

industry insiders

# the natural beauty

*by Maria Cataldo on Sep 3, 2008*

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**We chat to Mexican beauty Ere Perez about founding her self-titled cosmetics company, the trend toward natural beauty and why believing in your own product is a must in the beauty industry.**

**Name:** Ere Perez

**Age:** 34 soon!

**Title/Occupation:** Creative Director , Ere Perez cosmetics

Wanting to create a range of healthy make-up for an industry already trending towards natural beauty, Ere Perez took a bagful of her Almond Oil mascaras and started doorknocking (in heels!) in 2004. We chat to Ere about family, makeup, and doing things the hard way - from the bottom up.

### **What made you decide to start your own cosmetics line?**

I just love natural therapies and designing natural makeup makes it a fun and girly job... Why? Because I love fashion, good looks and a healthy lifestyle and most of all - I love women. I think wearing makeup can be used to speed up confidence in seconds, so girls can easily achieve what they want and instantly feel better about themselves.

### **Has makeup always been a passion?**

Yes, it is always been a love of mine! I am a proud Australian but Mexican born and bred: my features are all brown: skin, hair and eyes. As a latino girl I need colour to glow! Have you noticed how much colour Latin people wear?! It spices up the browns!



### **What's the best piece of advice you've ever been given?**

My two favorites are from my Grandfather ( still alive at 89). He is a healing man in his hometown in Mexico and his peaceful and glowing personality makes me follow his advice blindly. He showed me that natural is the way to go. His two best phrases are:

“We have two ears and one mouth, which means... listen double than you speak” (directly translated from Spanish) - Grandpa.

"Between individuals, as between nations, peace means respect for the rights of others” Benito Juarez (Mexican liberal president 1859-1871)

I still try to follow the first piece of advice, [which is] hard for me because I love talking. But I [always] follow the second phrase and do my best to respect animals, workers rights and human health concerns while developing my products.

**What does it take to make it in the beauty industry?** I am just learning and I am not there yet, but I will get there... like in any other industry or job, you need to be original and innovative, believe in your product and use every failure as a lesson to remember. If you do something and it works keep doing it; If you are getting bad results change the way you do it, because if you don't you will get the same bad result again and again (big lesson). And most important of all keep thinking what cosmetic innovations would make a girl happy, it is all about looking better than what you are.

### **Lastly, what are 3 things should every girl have in her makeup kit?**

For me, the first and most important is a very dark black or brown mascara. Secondly, a good moisturizing tint balm (like my nude rosehip oil Lipbar!) and thirdly, a nice, subtle blush or bronzer.