

## Business

# Woman-Owned Biz In Westfield: Oneiro Offers Hair, Skin Essentials

Inspired by her Mediterranean roots, Anthe Angelides started her own sustainable hair and skin care business, using all natural ingredients.



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Oneiro is launching its debut collection called Sunchasers. (Oneiro)

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WESTFIELD, NJ — Growing up in the hospitality industry on the Greek Islands, flipping burgers and changing sheets at her uncle's hotel, Anthe Angelides has dedicated her career to making sure people feel taken care of while on vacation or away from home.

With her hair and skin care business based in Westfield, Angelides strives to provide customers with all the essentials they need when traveling.

Oneiro, which translates to "dream" in Greek, was founded by Angelides with the goal of revolutionizing the travel experience with clean, eco-friendly products. This beauty brand startup was recently launched in Westfield and is debuting its collection "Sunchasers" — including must-have products for hot, humid climates.

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The business is woman-owned and Angelides said most people who work for her are women.

As a vacation homeowner and short-term rental business owner herself, Angelides realized that vacation homes don't have the same capabilities as hotels, such as having a cleaning crew that comes in everyday and replenishes towels and amenities. This lack of essential items at vacation homes and Airbnbs is what inspired Angelides to start Oneiro.

"I thought oh my god, how do we take care of our customer not only with amenities in the kitchen [and] a bottle of wine and fruit, but also how do we take care of them with things that are so important? In Europe, we call these personal care products 'necessaires' because they're necessary. Everybody needs to feel clean to feel good ..."

Angelides also emphasized her passion for sustainability and creating sustainable products. Not only are all Oneiro bottles and tubes made from recycled plastic, but they are also free from chemicals and potentially harmful toxins.

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The new collection, Sunchasers, is inspired by Angelides' home in the Mediterranean and combines citrus, bergamot and lemongrass scents to "calm and relax the senses." According to Oneiro's website, ingredients like shea butter and oat extract leave skin and hair nourished, conditioned and protected.

**This is what the Sunchasers collection includes:**

- Shampoo: Cleanses with a biotin-rich formula that never strips or dries out hair. Citrus oils nourish the scalp down to the hair follicles, resulting in hydrated, soft locks that are full of body and shine.
- Conditioner: Tames frizz while leaving hair weightless. Safflower oil hydrates while shea butter and coconut oil soothe and smooth hair. The result is effortlessly bouncy, shiny hair.
- Body Wash: Soothes and refreshes, leaving skin feeling clean and hydrated. Made with Calendula, a flower extract that helps stimulate collagen production, skin is conditioned, protected, and supple.

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- **Body Milk:** Made with pure essential oils and plant extracts, it nourishes and softens skin. A combination of orange, lemon, and bergamot oils layered with warm notes of sugarcane and rosemary leave skin supple and hydrated, while relaxing the senses.
- **Multi Mist Spray:** Refreshes linens, revives surroundings, and even reinvigorates the body. Spray it on linens before bed for a refreshing, sensory-rich sleep. Carry it on-the-go to freshen up anywhere.
- **Waterproof Clutch:** Stylish clutch holds all five products in a versatile, transparent design. Open flat to protect your products from germs or chemicals on any counter or snap closed to use as a purse, transport a wet bathing suit, or store makeup.

Another line that is set to come out is "Snow Seekers," which is meant for cold and dry weather.

For now, Angelides said Oneiro products are available to the Hamptons, Jersey Shore, Florida, California, Nantucket and Outer Banks, which are some of the biggest vacation spots in the U.S.

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Angelides said the packaging is very minimal and all products are TSA-approved for travel. She also works with a group of neurodivergent young adults from JFK Johnson Rehabilitation Institute who come in every week and help package the products.

"We're very much about social responsibility," Angelides said. "I just really enjoy it. It's such a such a great time [working] with them."

People interested can shop Oneiro products on their [website](#) and order online.

You can also check out their products on the [Oneiro Facebook page](#).

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Have a news tip? Email [remy.samuels@patch.com](mailto:remy.samuels@patch.com).

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