

Victoria Bio

Inspired by a college marketing class and her father's successful brewery business, Victoria Watts launched her first entrepreneurial venture in 1995 with Ipswich Ale Mustard. Soon after graduating from college, she married and turned the business over to her dad. Ipswich Ale Mustard was eventually sold and is still available at local grocery stores in Massachusetts.

Victoria spent the next 12 years raising her beautiful family in Naples, FL. There, she continued to focus on her strong inner/outer beauty philosophies through a lifestyle of clean food, exercise, giving back to her community and favorite causes and enjoying lots of laughs at VictoriaLand, the place she calls home and family and friends call, "the happiest place on earth." As her children got older they inspired her to tap back into her entrepreneurial spirit.

After many years of dealing with some challenging skin issues, Victoria tapped into her inner voice and entrepreneurial zeal once again. Unable to solve her skin problems after using dozens of existing products, she literally took this challenge into her own hands by mixing and blending hundreds of batches in her kitchen. She turned to the power of time-tested, natural ingredients to create skin-loving formulas that delivered on quality, performance and simplicity. Encouraged by her own positive results and feedback from family and friend's privy to the small batches made in her kitchen, VictoriaLand Beauty® was launched in 2014.

Victoria continues to give back through VictoriaLand Beauty's Children's Health Initiative, which supports the Dare, Dream, Deliver campaign at Boston Children's Hospital. Additionally, she devotes time to sharing her story and advising young, aspiring entrepreneurs attending graduate school at her alma mater, Bentley University.