

MEDIA RELEASE

Australian beach sprinter and influencer, Olivia May "so excited to get her hands on Seresilk"

MELBOURNE, June 6, 2023 – After launching in April, Seresilk is pleased to see the positive reaction of customers across Australia. High-profile Australian sprinter, lifestyle and fitness influencer Olivia May - with over 800,000 social media followers - is the latest to get her hands on Seresilk's product.

Since moving from Melbourne to Gold Coast to focus on her career, May has partnered with a number of established brands including; *Bondi Sands, Gymshark, Bo and Tee, Beginning Boutique, Whitefox, Peppermayo, Aimn, Szep, Do You Even* and more. She recently launched the activewear *Omay x Kikiva Collection*, focusing on empowering women from diverse audiences with a focus on healthy living and sustainability.

On Seresilk, May said. *"I've got to be honest with you on my skincare. I tend to find that I neglect it for most of the year. But, this year as the weather starts to get cooler and my skin becomes drier, I've been trying to find a good skincare routine that I can stick to for the whole year. **I'm so excited to have got my hands on Seresilk.**"*

May is not the only Australian athlete who has managed to get her hands on Seresilk. Commonwealth Games gold medallist Georgia Sheehan was recently spotted on social media using the product, saying that her skin *"is feeling softer than [her] silk pillowcase."* Everyday customers have also been loving it. Jane Carroll saying that *"Seresilk is amazing! We all know stress shows on our skin but over the last few days each night I have spoilt my face with the serum and night cream. **Truly my skin feels like silk!** What a fantastic product! I am hooked!"* Holly Mitchell left a review on the Seresilk website saying *"Absolutely loving this moisturiser - it has been a great addition to my skincare routine. Feels lightweight enough that it can be absorbed into my skin without feeling greasy or leaving residue, whilst still being super hydrating. **One of my favourite new finds!**"*

As the first and only Australian silk product in the world, Seresilk products are limited by the supply capacity of Australian silk, generated by Seresilk CEO & founder Taylor Battistella's partner business. Battistella has said that he is *"immensely proud of the launch success of Australia's first silk skincare routine"*, and that *"customers should keep their eyes open for exciting retail partnerships to be announced in the future"*.

– ENDS –

For further information, contact Taylor Battistella: +61 457 040 104 or media@seresilk.com.au

About Seresilk

Seresilk is the only Australian made, cruelty-free silk skincare product in the world. It was developed out of a desire to create a simple routine that harnesses silk's natural healing properties. Seresilk lets its silk shine in all formulations, using only 24 ingredients across a 4-step night routine.

www.seresilk.com.au