

FALL 2021

NOVI BROWN

SHE'S SINGLE MAGAZINE

SINGLE

She's

THE INTIMACY ISSUE

for the
CULTURE

NOVI BROWN



This age-defying vitamin C serum is powered by Intelli-Cell™ plant stem cell science to reduce dark spots, fine lines and wrinkles, redness, and uneven skin tone.

We're devoted to doing the best we can—until we can do better.

Kiran Stordalen and Nicole Rechelbacher co-created I-N's plant science-based beauty products to achieve the best performance and clinically proven results. I-N is rooted in our love for plants and for the planet. We believe the only right and sensible solution to so many global problems is to embrace earth conscious, sustainable alternatives and plant-based over petroleum (and other synthetic or pseudo-natural) ingredients. That's why we call our approach Intelligent beauty over "clean" or "green" beauty: there's so much scientific innovation and clinical research that goes into our products, it goes beyond simply committing to supporting organic agriculture and limiting our impact on the planet.

Our story began with Horst Rechelbacher, influenced by his mother's herbalist traditions. Horst began his career as a hairstylist at the age of 14. In his 20's he continued to pursue his passion for wellness, traveling to India where he studied Ayurveda and its holistic healing methods. In 1978, Rechelbacher founded Aveda, one of the world's first natural cosmetics companies. From then on, he was known as the "father of safe cosmetics."

TAKING ORGANIC AND NATURAL INTO THE NEXT CENTURY.

RE:GENERATIVE™ SUPER POWER C SERUM

I-N has been leading the beauty industry into a cleaner, safer, earth-conscious future since its beginning with Horst Rechelbacher, "the father of safe cosmetics." Today, co-owners Kiran Stordalen and Nicole Rechelbacher lead I-N while maintaining the same rigorous standards for wildly effective, super-natural hair, skin, and body care. Our meticulous selection of plant-derived, clinically proven, active ingredients are always cruelty-free and responsibly produced to minimize impact on the environment. We strive to exceed the standards of our certifiers, and aspire to make every component of our packaging recyclable.

Horst shared his passion for the healing power of plants with his daughter Nicole Rechelbacher and longtime partner Kiran Stordalen as they worked together building Aveda. After Aveda's sale to Estée Lauder, Nicole and Kiran knew they wanted to continue their family's tradition of creating luxurious, effective and environ-

mentally responsible beauty products. In 2008, they launched the world's first USDA-certified organic hair care line, thus beginning I-N.

