

**[00:00:01.150] - Female Speaker**

Skincare is not one-size-fits-all. At IMAGE, we rely on skincare professionals and clinically proven ingredients to create solutions that adapt to your lifestyle. But don't take it from us. Just ask the 30,000 plus professionals in over 60 countries across the globe who trust IMAGE Skincare to deliver when it comes to results. And while we got our start with skincare pros, we think it's about time you got to know us better, too. Tune in to Skinfluenced to hear straight from industry professionals on how to keep your skin healthy, radiant and resilient through every stage of your vibrant life.

**[00:00:36.230] - Jacquelyn Hill**

Hello and welcome back, skincare aficionados to Skinfluenced, a podcast where we chat all things skin. I am Jacquelyn Hill, your host, and today we are celebrating a milestone with our cohost and IMAGE founder, Janna Ronert. In 2003, Janna created a collection to help treat her own skin concerns. Now, over 18 years later, Vital C is featured in tens of millions of professional treatments and at-home regimens around the world. Today, our hero collection is getting the spotlight it deserves. Join us as we celebrate this iconic collection, the community it's built, and the diverse skin that loves it. And you guys are getting a really special episode of the podcast. So if you're listening to this and you aren't watching it, make sure that you go online, because sometimes you want to see how the sauce is made. And we're live streaming this one. So, Janna, this one is different for us. Welcome.

**[00:01:37.080] - Janna Ronert**

Thank you so much. This is so exciting. We just continue to do more innovative things at IMAGE. And this is very cool that you all can see this.

**[00:01:45.220] - Jacquelyn Hill**

Yeah, I love this. It's a little different than what we're usually just kind of in our room and speaking to ourselves and our guests. But I think this is a really cool way to let people know all the work that we put behind these podcasts and kind of what goes into it.

**[00:01:58.780] - Janna Ronert**

Yeah, I think so. And also just to talk about Vital C is really kind of the pillar of our company. Everyone knows Vital C with IMAGE, so it's a vitally cool day for me.

**[00:02:11.980] - Jacquelyn Hill**

Absolutely. Okay. So in the intro, I said 18 years.

**[00:02:16.770] - Janna Ronert**

Yes.

**[00:02:17.410] - Jacquelyn Hill**

Does it seem like 18 years? Does it seem like it was just yesterday that you launched this iconic line?

**[00:02:22.090] - Janna Ronert**

You know, it seems like yesterday, but then when you look in the rearview mirror and you see how far we've come from just this little small four core collection of the cleanser, the serum, the cream, and the mask, it really is just kind of mind blowing what IMAGE has done in those 18 years. So, yes, it seems like yesterday. But when I look back, I'm just super proud of how far we've come.

**[00:02:51.360] - Jacquelyn Hill**

You have to be proud. How does it feel to be the inventor, the founder, of one of the best-loved skincare collections, pretty much, like, in the world? That's pretty awesome.

**[00:03:04.880] - Janna Ronert**

Yeah. I never thought it would be this cult level, I guess. When I created this line, I was being a little selfish, because I was trying to solve my own skin issue. And as an aesthetician, as you know, being as an aesthetician, when you have that red, inflamed, super annoying skin, you want something to help solve it. So when I think back in that small apartment and mixing and the chemist and back and forth and then, not to mention, the beautiful smell that we all know and love, is just iconic. It's a very special day for me today.

**[00:03:46.140] - Jacquelyn Hill**

I love that. I know we have a lot of skincare therapists that are out there listening right now, and we all a little selfish. I know I got into skincare because I suffered from acne.

**[00:03:57.300] - Janna Ronert**

Right.

**[00:03:57.620] - Jacquelyn Hill**

And so I love that you knew if it worked for you, and that you are having this challenge, probably other people out there would love something like this as well.

**[00:04:07.780] - Janna Ronert**

Yeah. I mean, I knew there were so many people that suffered from inflammation, from redness, from dry, dull, dehydrated. And I think to create a collection like this where there's so many things packed into one little bottle or jar has made such a difference in so many people's skin throughout the years.

**[00:04:28.120] - Jacquelyn Hill**

And when you thought about, "Okay, this is my skin, and I really want to be able to correct it," did you think vitamin C... Was that your go to ingredient? Was that the first ingredient that was in your head? Why vitamin C?

**[00:04:40.750] - Janna Ronert**

That was the number one ingredient in my head. I think for me, vitamin C is the most vital... Yes, the name Vital C, if you want to know where that came from, Vital C, is the most important ingredient you can give your skin. You kind of call it the BLT, brighten, lighten, and tighten, and that's exactly what it does. And there's so many now new forms of vitamin C that are water soluble, oil soluble, and you can create this incredible burst of nutrition for your skin in one product. So that's what I had intended to do. And now it's evolved to 12 products growing and growing.

**[00:05:24.710] - Jacquelyn Hill**

Yeah. I love that. And I love that you picked something, even though it will work for your skin, people who have different things happening on their skin as well. So inflammation, pigmentation, aging. So I love that you picked an ingredient that's going to be as special to all of us as it was to you.

**[00:05:42.870] - Janna Ronert**

I think so. And I think with vitamin C, you can mix it and cocktail it with so many different things: AHAs, peptides, hyaluronic acid. You can put it in a water base, a cream base. So this is really an iconic collection, and it's really designed for every skin type, even for your acne. I know when you first started with IMAGE more than 10 years ago, this was a go-to for you, and you were suffering from acne.

**[00:06:13.060] - Jacquelyn Hill**

It's still a go-to. There is not a day, morning, or night that I'm not using something Vital C. And whenever I don't know what to give somebody, I start here.

**[00:06:22.260] - Janna Ronert**

It is. It's really the foundation of our company, the Vital C line.

**[00:06:28.520] - Jacquelyn Hill**

I love it. So we talked about the core four, and 12 products now, for Vital C. Do you have a favorite?

**[00:06:36.830] - Janna Ronert**

Oh, you know, I love them all. They're kind of my little vitamin C babies.

**[00:06:41.590] - Jacquelyn Hill**

Right.

**[00:06:41.950] - Janna Ronert**

But I think if I had to choose one, it would definitely be the Vital C serum. I'm not saying that because it's our number one seller, but I'm saying that because that was the first product that I put together that I think I'm the most proud of.

**[00:06:55.030] - Jacquelyn Hill**

Wait, this was your very first product?

**[00:06:57.950] - Janna Ronert**

This is it. This is the very first product that was formulated that was put in a bottle.

**[00:07:03.530] - Jacquelyn Hill**

And it's number one.

**[00:07:05.630] - Janna Ronert**

It's really a crazy story. I've been using it for almost 20 years now.

**[00:07:12.240] - Jacquelyn Hill**

Okay.

**[00:07:12.750] - Janna Ronert**

My mom is going to be 90 next week.

**[00:07:15.810] - Jacquelyn Hill**

All right.

**[00:07:16.280] - Janna Ronert**

And I think if you want to see a testament as to what vitamin C can do, you look at her, because she's using all 12 products now, by the way.

**[00:07:26.940] - Jacquelyn Hill**

I love it. So this is also my twice a day. This is like one of my desert island products. I absolutely can't do without it. And what about, you talked about combining, and mixing, and layering. Do you have a favorite duo, like do you have a favorite vitamin C mix that you love?

**[00:07:42.160] - Janna Ronert**

You know, it's kind of interesting, my duo.

**[00:07:44.850] - Jacquelyn Hill**

Okay.

**[00:07:45.400] - Janna Ronert**

My first product in that duo is the vitamin C enzyme mask. And this mask is really the glow-getter.

**[00:07:53.570] - Jacquelyn Hill**

Yes. Oh, I love that name.

**[00:07:55.320] - Janna Ronert**

It is the go-to for exfoliation, for hydration, for brightening, for tightening. And then when you remove this mask, and then you throw this hydrating water burst on with all of the vitamin C that you need, hyaluronic acid, all the great ingredients, I'm telling you, it's the glow-getter. So these are my two favorite, and they're really cool because they're like a duo in tubes. So they're the tube duo, I say.

**[00:08:24.990] - Jacquelyn Hill**

Okay, I love that. Now can we just talk a little bit about this water burst? Because I think this is like a secret weapon that a lot of people who love IMAGE do not know about this product. I'm obsessed with this, Janna.

**[00:08:40.280] - Janna Ronert**

It really is. And I'll tell you, this product was inspired when Dr. Marc and I went to Korea. In Seoul is really a lot of the trendsetters for skincare. This type of technology that all these little droplets burst on your skin, and you can fill them with different ingredients, was really one of the first products in America to have this type of technology. I think it's a super hit.

**[00:09:09.560] - Jacquelyn Hill**

So if you guys are listening and you want to know about the burst, you have to try this product and then you tap it.

**[00:09:17.120] - Janna Ronert**

Yes.

**[00:09:17.560] - Jacquelyn Hill**

And it literally turns into water and just releases this burst, there's not a better word for it, of hydration onto your skin. So my secret with this is another Vital C product I really love is our ACE serum.

**[00:09:30.740] - Janna Ronert**

Oh, I love it.

**[00:09:31.780] - Jacquelyn Hill**

And I say it's the vitamins. So I always take my vitamins with water.

**[00:09:36.210] - Janna Ronert**

Yes. Love it.

**[00:09:37.700] - Jacquelyn Hill**

So I put my vitamins on first, and then I give it a little water to make sure that my vitamins [crosstalk 00:09:42]

**[00:09:42.030] - Janna Ronert**

See what you learn today? I didn't even know that after all these years. So that is a great duo as well. We need to add that as a trio.

**[00:09:50.830] - Jacquelyn Hill**

We need to add that as a trio. Right. Take your vitamins. Have a little water.

**[00:09:56.650] - Janna Ronert**

I love it. And I think that water burst, I'll tell you, when I travel... I don't travel as much as I used to. But when I travel, I'll put the mask on, I'll top it with a vitamin C water burst and go to sleep.

**[00:10:10.090] - Jacquelyn Hill**

It's perfect because you get so dehydrated when you're traveling. But not with that. You don't at all.

**[00:10:14.970] - Janna Ronert**

It's really a great duo.

**[00:10:16.270] - Jacquelyn Hill**

Yeah, I love that. And my oily skin, it's not too oily. It works for everybody.

**[00:10:21.700] - Janna Ronert**

I think these products in the Vital C collection are really a great starter. I have a twelve-year-old daughter and she's already using the Vital C. So if you're looking for kind of a professional entry, safe, hydrating, great for your skin, this is a great entry level product for your daughter or son.

**[00:10:39.930] - Jacquelyn Hill**

Yeah, I love it. So what do you think makes this collection of vitamin C products different from other things that are out there on the market?

**[00:10:50.150] - Janna Ronert**

There are so many vitamin C products, and I think for those that are listening, I think the three things that make this product unique is the forms of vitamin C. We've always used multiple forms. So you're getting a jam-packed product of the highest levels of vitamin C. And I think also combining it and cocktail-ing it with antioxidants, ingredients that hydrate the skin, that lighten the skin, natural skin lighteners, it's really the most multifunctional product. And we formulate with a pretty low PH, so you feel it after one application. And you see that difference. Your skin feels it, you see it. And long-term, we're hoping that you definitely age later because of Vital C.

**[00:11:39.090] - Jacquelyn Hill**

Absolutely. So I've been a skincare therapist for 30 years now.

**[00:11:43.050] - Janna Ronert**

Oh my gosh.

**[00:11:43.590] - Jacquelyn Hill**

I know that sounds great. I started when I was two, if you guys are trying to guess how old I am. But for 30 years. And when I got introduced to IMAGE, I think that was the most impressive thing. I love a good hero ingredient like vitamin C, but I love that you don't make it do all the heavy lifting by itself. Add the peptides. Add the additional antioxidants. Add hyaluronic acid. So I'm getting multiple benefits from every single product, and I think that really sets us apart. I always tell people, people go, "How do I know it's going to work?" And I go, "People buy it again."

**[00:12:17.020] - Janna Ronert**

They do. And you feel it.

**[00:12:18.860] - Jacquelyn Hill**

And you feel it.

**[00:12:20.080] - Janna Ronert**

Your skin feels different.

**[00:12:21.990] - Jacquelyn Hill**

You see it the next day.

**[00:12:22.990] - Janna Ronert**

The inflammation is down, the skin is firmer, it's tighter, it's more hydrated, and it just looks healthy. And healthy skin is beautiful skin, and that's what we preach. So I'm glad that we practice what we preach, and it continues to be very successful.

**[00:12:40.430] - Jacquelyn Hill**

So I was super, super lucky, as part of my career with IMAGE, to work with our distributors. Sixty countries, Janna, around the world, still the number one collection. How did you get this from your little apartment to being a global brand?

**[00:12:59.270] - Janna Ronert**

It just kind of goes back to when you show up, you go up. And I showed up to a lot of trade shows, as you know. And not very glamorous ones, but at an international plastic surgery show in Houston, I had a small little table, small little booth, and I met a group of plastic surgeons from Germany that wanted to bring on the line.

**[00:13:25.270] - Jacquelyn Hill**

Okay.

**[00:13:25.640] - Janna Ronert**

And I got a double benefit. I met the gentleman that I married. My first clinic internationally was in their clinic in Düsseldorf, Germany. In Germany, we had all the products approved for the EU, and that was the start. We planted that seed in Germany, and from there, it's grown into 60 plus countries.

**[00:13:49.140] - Jacquelyn Hill**

I love that. So if I take this someplace, I could possibly get a husband, too.

**[00:13:53.600] - Janna Ronert**

Well, you can try. I'd say you need the trio.

**[00:13:56.450] - Jacquelyn Hill**

Okay. All right.

**[00:13:57.540] - Janna Ronert**

We're going to try the trio to get the husband.

**[00:13:59.870] - Jacquelyn Hill**

The trio is the husband-getter. All right, I'm going to try this because I need a husband, Janna. So I love this. All right, so the packaging. When I first started working here, I've seen this packaging go through this transformation. Why even change the packaging? Because the stuff inside is the same and amazing. So why the evolution with the packaging?

**[00:14:31.820] - Janna Ronert**

The evolution is you need to always stay modern.

**[00:14:34.890] - Jacquelyn Hill**

Absolutely.

**[00:14:35.480] - Janna Ronert**

And you need to innovate. As we have moved the past years into truly a clean, clinical brand that we stand behind, we needed to make the packaging mirror our philosophy. And so you can see it's much cleaner, but it still has that iconic orange that we all know and love, because the Vital C, the C is the orange. Then of course, the iconic smell. It's odd when I travel around the world, people are like, "Oh, I love IMAGE. I use the orange bottle that smells so good." So I think those two things have kind of signified this clean, clinical modernization and botanicals that boost the efficacy. It's just very results driven. You know that when you try a product and you get results, you become very, very loyal to that brand, and I'm very happy for all of you out there that have been so loyal. We're very appreciative.

**[00:15:38.700] - Jacquelyn Hill**

I love it. I know it doesn't have anything to do with the clean clinical, but it also looks really pretty on my vanity in the bathroom.

**[00:15:46.560] - Janna Ronert**

It does. It looks really cool. You want to have a Vital C product in your bathroom. Not one, but maybe all 12.

**[00:15:52.300] - Jacquelyn Hill**

Well, I think I do have all 12.

**[00:15:54.460] - Janna Ronert**

I think I do too.

**[00:15:56.270] - Jacquelyn Hill**

I think I have all 12 of them. So do you feel like, "Mission accomplished," from where you thought this was going to be to where it is now? Do you feel like you mission accomplished, or maybe even exceeded the mission with the Vital C collection?

**[00:16:13.680] - Janna Ronert**

You know, I would never say in life that my mission is accomplished. I think that we've come a long way, but in some ways I kind of feel like we're just getting started.

**[00:16:25.460] - Jacquelyn Hill**

Right.

**[00:16:26.620] - Janna Ronert**

I think you always need to stay hungry and enthusiastic, and your eyes wide open about what is out there in the skincare world. Because if your philosophy is to help the world age later, you can't stop. Your mission is never accomplished. So with Vital C, I just say there is certainly more to come.

**[00:16:48.950] - Jacquelyn Hill**

I love that. So leave us on a little bit of a cliffhanger. I would say, in creating amazing products that work, mission accomplished. But we can always do more.

**[00:17:00.330] - Janna Ronert**

I think we can. And I think the industry and the consumer, that's what's amazing. To stay so close to the consumer today, you have to listen to what the consumer wants, how they feel about products, and you need to constantly innovate. This Vital C serum is in... I don't even know the generation number of how we've continued to innovate and clean it up and make it better and source the perfect ingredients. And sustainability is something that's very important for the future.

**[00:17:34.280] - Jacquelyn Hill**

Absolutely.

**[00:17:34.740] - Janna Ronert**

So that's a whole new initiative that we're taking on, but we're taking it and we're tackling it. And so we want to be number one in so many areas in everybody's books, and that's just very important to us.

**[00:17:48.190] - Jacquelyn Hill**

Yeah. I love that. Always on the forefront, because this industry is forever evolving. I love that we're leading the charge [crosstalk 00:17:55]

**[00:17:56.140] - Janna Ronert**

We are, and it's moving fast.

**[00:17:58.110] - Jacquelyn Hill**

Always.

**[00:17:58.760] - Janna Ronert**

Right? So at our age, we just need to put on faster roller skates.

**[00:18:03.190] - Jacquelyn Hill**

I know, at 27, faster roller skates. All right. So any final words you would love to leave us with, with Vital C?

**[00:18:13.220] - Janna Ronert**

No, I just think this is so great to celebrate the Vital C collection, kind of to celebrate and thank all of our customers and our loyal fans that have used it over the years. We hope you continue to be inspired by this collection and all of our new products. So just thank you, and thank you Jacquelyn. Always a pleasure to talk about skin with you. I think it's our favorite topic.

**[00:18:38.290] - Jacquelyn Hill**

I think it's our favorite topic and thank you for creating some of my absolute favorite products in the world, who not only helped me with my own personal skin, but also everybody I'm treating. They absolutely love these products.

**[00:18:54.360] - Janna Ronert**

Thank you.

**[00:18:55.350] - Jacquelyn Hill**

Thanks everybody. So thank you for all listening to this episode of Skinfluenced. So remember we drop a new episode every single month. Don't forget to follow us on social media. You can follow Janna on social media as well, but @imageskincare you can find out all of the amazing things that we're doing and events that we are doing.

**[00:19:18.950] - Female Speaker**

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