

Female scientist and entrepreneur Raquela Cheesmond, relaunches her results-driven, sustainable and vegan beauty brand Étymologie



Raquela is committed to creating sustainable beauty that works for all skin types. She developed Étymologie products - high-performance skin essentials - using innovative ingredients like probiotics and vitamin C, combined with plant extracts and nourishing organic oils. Ethical, transparent and with the wellness of the planet in mind, this range of skin care produces real, long-term results for women everywhere.

On May 30th 2019, Étymologie will relaunch having undergone a brand refresh and product review. It has been a great first 18 months of business and learning, listening to our customers and wanting to evolve the business globally, leading us to make a few changes. We hope you like what you see and try out our new collection. We are very excited for what is to come!

Definition Étymologie

We named the brand Étymologie because in the same way you can trace the etymology of a word back to its origin, we can trace our products back to the fields, orchards and laboratories who helped create them.

PRODUCT RANGE:

Active Clay Cleanser

To Purify and Balance this a gentle non-foaming cleanser. The Moringa Oil and red clay dissolve and absorb excess oil and impurities. Willow Bark, Hibiscus, Caviar Lime, Papaya and Honeysuckle help decongest, reduce redness, pores and irritation, plus gently exfoliate and clarify.



100ml bottle comes with a muslin cloth

RRP \$63.00 CAD

Did you know?

'This cleanser has a totally natural preservative system: Honeysuckle extract functions as an anti-microbial, whilst green tea extract functions as an antioxidant to preserve the oil based extracts in the formula.'



30ml bottle

RRP \$84.00 CAD

Total Hydration Serum

To Hydrate and Brighten – containing triple dose hyaluronic acid this is a potent super hydrating serum that has long lasting effects. Devils Claw, Bulbine, Kigelia, Willow Bark, Sage and Pomegranate soothe, calm, condition and clarify. Licorice, Hibiscus & Caviar extracts reduce blemishes and scars and Brighten the skin.

Did you know?

Cassia Angustifolia Seed (Botanical Hyaluronic Acid) – 'A complex sugar extracted from the seeds of the Senna plant, holds 1000 times its weight in water making it a powerful ingredient for hydrating and plumping the skin.'

Probiotic Vitamin C Serum

To Protect and Restore – this serum has live probiotics that enhance the skin’s microbiome, restore barrier function and reduce the signs of ageing. With a potent mix of plant oils: Grapeseed, Manketti, Prickly Pear, Baobab, Kalahari Melon Seed, Rosemary and Neroli for moisturisation, protection and anti-ageing.



15ml bottle
RRP \$94.00 CAD

Did you know?

‘Water free formula and minimal heating during production means no requirement for a strong preservative – rosemary extract is all that is used – this allows for a higher level of bacteria to remain live. In some formulations more the 50% of live bacteria is lost due to the process used’.



Miracle Moringa Oil

To Moisturise and Nourish this product is 100% organic Moringa Oil. Cold pressed to harness the fragile skin enhancing nutrients, this little pot of gold intensely moisturises and nourishes the skin without being greasy. Anti-bacterial and anti-inflammatory, it helps reduce redness, blemishes and calms the skin. It is multi-usage for hair, nails and cuticles.

30ml bottle
RRP \$55.00 CAD

Giving Back: *4% from the sale of each Miracle Oil goes to Artistri Sud, a Montreal-based NGO whose mission is “to empower women artisans in developing countries to fight poverty and build better lives by capitalizing on their existing craft skills and cultural assets.” Artistri Sud’s impact is significant, with an average increase in income of 164%, 1 year after participants complete the training program. They target empowering 3000 people by 2020’.*

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