

FOR IMMEDIATE RELEASE

## Seresilk's Innovative Silk Skincare Shines in Body+Soul's "Not Sponsored, Just Good" Best Beauty Products of September

MELBOURNE, October 17th 2023 – Seresilk has attracted attention in Body+Soul's latest feature article. Writer Sera Bozza praises Seresilk's unique Pure Silk Exfoliator "It's been a while since I've used a skincare product that is as innovative and beautiful as it is simply different and fun... perfect for sensitive skin girlies!"

With over 13 years of accrued knowledge and experience after launching his first business from humble beginnings in his bedroom as a 12-year-old, founder Taylor Battistella launched Seresilk in April 2023.

Battistella has been driven by his passion for unlocking the hidden wonders of silk in skincare, on a mission to simplify the space. During adolescence, his skin was acne-prone and extremely sensitive; everything he put on his face would leave him burning, red and blistered. With no hope in sight, he turned to medication to clear his complexion, always hoping that he would eventually find a different solution. Learning of the incredible therapeutic benefits of silk for skincare, he decided to leverage his existing business and bring his expertise to the skincare industry.

Seresilk is dermatologically tested + approved for sensitive skin. Battistella adds that one of the driving forces behind building Seresilk was "to develop the skincare of my dreams in a simple routine using only 24 ingredients that can be used by everyone".

While silk has been used in skincare for thousands of years with impressive results, China - the world's largest producer - understandably has kept rearing practices a closely-guarded secret making Seresilk stand out as the world's only Australian silk product.

Seresilk products include Gentle Silk Cleanser (\$49.99), Pure Silk Exfoliator (\$44.99), Silk Night Serum (\$89.99) and Silk Night Cream (\$74.99).

– ENDS –

**For further information or to arrange an interview or samples of Seresilk, please contact Taylor Battistella: +61 457 040 104 or [media@seresilk.com.au](mailto: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.

### Links

[www.seresilk.com.au](http://www.seresilk.com.au)

[Access product imagery here.](#)

[Access Seresilk logo files here.](#)

[Access previous media releases here.](#)

Brand guidelines available on request.