

A decorative background consisting of numerous vertical lines of varying heights, each with a small circle at its base, creating a rhythmic, totem-like pattern.

AURELIA

PROBIOTIC SKINCARE

We are a multi award-winning, results-driven probiotic skincare brand fusing scientifically proven probiotic ingredients with powerful botanicals.

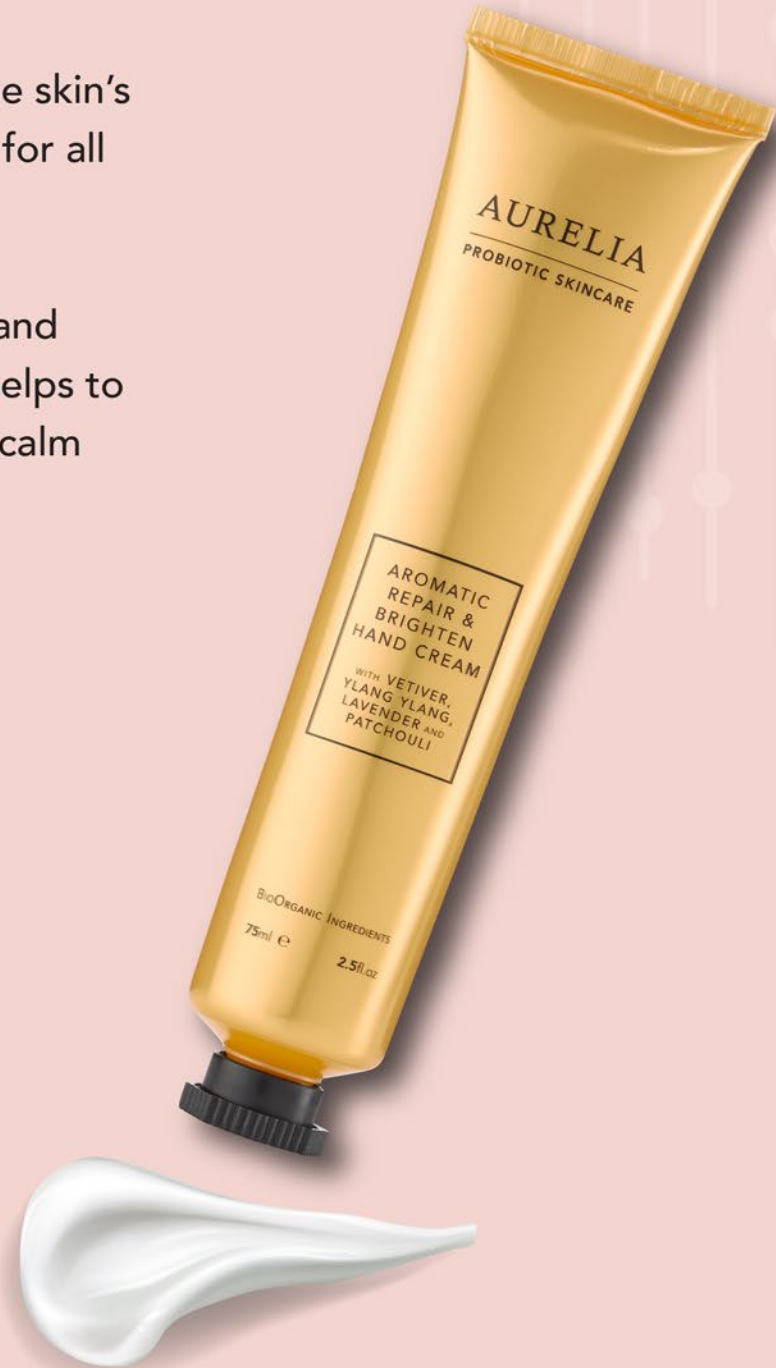
Our pioneering probiotics act by reducing cellular damage and promoting the production of collagen and hyaluronic acid for plump, dewy skin that glows.

Made in England, our cruelty-free skincare is formulated naturally with sustainably sourced botanical ingredients. Containing carefully blended levels of bespoke essential oils, our products are suitable for all skin types including sensitive.



Our bodycare has been designed to respect the skin's natural balance while offering complete luxury for all skin types.

With formulations packed with rich botanicals and expertly blended essential oils, our bodycare helps to offer therapeutic benefits to inspire, energise, calm or soothe the mind and body.



CLAIRE VERO

Before launching Aurelia Probiotic Skincare in 2013, Claire worked for one of the world's largest global pharmaceutical companies as a Director within their Global Dermatology Centre of Excellence.

Once she discovered the difference probiotics could make to the skin, Claire was one of the first to innovate utilising these natural ingredients in skincare and this innovative science still remains unique.

“ I wanted to create beautiful skincare that surpassed the highest expectations of modern women. I chose to put revolutionary probiotic science at the heart of the range combined with ethical, sustainably sourced BioOrganic ingredients to make all women's skin glow. ”







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LONDON

SPACE NK

FORTNUM & MASON
EST 1707

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PRINTEMPS

OH MY CREAM !

NET-A-PORTER

2013

Aurelia Probiotic Skincare launch

NET-A-PORTER launches Beauty Edit with first 15 brands including Aurelia

2014

Aurelia launches in Liberty

2015

Space NK launches Aurelia with national roll-out

2016

International expansion

2017

Launch of Little Aurelia

2018

Launch of The Probiotic Concentrate, Aurelia's hero SKU

2019

H&H acquires the brand

2020

Assortment expansion to include wellness supplements

AURELIA

PROBIOTIC SKINCARE

NET-A-PORTER



LIBERTY
LONDON

SPACE NK



little
AURELIA
PROBIOTIC SKINCARE



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VOGUE

“No need to sacrifice on performance or aesthetics”

ELLE

“Leaves you with a complexion that invites questions such as 'Have you been away?'”



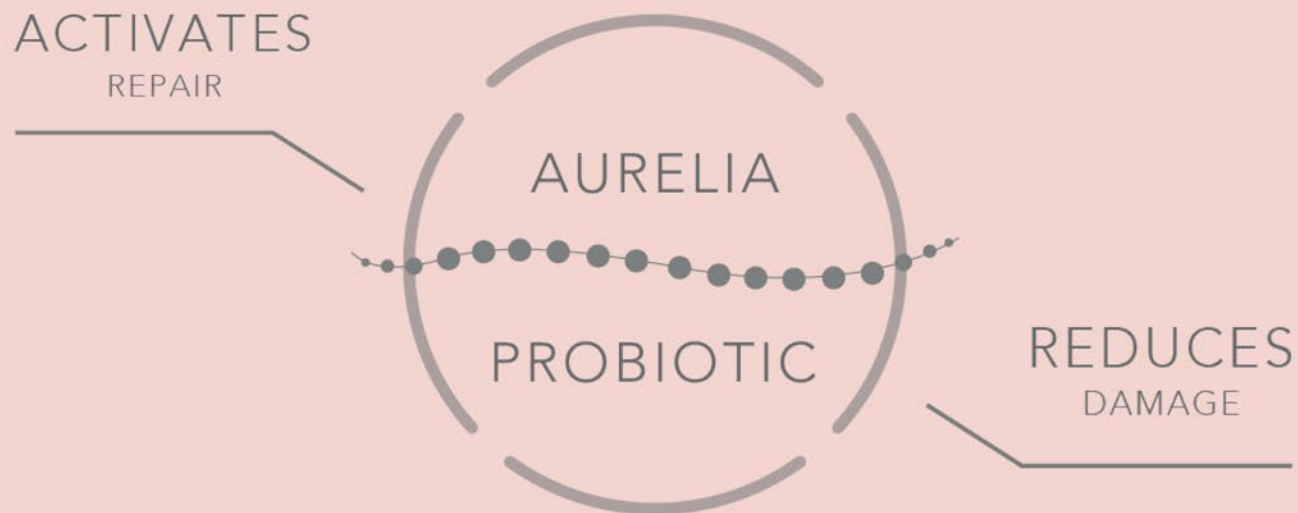
woman&home

“Probiotics goes glam and here’s the brand that’ll convert you... Aurelia Probiotic Skincare has been racking up rave word-of mouth reviews since it’s launch in 2013.”





Aurelia Probiotic Skincare continues to lead the probiotic revolution - As one of the first to innovate in probiotic skincare our science remains unique



Aurelia's Probiotic Ingredients continuously protect, restore and balance the skin from within. They calm the natural immune triggers in your skin which can be overstimulated by pollution and stress and they reduce the damage these immune triggers cause to collagen, elastin and healthy cells.

Aurelia's Probiotic Ingredients activate the skin's natural ability to repair itself and boost the natural process of restoring collagen, elastin and healthy cells. Equilibrium is maintained for balanced glowing skin from within.

THE PROBIOTIC CONCENTRATE™

THE PROBIOTIC CONCENTRATE™



This intensive yet lightweight formula contains Aurelia's pioneering probiotic ingredients in their purest form to target all major skin concerns from pigmentation to fine lines and wrinkles.



MIRACLE CLEANSER



CBD SUPER SERUM



BOTANICAL CREAM DEODORANT



THE PROBIOTIC CONCENTRATE™



CELL REVITALISE
DAY MOISTURISER



CELL REPAIR NIGHT OIL



TRAINING

- Training brochure
- Training Sessions
- Training films

PR

- Press event for launch & Blogger campaign
- In house PR team to support Irish press
- Product copy and photography

MARKETING & ONLINE

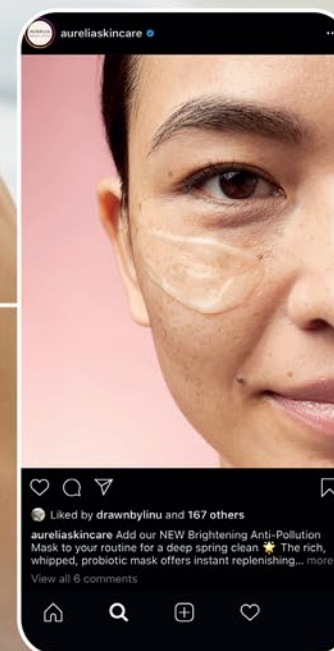
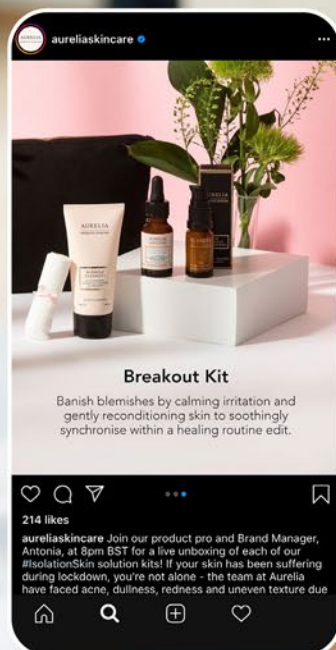
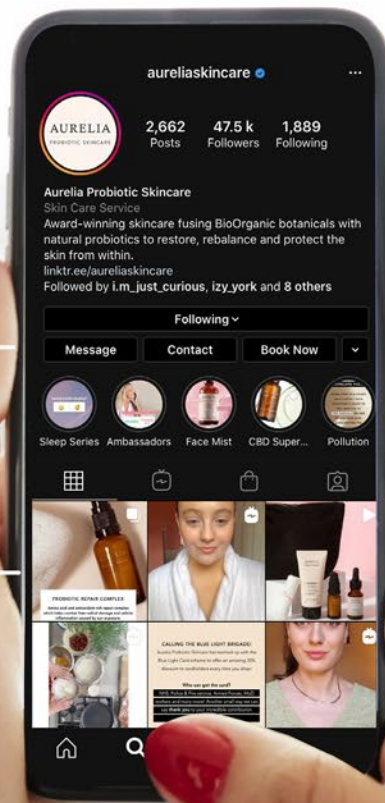
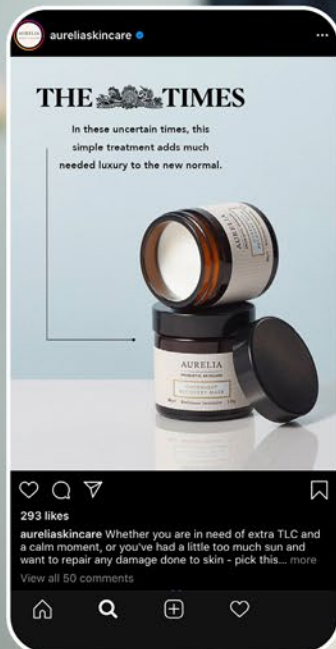
- Bespoke Marketing Calendar
- Gifting program
- NPD Program
- Consumer Sampling
- In house Design team support
- Banners & online content
- Social media imagery & competitions
- IGTV Opportunities with Brand Expert

EVENTS

- Pop-ups/ promo sites
- Botanical beauty treatments
- GWP activities
- Facial days
- Masterclass



Working with our Brand Expert and social media team, we can offer opportunities for IGTV, live Q&A sessions and feed content to maximise launch opportunities.





THE TIMES

THE BEST SPAS INSPIRED BY COUNTRY GARDENS

“The treatment menu was plotted alongside Claire Vero, the founder of Aurelia Probiotic Skincare, who formerly worked cervical cancer vaccines and pandemic flu programmes at GlaxoSmithKline. So when she says that their products “use bio-organic ingredients with serious science at heart”, you believe her.”

The Telegraph

ROSIE GREEN SPA STRUCK

“Offering on-site yoga classes, a cookery school and the heavenly Meadow Spa, located in an old cottage (which uses Aurelia Probiotic products – the brand’s first spa), this is a nurturing haven in which to step off life’s treadmill for a few days.”

GRAZIA

“Nestled in a country retreat destination in the tiny village of Southrop, it’s the first spa to use probiotic brand Aurelia Skincare in treatments.”



Enchanting, BioOrganic, luxury
skincare for little ones.

Designed for babies and young
children, Little Aurelia blends
gentle yet effective botanical
ingredients with soothing essen-
tial oils to calm and settle at bath
time and before bed.

little
AURELIA
PROBIOTIC SKINCARE





THANK YOU