

MON SOIN DU VISAGE

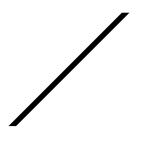
THE FRESH SMELL AFTER IT HAS BEEN RAINING ON A SPRING DAY IN THE ENGLISH COUNTRYSIDE

✓ Hidden away in Paris, Mon Soin du Visage is a especially in the cycle of the seasons. skincare range with a conscience. Its' creator Seri ✓ THE REALITY OF BEAUTY AND THE ILLUSION OF BEAUTY ARE Kimura mixes unusual ingredients with her love of nature OFTEN DIFFERENT. HOW DO YOU FEEL ILLUSION AND THE REALITY and universal philosophies and I'm curious to find out how PRESENT THEMSELVES IN EVERYDAY LIFE? I love sensual and I hate her journey from Japan to Paris began. sexv! ✓ "I was born in Japan in the countryside and I came to Paris for / HOW CAN ONE STOP BEING TAKEN IN BY THE ILLUSION OF THINGS a part time job working for a fashion house. I worked as a freelance AND KNOW WHAT IS REAL? Trusting senses and intuition. creative director in the beauty industry for ten years and I also spent time / HOW IMPORTANT IS RITUAL AND TRADITION TO YOU AND WHAT travelling around the world exploring different skincare cultures including PURPOSE DO THEY SERVE? To me, beauty is simple and natural. That's three years in India studying various native plants and their properties." why I based my brand on traditional and ancient rituals that go back to this / MON SOIN DU VISAGE IS A SENSORY EXPERIENCE. OF THE FIVE fundamental concept of beauty. SENSES, SMELL IS THE MOST IMPORTANT TO YOU...WHY? Because the / WHAT DO YOUR DAILY RITUALS INVOLVE? I wake up with the sun smell of any element will have poetic meaning to take me in many different rising and go to bed with the moon, and of course I eat macrobiotic and directions...sometimes into my previous life! organic Japanese food and take care of my skin. And I practice hatha-yoga. ✓ WHAT IS A MEMORY RELATED TO SMELL FOR YOU? As a child I ✓ YOU SAY, "IT IS IMPORTANT TO LIVE ACCORDING TO THE LAW remember being in a taxi in Japan, and the taxi driver's mother had given OF NATURE...WE GENUINELY BELIEVE IN NATURAL AND UNIVERhim fresh Yuzu and summer oranges that he had kept in his car for clients. SAL PRINCIPLES." WHAT DO YOU THINK OF THE WORLD WE HAVE It was such a good image of early summer for me. CREATED TODAY? Whatever we make, if we get it wrong, then the planet / YOUR PRODUCTS ARE MORE THAN JUST SKINCARE...THEY ARE A and the universe will decide what to do naturally. The Law of the Universe WHOLE PHILOSOPHY...HOW DO YOU FEEL ABOUT PEOPLE TODAY is perfectly balanced. It is not that long homo-sapiens have existed on this AND HOW THEY TAKE CARE OF THEMSELVES? Most people are easily planet anyway... influenced by the media and just want anything easy with brand value. ✓ SOME WOULD SAY THAT REAL CHANGE STARTS WITH THE INDI-However not so many people want to know or spend too much time reading VIDUAL. HOW DOES MOIN SOIN DU VISAGE HELP INITIATE THAT what they are eating and putting on their skin. Maybe this financial crisis will JOURNEY OF CHANGE? I hope that using Mon Soin du Visage products bring something good and everybody will have more time to learn about it. will encourage people to realise the benefits of natural organic ingredients, ✓ HOW WOULD YOU SAY YOU HAVE DISTILLED THE ESSENCE essential to a beautiful body and soul. OF BEAUTY IN MOIN SOIN DU VISAGE? By being sensitive to the power ✓ UNLIKE MAJOR BRANDS, MON SOIN DU VISAGE IS VERY NICHE

of nature. ✓ WHAT DO YOU THINK DEFINES BEAUTY? The universe.

✓ WHAT IS THE MOST BEAUTIFUL THING IN THE WORLD TO YOU? The fresh smell after it has been raining on a spring day in the English countryside

/ WHERE DO YOU LOOK FOR BEAUTY AND INSPIRATION? In nature,



ESSENTIAL BEAUTY

AND HUMBLE IN ITSELF. WHY DID YOU CHOOSE TO KEEP IT THAT WAY?Because I believe elegant and beautiful are not noisy.

✓ WHAT IS THE NEXT STEP FOR YOU?I have already worked for total brand conception and formulation. I am waiting for the right timing and chance for the next step. I would love to progress to create a role model with an ecologically-friendly and organic spa. ♦ KAVITA KAUL