

# Q & A WITH

founder:

# MELUMÉ SKINSCIENCE

## Tell Us The Journey That Led You To Launching Your Brand, Melumé Skincare

After 30-plus years in the Cosmetics industry, I wanted to create a skincare brand that ticks all the boxes based on the latest formula development, science, and research.

I knew exactly what it takes, and I could not stand the deception regarding promises and marketing anymore, especially in the Luxury skincare segment.

I am passionate about skincare, and good skincare can really work if all that is necessary is incorporated into the formula, which is quite complex and challenging to explain to the customer. But we take that as our mission. We aim to give our customers a complete understanding of the ingredients and show them real results.



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**We are launching a new, super innovative product this fall that you will always want to carry with you. It has quickly become a favorite among our team and their lips journey**

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## What Kind Of Products Do You Sell?

We provide exceptionally high-performing skincare products formulated with biomimetic, bioavailable, clinically researched cosmeceutical ingredients that incorporate intelligent delivery systems to maximize absorption and efficacy. We provide a wide range of products that cater to every step of a skincare routine and address all major skin concerns, such as hyperpigmentation, fine lines and wrinkles, dehydration, uneven skin tone and texture, and pores. Our ultimate goal is to offer skincare products that transcend age, skin tone, and gender.

## Skincare Can Be Really Confusing To People. How Do You Make It More Understandable And Where Do You Recommend People Start?

To make it easy and fully transparent, we explain all the active ingredients in each product on our website. Based on your skin concerns, you can find the right skincare products that suit your needs.

Even if you are unsure, there is no real mistake to make since all of our products are true multitaskers. Keep it simple initially; even though we love layering, we understand it's not for

everybody. Therefore, a good cleanse and resurfacing are key; hydration and a specific product to treat are great to start with.

### **In Your Opinion, What Sets You Apart From Other Beauty Brands?**

With a strong commitment to innovation and science, we always go a step further in finding new ways to formulate and believe that active ingredients are the true heroes of our brand. The application of active ingredients with a high concentration on the skin surface and prolonging the duration of their action is essential to us; that's why we use intelligent delivery systems such as encapsulation, microspheres, and liposome systems in our formulas that extend bio-availability, bringing the actives to their intended target and depth in the skin and therefore intensify the efficacy.

### **What Is The Most Important Thing To You When Creating Products?**

The most important to us are the TRUTH, TRANSPARENCY, and RESULTS.

We deliver what we promise and don't hide behind cleverly formulated marketing slogans or celebrities that mean nothing when you look at the product and INCI.

Therefore, our sole focus has been on product development for years. We do not focus on one main ingredient on the tested level and the rest on the marketing level; we use all of them in high concentrations and at the most efficacious PH - Level.

### **In Your Opinion, What Is A Key Ingredient You'd Recommend For Customers To Achieve Healthier Skin?**

We couldn't just choose one since Retinol, Vitamin C, Peptides, and Acids are crucial to achieving beautiful skin, never the less; on top of all that, all our products contain our exclusive GMOD™ Complex, which helps moisturize skin surface and

depth and increase skin suppleness and resistance. Stimulates hyaluronic neosynthesis and sustains its turnover. Improves skin elasticity, firmness, and the appearance of fine lines, wrinkles, and other signs of aging: Providing complete 360° rejuvenation by increasing the expression of youth proteins.

It provides a multi-dimensional photo-aging defense and detoxifies cells.

### **What Are The Top Three Melumé Skincare Products That You'd Recommend For Our Readers To Try?**

#### **1) The water-free Niacinamide Galactomyces Serum**

With 10% Niacinamide, 80% Galactomyces Ferment Filtrate, Snow Mushroom, Tranexamic Acid, Vitamin E and our GMOD™ Complex, the serum refines pores, scars & indentations, reduces redness & uneven texture, clears congested skin and hydrates.

#### **2) Hydrating Serum 8HA**

This hydra genius takes continuous and intensive hydration to the next level. It is infused with eight different sizes of hyaluronic acid for intense plumping, multi-level hydration, and anti-wrinkle benefits. The active ingredients slow down hyaluronic acid's breakdown and improve moisture retention, resulting in plump, smooth, elastic, and bouncy skin. Further, this serum provides 360° rejuvenation and boosts hydration levels from within. Along with our GMOD™ Complex, it fights photo-aging and improves elasticity and firmness.

#### **3) Wonder Eye**

The ultimate eye cream that brightens, depuffs, and improves various eye area wrinkles and targets crow's feet, corner crinkling, under-eye wrinkles, lid creases, under-puff lines, and stress lines. It has smoothing second-skin technology for advanced powerhouse ingredient delivery, revealing a super hydrated, firmer, even-toned, youthful eye area.



**Can You Tell Us Something About Melumé Skincare That We Might Not Know?**

Melumé Skincare was created by a group of passionate beauty industry professionals from all business areas. We have a proven track record of developing successful skincare brands and products globally. Passion is what drives us.

**Can You Give Us A Sneak Preview Of What is Coming Next For Melumé Skincare?**

We are launching a new, super innovative product this fall that you'll always want to carry with you. It's quickly become a favorite among our team and their lips!

**Lastly, Is There Any Beauty Or Wellness Advice That You Want To Share With Our Readers?**

The first one is that consistency is key. To see results, you must regularly use the products, ideally AM & PM. Second, deep double cleansing is crucial and always use a hydrating resurfacing essence to prep your skin for the next steps in your skincare routine. It will make a huge difference. And most of all, educate and be yourself!



Brightening & Depuffing  
**WONDER EYE**  
Bakuchiol, Peptides, Astaxanthin  
Multi Hyaluronic, Licorice, GMOD™  
melumé  
SKINCARE