

FOR IMMEDIATE RELEASE

Seresilk Founder / CEO, Taylor Battistella features in studio interview with Ticker

MELBOURNE, October 25th 2023 – Seresilk continues to reach new audiences as CEO Taylor Battistella was yesterday featured in an exclusive interview with Mike Loder on Ticker, following the feature piece on the brand's Pure Silk Exfoliator in Body+Soul as one of September's hottest products. The interview provided an insight into Seresilk's commitment to cruelty-free, Australian-made silk skincare products that harness the incredible natural healing properties of silk.

Battistella's journey with silk began at the young age of 12 when he started his first business selling silkworms across Australia, primarily to schools where he has since sold to over 10,000+ customers nation-wide and 1,000+ schools. His passion for silk and the desire to explore the benefits of silk in skincare led him to establish Seresilk, the first and only commercial silk product of any kind in Australia. Battistella's dedication to cruelty-free silk is a significant hallmark of Seresilk, making it unique in the market.

In the Ticker interview, Battistella shared the remarkable properties of silk that set Seresilk apart from traditional silk production methods. Traditional methods involve the boiling of silkworms to obtain silk, but Seresilk takes an ethical approach, using the silk cocoons by-product from Battistella's other business, to turn "waste silk" into hydrolysed silk. This innovation not only helps protect the silkworms but also repurposes materials that were previously discarded in Australia.

Seresilk's ultimate goal is to build an Australian silk industry that showcases Australia's premium quality level silk. It's an ambitious goal given the current state of play - but it's one that they're committed to. Given Seresilk's desire to help incite change, but recognising the enormity of the challenge ahead, Seresilk has pledged 1% of online sales to support our brand pillars of empowerment, diversity and environment. It's a small contribution, but this means that while the company continues to work on supporting growth and building a new industry, it can help support the great work being done by other Australian charities and help balance change - now - with investing in the future.

One of Seresilk's standout products is the Silk Night Serum, which hydrates the skin and optimises its barrier function, reducing fine lines and wrinkles. It's made with a concentrated blend of

MORE...

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

[Access product imagery here.](#)

[Access Seresilk logo files here.](#)

[Access previous media releases here.](#)

Brand guidelines available on request.

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Hydrolysed Silk, Vitamin A, and Hyaluronic Acid.

The interview also shed light on the incredible benefits of silk in skincare. Silk strengthens the skin's barrier, protects it from external aggressors, improves hydration retention, stabilising active substances. Silk is rich in amino acids, with 18 active amino acids that share 90% similarity with those found in the human body. Silk's two main proteins, Fibroin and Sericin, offer various skin benefits, such as hydration, collagen production, and antioxidant action.

Seresilk's products include the Gentle Silk Cleanser, Pure Silk Exfoliator, Silk Night Serum, and Silk Night Cream, all designed to provide a simple yet effective skincare routine.

Seresilk is proud to be entirely self-funded and remains committed to making a positive impact on the skincare industry and the environment. Their cruelty-free, eco-friendly, and Australian-made products reflect their dedication to transparency and responsible skincare.

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

Access an excerpt of the interview [here](#).

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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

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