

# europaean Spa

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## A SENSE OF PLACE

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# A celebration of life

Kerstin Florian, CEO and founder of Kerstin Florian International, talks exclusively to European Spa about the development of ANDA, an organic collection of sustainable and nurturing vegan skincare

INTERVIEW BY MARK SMITH

**B**alancing organic ingredients with cutting-edge actives, Kerstin Florian's ANDA promises to deliver targeted, age-defying results thanks to a selection of powerful ingredients from the land and sea.

With its name taken from the Swedish word for breath, the organic skincare collection is dedicated to the memory of Kerstin's daughter, the company's former chief creative officer Charlene Florian, who sadly lost her battle with cancer in 2016. At its core is a promotion of self-care; developed using cruelty-free, sustainable vegan formulas and processes, it provides luxurious textures and sensorial experiences that work on the skin and soul.

The three debut products in the line, to be followed by new launches in 2019, include: Coherence Elixir, with structured water, mondo grass and prickly pear extract to slow cellular degeneration and boost hydration; Vitaessence Serum-Oil, featuring organic fruit oils and snow lotus plant cells to balance moisture and protect against environmental aggression; and Super Nutrient Balm to moisturise, protect and restore with buriti fruit, kelp extract and kokum butter.

We spoke exclusively to Kerstin Florian about her personal and professional pride in the range.

## Why did you develop this range?

ANDA began as the brainchild of my daughter, Charlene, whose knowledge and passion for organic ingredients and natural formulations was extensive. She wanted to build a brand around them as the next generation for Kerstin Florian.

She knew skincare was more than just products or routines and was vital to self-care. Time spent nurturing skin is a time to embrace self-love, gratitude and positivity. She developed ANDA to share this with people everywhere.

When she passed away before it could come to fruition, I paused to take a breath, and then I pushed on. I am thrilled and humbled to be able to present ANDA as a tribute to her.

## How does ANDA celebrate Charlene?

Charlene was a force of positive energy who lived and breathed the spa and wellness lifestyle.



"I am thrilled and humbled to be able to present ANDA as a tribute to my daughter, Charlene."

Kerstin Florian, CEO, Kerstin Florian International

During her two decades at the company, she became an inspirational and vibrant team leader who worked passionately alongside me to build and grow the brand, and share our philosophy.

Her personal pursuits in yoga, meditation, creative visualisation and nutrition fed into her work life as well, culminating in the development of ANDA, which is truly the embodiment of the positivity, self-love and dedication to healthy living that she wanted to share with the world.

## How would you say ANDA is unique?

Everything about ANDA is specially selected; the combinations of performance ingredients in each product; the essential oils and natural extracts in its bespoke essence; the sustainable packaging and production processes it is made with; the holistic wellness and sense of self-love it conveys.

ANDA products are not only clean, natural, organic, cruelty-free and vegan, they are able to be customised into beautifully efficacious

combinations that fit each of us individually, and the results show, both in skin and spirit.

## What are some of the hero ingredients?

Each ANDA product contains what we call 'vital nutrients', ingredients that have notable levels of antioxidants, minerals or essential fatty acids that support the functioning and wellness of the skin.

For example, the prickly pear plant can sustain itself in the harshest desert conditions, holding hydration and resisting environmental stress to thrive despite its habitat. That resilience is what its extract gives to the skin.

Similarly, the extract of the first snow lotus, which is able to bloom in severe cold and high altitudes, transfers a proven ability to balance the skin's four main cell processes – renewal, respiration, oxidation and pigmentation.

Perhaps most intriguing is the structured water found in our Elixir; magnetically realigned to its most energetic, hydrating and absorbable form, it leaves skin – and even other products it is combined with – functioning at its best.

## What benefits does ANDA offer to spas?

Not only does this line bring a new level of effective organic luxury to spa, but ANDA was also created to be intuitive and minimalistic, with multi-function products that work on their own and can be blended together. This gives therapists the ability and creativity to tailor different combinations, textures and results for virtually any skin type, and leaves clients feeling they have been treated to a personalised experience that will linger long after they leave the spa.

## What ANDA launches do you have planned?

In 2019, we will be adding Hybrid Cleanser, Enzyme Serum-Masque, Vital Eye Crème and Super Crème to the ANDA line.

The ANDA Vital Facial will also debut in 2019, incorporating the entire range and featuring signature meditations we have created to infuse the entire experience with the sense of self-love that is so central to the line. We cannot wait to release all of the details soon. ●●●●●

[www.kerstinflorian.com](http://www.kerstinflorian.com)

Menu Kerstin Florian



Containing 'vital nutrients' that contain high levels of antioxidants, minerals or essential fatty acids, including snow lotus (above) and prickly pear (below), the ANDA range has the promotion of self-care and holistic wellness at its core

