

Celebrating the Australian beauty industry – 3 Aussie brands you need to know

by Allison Donnellan on January 25, 2017 in News, Uncategorized



We think the Australian saying "You little beauty!" has never been more appropriate to say then it is now. The Australian beauty industry has become a world leader in innovative cosmetic and skin care trends seemingly overnight, with giant international brands and conglomerates turning to our sun-soaked shores for the latest inspiration.

Australia Day is fast approaching, and we'd like to discover, recognise, showcase, and celebrate our homegrown beauty brands that are on their way to making it big on the global scale.

Professional Beauty sat down with a Founder, Director and Marketing Manager to discuss what makes their products unique, why buying locally is important, and what it means to them that their brand is proudly Australian.



Edible Beauty – Anna Mitsios, Founder

What is Edible Beauty?

We're a natural beauty range that are dedicated to illuminating your natural beauty using the highest grade pure, botanical and wild crafted ingredients that are both therapeutic and luxurious. All of our products have been deliberately and carefully crafted by me, (Founder Anna Mitsios, a naturopath and nutritionist) and I'm incredibly passionate about using food and herbs to achieve