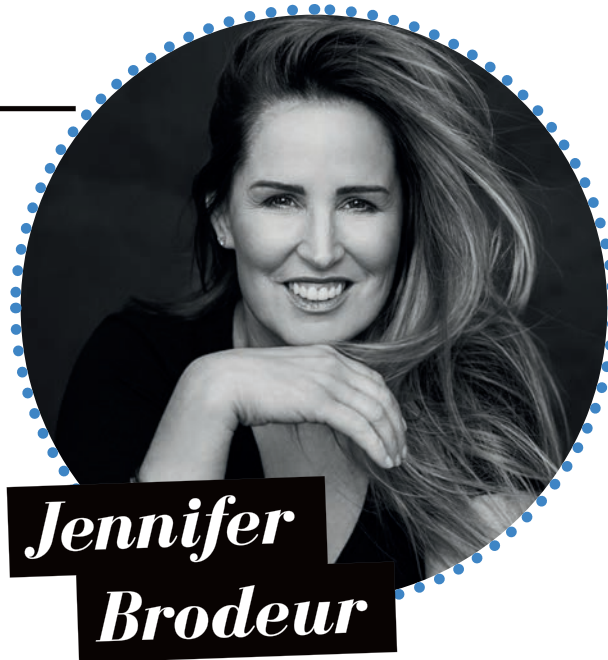


INTERVIEW WITH A PRO

JENNIFER BRODEUR IS A WOMAN WHO IS DRIVEN BY HER PASSION FOR AESTHETICS. SHE IS THE FOUNDER OF JB SKIN GURU, A BRAND OF HOLISTIC AND ORGANIC SKINCARE, A COMPANY WHOSE MOST RECENT PRODUCT, PEONI, IS TAKING THE BEAUTY WORLD BY STORM. KNOWN AS THE "SKIN GURU OF THE STARS", MANY CELEBRITIES LOOK TO HER FOR THEIR SKINCARE NEEDS INCLUDING OPRAH WINFREY, MICHELLE OBAMA AND KARINE VANASSE.



1. TELL US YOUR STORY. HOW DID YOU GO FROM AESTHETICIAN TO BUSINESSWOMAN?

I have been working in the beauty industry for more than 20 years. I am an aesthetician by trade but I have always been interested in teaching. That's why early in my career, I chose to teach aesthetics (diploma of vocational studies or DEP in French) rather than practice it myself. In 2003, I decided to make the leap to entrepreneurship with my husband and together we launched a skincare device called Max+. Then in 2009, still driven by a desire to improve the aesthetics industry, I decided to take another huge risk and open my own skincare clinic. And because there is no stopping a dreamer, I dared to leap into a third challenge by launching my own organic and holistic skincare brand, JB Skin Guru, in 2016.

2. YOU RECEIVED THE H. PIERANTONI AWARD FOR INNOVATION AT THE CONGRÈS D'ESTHÉTIQUE APPLIQUÉE DE PARIS IN 2005 FOR YOUR DEVICE, MAX+. CAN YOU TELL US MORE ABOUT THAT DEVICE?

Max+ is an ultra-powerful, non-invasive, 100% safe skincare device that can be used by all skin types and phototypes. By using MAX LED technology, you get all the benefits of the sun, with all the colour spectrum of a rainbow, without its harmful side effects. The device treats imperfections, helps the production of collagen for rosacea and increases vitality of the skin, for a healthier and younger appearance. It also diffuses redness and diminishes acne, as well as reducing fine lines and the signs of aging.

3. WHAT INSPIRED YOU TO CREATE THE PEONI LINE, THE MOST RECENT PRODUCT FROM JB SKIN GURU?

At the base of Peoni, there is... peony. Not only is this flower beautiful, it is also considered to be the queen of flowers and the symbol of grace and resilience (this plant can live up to 100 years!) and I loved the concept that this image created. On the other hand, it has a strong smell and I was afraid that a peony-based treatment would be too "harsh" for really sensitive skin. Because of that fear, I discovered (and fell madly in love with it, borderline obsessed) peony root.

A key ingredient in our formula, it is one of the oldest remedies used in traditional Chinese medicine. Known for its antioxidant properties and comparable to vitamin E, peony root contains an antibacterial compound, paeonol, which makes it a valuable anti-inflammatory and antifungal ingredient for treating wounds, skin irritations and severe inflammation.

Peoni is authentic and natural beauty at its finest.

4. THE PEONI PRODUCTS ARE PART OF OPRAH'S FAVORITE THINGS 2016; THE TV HOST SUPERSTAR'S MUST-HAVES FOR THE YEAR. TELL US ABOUT HOW YOUR CREAMS ENDED UP IN HER MAKEUP BAG.

Ms. Winfrey first contacted me over 6 years ago to get more information about MAX LED technology. It was supposed to be a quick call, but I actually developed a relationship with her that is still going strong today. Working by her side taught me so much! She was the one who inspired me to create the Peoni line during a trip to Maui. Oprah Winfrey and Michelle Obama were the first people to use PEONI, even though the products were still in their trial stage! The next thing I knew, Oprah had added it to her *Oprah's favorite things 2016 list* because she loved it so much. I was surprised, to say the least!

5. WHAT WAS THE BEST PROFESSIONAL ADVICE YOU EVER RECEIVED?

To always pay attention to the little details. Not only will it set you apart from the competition, but it will also be reflected in the product or service you offer to your customers. Your behaviour, your creations and the way you sell your services or products, are all really important elements of your business or trade! Being an aesthetician is so much more than just providing services or selling creams, it's creating an emotional connection with other human beings.



JB.

PHOTO-CREDIT: ANDRÉANNE GAUTHIER. HELSINKI CITY

At JB Skin Guru we believe that *creativity* is the *catalyst* to constant *evolution* in preventive and corrective skincare treatments.

WWW.JBSKINGURU.COM

JB

“ ”

This new skin care line - started by my facialist, Jennifer Brodeur, a true skin guru - is free of toxins, artificial fragrances, and gluten.
Get ready to glow!

— OPRAH WINFREY
OPRAH MAGAZINE, NOVEMBER 2016

“ ”

I swear by Jennifer Brodeur's *JB Skin Guru* products — she consults for Mrs.Obama and Oprah. Really, she's a chemist; I can see the chemical change in my skin.

— AVA DUVERNAY,
MARIE CLAIRE, JULY 2017

“ ”

Peoni is Brodeur's recently launched line of mineral oil, paraben, colour and dye-free skincare, all based around the ingredient peony [...] Brodeur says Obama was one of her "*greatest sources of inspiration*" for the line, and also one of the first in the world to use it.

— ELLE CANADA, APRIL 2017