

# Bella

## Creative Minds: Lisa Mazzarella



Lisa Mazzarella, CEO & Founder of **Karisma Skincare**, spoke with us here at BELLO about her journey founding this amazing brand. Having started her professional life as a career lawyer, this brand was born from her need for better skincare. Mazzarella shared a bit more about her products, their ingredients, her story and some heartfelt words. We are all beautiful and all have a purpose on this planet so why not do it with soothed skin? Make sure to check out **Karisma Skincare** and find the perfect fit for you. Lisa Mazzarella has poured her heart out into this brand and it shows.

Share with us the moment you decided to found this brand? Was it a person or thing that pushed you to do so?

I did not set out to create a skincare company. I was a career lawyer. Partner in a law firm and General Counsel at two multinational corporations. I also had been a competitive swimmer from 4 years old through high school and sun worshipper before anyone thought a minute about wearing sunscreen.

I had originally developed the Ultimate Facial Oil for myself because my skin had become dull and dehydrated. I had tried every product from the most expensive to the most basic and nothing was working for me. I wanted a multi-tasking facial oil that would bring back luminosity, diminish fine lines and wrinkles, fade my hyperpigmentation, tighten, brighten and fight blemishes. It was a lot to ask from one product but I don't like complicated skincare routines. I researched, went to seminars, took classes and formulated for years using different blends and qualities of essential oils for their purity and efficacy. I needed something that worked. What I learned was that the highest quality ingredients achieved the best results in the shortest period of time. One particular formula almost instantly gave me smoother, more luminous skin without looking or feeling oily. It absorbed beautifully and had calming and uplifting aromatherapy qualities. My aesthetician noticed the radical change. My pores which are usually congested were clear and tighter, my face luminous and she said I even looked more confident! I gave her a tincture to try and she called that same day and asked to use it as a finishing serum on her clients to lock in all the benefits of her facials and calm skin from extractions. Then her clients wanted to buy it, my friends who are very sophisticated skincare users wanted to buy it, the word got out and other aestheticians, pro-artists and even actors wanted to buy it. The exact same thing happened when I formulated my Sheen Body Oil. Organic word of mouth created so much demand I looked into scaling. Every manufacturer tried to trade out my ingredients for commercial cheap oils. This led me to take a good long look into the expensive products I had used and discovered they were mostly water and cheap toxic fillers. I was infuriated, felt betrayed and realized the skincare industry

was mostly smoke and mirrors. The companies with the big budget marketing campaigns were selling cheap toxic products. I knew there was a need for truly clean results driven products because of the demand just for mine. I felt that I could help empower people to feel as beautiful on the outside and they did inside. I received beautiful letters about how the products had made such a big difference in people's skin, confidence, and overall sense of wellbeing. Something inside me just clicked. The word on my mind was commitment. I made a commitment to make the highest quality most transparent, results driven skincare possible. I never wavered on demanding the best ingredients from my manufacturer so much so they began using my vendors because they just could not match the quality of my oils. I never looked back.



### **What is it about this brand that makes it stand out compared to other brands?**

Skincare is confusing and deceptive there are so many products that don't deliver on benefit promises. Karisma is transparent – you know what you get the promised results. You can trust Karisma. There are too many different products. Our brand offers an all-in-one products. We offer go-to products that simplify skincare routine all under one brand. The majority of products are misleading when they say “clean” or promise results then don't deliver. The core values of our company are transparency and integrity. Every ingredient has a purpose, all ingredients do something, and are active. We only source the highest quality ingredients. We absolutely do not use fillers and are truly clean, non-toxic, not harmful to health as evidenced by our EWG Verification and third-party quality testing that had to approve all stated benefits.

**Tell us a bit more about the ingredients in your products.** This highlights some of the ingredients. If you want information on ALL of the ingredients, I'm happy to provide but the list is very long!

Powerhouse Pomegranate Seed Oil:

It is an absolute powerhouse ingredient. Pomegranate seed oil is the only source of Punicic acid. The benefits of Punicic acid are little known but extraordinary. It's referred to as the "anti" ingredient because it is:

- Anti-cancer,
- Anti-aging,
- Anti-inflammatory,
- An extraordinary antioxidant,
- It also regulates the skins hormonal balance in men and women controls ad repairsUV damage.

Carrot

- Repairs skin damage,
- Tones muscles and tissue, and tightens skin to prevent it from sagging.
- By removing bodily toxins, it boosts immunity, reduces muscle and joint inflammation, and addresses fluid retention. Jojoba
- Moisturizes but balances sebum so prevents acne.
- Rich in iodine, which fights harmful bacteria growth that leads to breakouts.
- Antioxidants smooth fine lines, wrinkles and naturally slow down other signs of aging.
- Stimulates collagen synthesis, Evening PrimroseAn absolute stunning multitasking oil.

- Improves Skin Elasticity
- Smooths texture of dry, flaking or peeling skin.
- Astringent properties help heal and prevent blemishes
- Promotes healthy, clear, revitalized skin with enhanced luminosity.
- Reduces the appearance of fine lines and wrinkles
- Helps reduce inflammation, redness and irritation



## Seed Oil

## Frankincense

- No. 1 ingredient that can help even out skin tone and help get rid of sunspots and age spots.
- Powerful astringent properties help reduce blemishes and the appearance of large pores.
- Reduces the appearance of fine lines and wrinkles
- Frankincense is also one of the best essential oils for skin tightening
  - Lavender: A Powerful Anti-oxidant which fights free radical damage, • Powerfully reduces the appearance of fine lines and wrinkles
  - Rosehip:

- Tightens skin,
  - exfoliates
  - boost collagen production
- Marine Botanicals:  
Pure wild harvested Seaweed:
- Wild Harvested off the coast of Brittany France and Iceland it not only dramatically only improves your skin it improves your health and overall well-being replenishing magnesium, calcium, zinc, copper to nourish skin and body trans dermally.
  - Builds collagen
  - Stimulates cellular renewal.
  - Improves skin elasticity and firmness
  - Promotes healthy, clear, revitalized skin with enhanced luminosity
- Medical Grade Oxygen  
On and in the skin, as for other tissues in the body, oxygen is essential to the health and maintenance of skin cells.
- Repairs and regenerates collagen and elastin tissue that provide the skin's structural integrity
  - Instantly Increases skin volume by 15%
  - Optimizes cell regeneration
  - Drastically reduces fine lines and wrinkles while firming and toning skin.
  - Promotes the repair and regeneration of collagen and elastin tissue.
- Hyaluronic Acid – Super Moisturization.
- Helps to plump up the skin to reduce appearance of wrinkles. Allowing skin to hold nearly 50 times its regular amount of moisturizer.
  - HA allows for all day hydration of the skin.



**What are some obstacles you faced in building this brand? How did you overcome them?**

Scaling was nearly impossible until the manufacturer agreed to use my vendors. I rejected hundreds of prototypes because the ingredients were poor quality. Even their “premium” ingredients were just awful. Quality and purity directly effect efficacy. I will never compromise on using the finest ingredients because they are safe and they get results. Once the manufacturer agreed to use my vendors everything fell into place. Another obstacle was learning when to stop working and take care of myself and my family. I’m so passionate and driven I just don’t stop. I have learned with a start-up there will never be enough time to get everything done. I have to force myself to take a break now and then to reset. I now understand how it is easy to become a “workaholic” when you’re doing something you truly love. I never had that feeling as a lawyer! My friend finally said “you have to get out of your office” “you have to see another person once a day.” She would come over and drag me out of the office and take me for a walk!



### **What does your daily skincare routine look like?**

The same routine applies for day and night. I just apply a bit more eye cream and face oil at night. It is so easy because every product multitasks. Depending on if I have on make-up, I wash with either the cleansing oil and/ or the Polish. Usually I use one pump of each. After a shower I dry my face and put on the honey mask and the use Sheen body Oil on my damp skin rub it in and finish drying off. By then the honey mask has worked it's magic and I rinse it off. I use Eye Believe Dual Acting Eye treatment which is absolutely stunning! It instantly works to depuff, reduce dark circles and diminishes the look of fine lines and wrinkles. The Ultimate Face Oil is always the last step. It locks in moisture while inhibiting sebaceous gland where I'm oily. I have combination skin so every product was made for all skin types.

### **For those who feel insecure about themselves, what would you tell them?**

You are beautiful and you are here for a purpose. A big part of feeling confident in your own skin is taking care of your mind, body and soul. Not until you really love yourself can you feel totally secure. It takes work. Start with thinking about what you are grateful for every day. It is a game changer. Write it down. Your heart begins to open. When you have insecure thoughts find a mantra that works for you. Mine is "I'm ok, I will always be ok no matter what happens I can get through it" . Sometimes I believe it others I don't but it works. Take care of your skin. It really helps to feel beautiful and confident when your skin is at its best. I feel insecure at times like everyone else but just by having beautiful skin it gives me confidence to just because I look vibrant on the outside even though I may be freaking out on the inside!





**To you, what are skincare products everyone must have?**

One gentle cleanser and one deep cleanser. Eye Cream, moisturizer and a balancing mask you will actually use at least once a week. Sunscreen always.

**Have you discovered any other ways/tricks in keeping your skin clear and radiant?**

I have so many tips/tricks! I literally use our "Quickie" Honey Mask every day. I get facials at least every month and every two weeks if something is going on with my skin. Regular exfoliation is a must. Sunscreen should be all mineral because others are toxic or clog pores. First thing when you wake up drink a large cup of room temperature water with lemon, turmeric, cayenne, ginger, apple cider vinegar (just a tsp) and raw aloe Vera. I also add Vitamin C powder and Greens powder. It is my secret "Potion" and it takes getting used to but I make the lemon mixture in advance so I only have a few ingredients to add. Just drink it all in one go. Coffee is my "reward"! I have done this every day for the past 10 years it is ultra-hydrating and nurturing for your skin and body. I definitely see a difference in my skin.

When showering, wash your face last to make sure all shampoo and conditioner are cleaned from your hairline to your chest. This will prevent breakouts.



**We love how informative your website is. How did you put together the commonly asked questions?**

Thank you for the compliment. First, I wanted to educate our community about the benefits of using face and body oil. There is a common misconception that oils will make your skin break out. In fact, it is exactly the opposite.

The others came directly from members of the community so I wanted to address them because if they had those questions, I thought others would too.

**Do you have any plans for growth/change in the future?**

Yes. I can't say much about it because it is proprietary information. However, I do have a wonderful different extension that compliments the line already in research and development.