

Rohan Widdison CEO & Founder of NVEY ECO

It was inevitable that Rohan Widdison, CEO and Founder of NVEY ECO, was due to have a long and triumphant career in the cosmetics industry.

With decades of experience and exposure to the realm of beauty, Rohan recognised the cosmic need for pure, organic cosmetics that did not compromise on performance. This led to the establishment of the first and only high performance Australian and Australian-made cosmetics brand to be both 100% Certified Organic by not-for-profit, international standard organisations NaTrue (Europe) and NSF International (USA). Currently available in over 30 countries worldwide, Rohan's dedication to developing and producing pure yet effective cosmetics has gained him an international reputation as one of the most trusted names in the beauty industry.

Son of iconic Australian beauty personality, Helene Abicair – founder of the acclaimed Helene Abicair College of Advanced beauty Therapy in Melbourne – Rohan was thrown into a world of makeup, skin and beauty that would see him learn and appreciate the value of organic beauty therapy and cosmetics. With degrees in Law, Arts and Education, he established himself as a force to be reckoned with, which he proved with no surprise when daringly launching NVEY ECO in parallel to his appointment as Creative Director of Helene Abicair. Always bitterly disappointed with the makeup offerings on the market that he believed were *"all talk and no action"*, Rohan embraced the challenge to create an organic cosmetics brand that was lustrous, high performance and healthy, maximising the content of organic active ingredients without the inclusion of harmful chemicals or preservatives.

Aware of the gap in the market and the cosmetics brands pushing products that did not quite live up to their proclamations, Rohan took on the responsibility to bridge that gap.

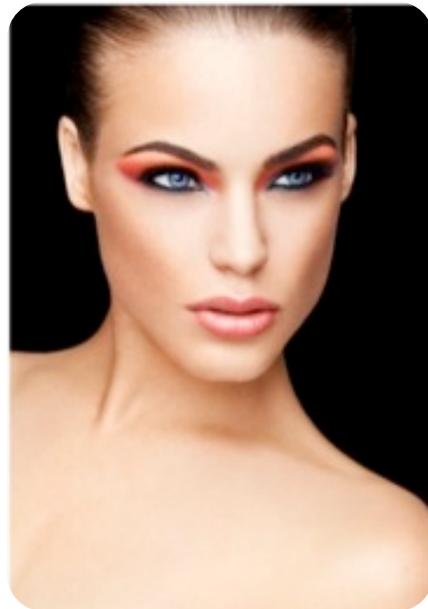
"It was as if there was no option but chemicals, and the natural alternatives really needed to ask themselves why they thought they were makeup."

Consequently, 2005 saw the establishment of NVEY ECO; an Australian owned and manufactured makeup brand with a complete, colour-rich range that would grace international shores. With the vision that *"makeup is more than just colour"*, Rohan began his seven-year personal journey and investment in the learning and creation of chemical-free cosmetics, opening up the cosmetics market to the possibility of organic makeup.

Leader of a company that was the first to famously coin the phrase *"green is the new black"*, Rohan successfully challenged the concept of organic makeup and established an entirely new expectation for the quality of organic and natural cosmetics through pioneering work with his top international Research & Development team and newly minted company-owned manufacturing facilities in Melbourne.



**Rohan Widdison, NVEY ECO
 CEO and Founder**



NVEY ECO Makeup 2012



**Jennifer Love Hewitt with NVEY ECO
 2012 Golden Globes celebrations**

However the organic ethos behind his cosmetics is centred in being functional, not just about being green.

"NVEY ECO doesn't aim to push just a green message, we show what's possible without overuse of chemicals, delivering a brand that could now be seen as mainstream but without the nasty elements. Anyone visiting our website today would think we are owned by a multi-national – we have crafted an image and developed resources for our consumers and retailers that invites the mainstream in, so overall we have made organics accessible and friendly."

Rohan has consciously developed the sleek packaging and branding of NVEY ECO to avoid landing the brand in stereotypes normally associated with organic based products, also seeking guidance from professional makeup artists around the world in selecting practical and fashion-forward colours and textures for the NVEY ECO products.

Although NVEY ECO is currently a niche brand, Rohan is confident that the brand is heading mainstream rapidly as the essence of the brand is changing, bringing the game to the majors one market at a time. Selective about his retailers, Rohan has continuously trawled the globe for the past seven years to educate retailers about NVEY ECO's connection to the intimacy of nature and fashion as well as identify key distributors for his unique brand that reach his target consumer market but also open up avenues to new consumers.

"We have been selective about the retailers who carry the line, and, at the same time, have managed to offer the brand to a wide variety of venues, appealing to nearly every demographic. The products are very consumer friendly – easy to apply, offer an amazing colour spectrum, and are actually healthy for the skin!"

Whether online or in-store, NVEY ECO is available in over 30 countries across Europe, Asia and North America, available from retailers such as the Åhléns department store in Stockholm, the hip SHEL'TTER TOKYO in Japan, to the NVEY ECO's very own e-commerce website www.nveyeco.com (Australia). From the UK to China, France to Finland, NVEY ECO's list of global followers grows every year appearing in notable editorial publications internationally including InStyle (Germany), Cosmopolitan (UK, Finland), Elle (Hong Kong, Slovenia, Romania), Harper's Bazaar (Singapore), Grazia (UK), People (US), madison (Australia) and Vogue (China) with celebrity support including names such as Australian screen siren, Naomi Watts and Oscar award-winner, Elizabeth McGovern, as well as professional makeup artists such as Australian award-winning talent, Sue Marshall.

Shining amidst his celebrity following, Rohan's team were stationed front and centre at the celebrations and lead-up to the star studded 69th Annual Golden Globe events in Hollywood in 2012 – just one of the exciting international events that NVEY ECO has had the opportunity to take part in.

Rohan has a constant R&D program to set NVEY ECO apart from other brands, continuously pushing the boundaries through innovative makeup formulas and unique developments in the field of organic makeup artistry. Rohan has also ventured recently into the realm of skincare, introducing six outstanding Certified Organic skincare lines, set to launch online in Australia, January 2013. As the perception of beauty continues to trend towards one that is defined by eco-conscious ideas, it is only a matter of time before his leading Australian organic cosmetics brand becomes a household name.

Websites: www.nveymakeup.com | www.nveyecocosmetics.com

Online Store: www.nveyeco.com

For media enquiries, interviews or commentary, please contact:

Lovely Hoffman

LOVE PR

Lovely@lovepr.com.au

310-986-6692