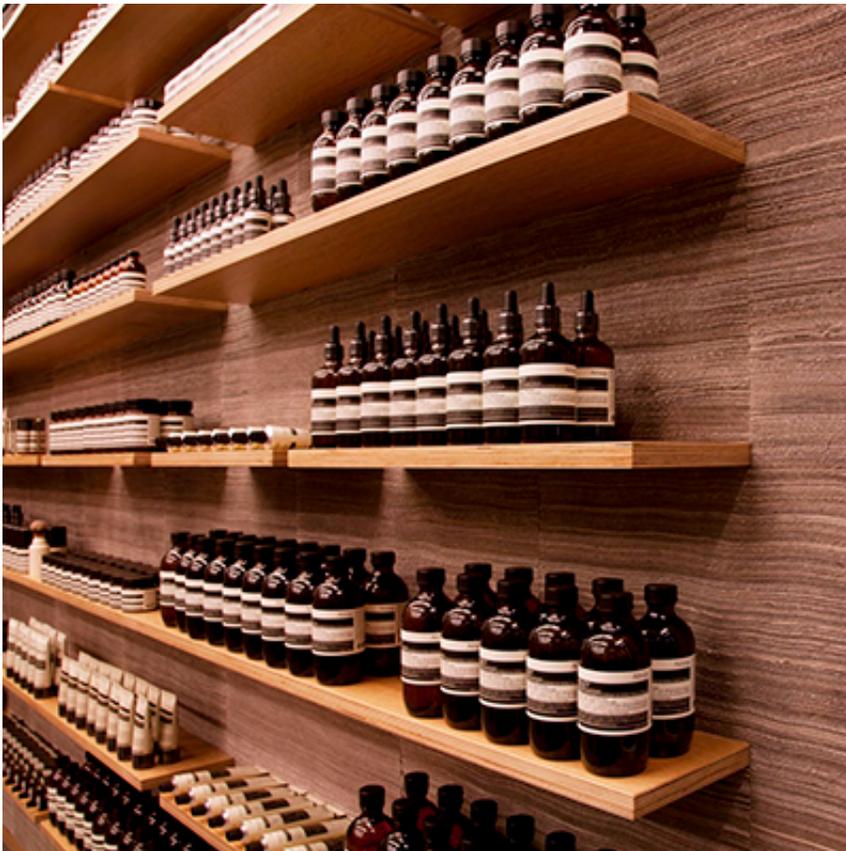


[Aesop: something bona fide comes along in beauty](#)

When it comes to beauty products the question of whether it is natural, or truly organic (certified) or unprocessed comes to the fore. What makes a luxurious skin beauty brand amazing is not necessarily a yes to that question but rather an honest answer to the inquiry. Consumers have wized up and so a short interrogation with a beauty brand will deliver heresy and little fibs aimed to increase sales. What makes Aesop amazing is their veracity.

Beauty entrepreneur and Aesop owner Dennis Paphitis, one of the responsible ones for the birth of the brand, has done something right. An attitude of using only word of mouth and an ability to enter creative hotels that don't scream and shout and quaint restaurants without a big hullabaloo adds to it. Aesop approaches consumers from a completely new, and strangely refreshing, angle of stating verity and certainties opposed to doubling up on the sales talk. Sure, some of their ingredients aren't completely natural but for instance vitamins that are not artificially created just cannot live long enough to make it onto your skin and still matter.



The brand, quietly Australian, with stores across the globe prides itself in this

transparency. Started in the late 80s in Melbourne they use laboratory made and plant ingredients to achieve products like post-poo drops with citrus flavors in their home collection, or a rose hair masque that moisturizes and then of course parsley seed masks, toners, hydrators and cleansers.

The stores all over Manhattan are situated in neighborhoods, real homely neighborhoods at that, and what makes the brand even more amazing is instead of a massive opening press launch with silly celebrities that don't matter they rather invite the neighbors to come and experience the brand. Well isn't that a welcoming way to experience lavishness – a little something familiar that replenishes in its approachable manners.

For more on the brand visit Aesop.com or certainly the West Broadway store in New York.

By: Daniel Scheffler



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