

FOR IMMEDIATE RELEASE

Seresilk to Showcase at MindBodySpirit Festival Melbourne

MELBOURNE, November 9 2023 – Australian silk skincare brand, Seresilk is excited to announce its participation in Australia's largest health & wellbeing event, the MindBodySpirit Festival at Melbourne Exhibition Centre from November 10 - 12.

Attendees will have the opportunity to try the Pure Silk Exfoliator, which was recently featured as one of Body+Soul's hottest products of the month in the article titled "Not Sponsored, Just Good".

Visit the Seresilk booth at location A38 to explore the full Seresilk product range and learn about the benefits of silk in skincare; as the world's first brand to use Australian silk.

"After launching at the Life Instyle Trade Show earlier this year, we have been planning a jaw-dropping stand design that will be the talk of the festival. Not only have we designed a stunning and interactive display, but we have created a display that demonstrates the benefits of silk in skincare and the brand genesis. The centrepiece will be the 'Silkworm Tower' which will showcase three levels of live silkworms, each at different stages of their development", said company CEO Taylor Battistella.



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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

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.