficial' ingredient, specifically made for the area that it is applied to. It's also about giving women cosmetics they can use without being particularly skillful in makeup application; and being truly natural is a huge benefit.

My belief is we have to try to use and consume natural products as much as possible. For a lot of people "natural" or "organic" means "more expensive", but I want to prove that this isn't the case.

I want to try to make a difference too, so one of the new Lipbars, Hope, donates a significant portion of sales to Misión Mexico – a charity that supports children in my home country of Mexico. The Mission is called LoveLifeHope (www.lovelifehope.com) – hence the 3 names of my Lipbars.

Why should we care about natural products?

Would you eat your makeup? I would! That's the difference! Ultimately whatever you put on your face goes into your body to some extent. Particularly with lipsticks and lipbalms, we consume kilos of the stuff over a lifetime. But ours are natural and even vegan! You wouldn't knowingly put chemicals into your mouth so why put them on your body's biggest organ?! If it's possible to buy and use beautiful, well-priced, totally natural products, then why wouldn't you?!

What are your top beauty tips?

Keep it simple. Three steps is all you need – face, eyes and lips. One product for each is fine. The 3-step regime is the basis of my range.

Also use as many natural products as you can – for example condition your hair with olive oil once a week; use jojoba oil to remove makeup (it's particularly good for mascara removal) and use products that nourish your skin, not conceal it.

What advice do you give to other female entrepreneurs out there?

Always believe in your products and never let anyone stop your dreams. Listen to everyone as any business

needs expertise in all areas. Never try to do everything! It's better to share the profits and the load. I think overall it's better and easier to grow as a team than individually.

Do you drive a car? If so, can you tell us a bit about it?

Yes I do!! I have a great Holden Astra. I've had for quite some time now and it's absolutely amazing. You would not believe the amount of things that I have carried in that car and never gave me any problems! I had an old Renault Dinalphin 71 in Mexico and a Florida 68. My dad loves old cars, plus I had so much fun when I was driving to Uni in them! I'd love to find another 'old treasure' in Australia.

What would you best like to be remembered for in life?

For a peaceful presence and a happy personality. If life gives me the fortune of having kids one day, I would like to be remembered as the best mother they could have had.

Which 5 people would you like to have over for dinner and why?

I love to have my 4 grandparents together with my husband and I. I don't know why, but I never recall seeing that moment. I love them all and I share most of their ideals and they were the inspiration for my business. One just passed away a few years ago. The other 3 are still going strong. So maybe one day soon I can make it happen with them.

Anything else you'd like to say?

I would like women reading this interview to leave with a little seed of inspiration to pass on the message that beauty always comes from inside out; that we can get anything we want with a little bit of work and perseverance and that it's nobody's fault if things don't go the way we want them to. It's just life. Every failure is a lesson and if we want to achieve great things and inspire people, we have to try harder to love ourselves and give as much as we can.

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