

Debbie Valleri

Livinia - meaning purity - was developed by Debbie Valleri, a dedicated beauty therapist and make-up artist. Debbie has worked in the beauty industry for the past 18 years, and her passion, enthusiasm and initiative led her to create her own brand.

When did you start up Livinia?

Livinia was launched in October 2007 after extensive research and development. Our natural skincare range came first, then mineral make-up.

What prior experience did you have in the cosmetic industry?

I worked as a beauty therapist and make-up artist for 16 years, in various places including day spas, beauty salons, department stores and pharmacies.

What drove you to go down the natural, mineral cosmetics route?

During my time as a beauty therapist and make-up artist I worked with different brands, mostly non-natural, and met many clients with sensitive skin who told me they often reacted to products. They wanted products that feel hydrating and comfortable on the skin, and look natural when they wear make-up. I have very sensitive skin myself and was never completely satisfied with how my skin felt or looked. So when I created my own skincare and cosmetics range the priority was to use high-performing natural ingredients, suitable for all skin types including sensitive skins. I refuse to add cheap fillers or compromise the integrity of the products in any way.

What is your best selling product?

Livinia Mineral Crème Foundation is our best selling product and the product I'm most proud of. We also won an award for this foundation, which was a great honour.

Where can I buy your products?

At a selection of day spas, beauty salons, hair salons, natural and organic stores including online stores across Australia. We also have an online shop on the Livinia website, (livinia.com.au)

Any top tips on makeup application?

My hot tips for lips... To give your lipstick extra



staying power, dust your lips lightly with mineral foundation powder first. If you shape the lips and fill in the lip area with lipliner it will prevent feathering and bleeding. And follow with a lip gloss – applied in the middle of the upper and lower lips – it gives lips a full and voluminous appearance.

What is your favourite beauty treat or treatment?

I often treat myself to a relaxing facial at home – using my own skincare products of course! My favourite is Golden Silk Serum under Facial Delights Dry Clay Mask that I mix with Lavender Sky Hydrating Mist. Apply, pop on some relaxing music, lay back on the couch and let the

mask do its job! My skin feels hydrated, fresh and fabulous afterwards.

What is your health philosophy?

I'm growing a business, which can be stressful at the same time as rewarding. Sometimes my life gets out of balance. To help stay healthy I make sure I take time to eat properly, take lots of walks, connect with my family and friends and I take regular breaks away.

Debbie is proud to declare, that at Livinia:

- We only use quality natural ingredients, and organic where practical.
- All our skincare and make-up products are vegan friendly. Our kabuki brush is made from goat's hair which has been brushed out. No animal has been destroyed. We also offer a synthetic brush, which is vegan friendly.
- Our products do not contain propylene glycol, parabens, synthetic preservatives, sodium lauryl/laureth sulfate, artificial colours or fragrances.
- We do not and will never test any of our products on animals.
- All our products are Australian owned and made. **NH**