

ProductFocus

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Antipodes

From make-up to skincare, international green beauty brand Antipodes offers products that are both natural and effective thanks to their organic ingredients and strong scientific validation



In a country like New Zealand it would be a sin not to tap into the abundant and powerful natural ingredients that are growing at your fingertips. Many have recognised the power of nature's pharmacy, however, Antipodes founder Elizabeth Barbalich continues to take it a step further and backs the green skincare brand with strong scientific validation.

Transparency and scientific validation, both in the lab and from human-testing, is paramount to Antipodes and devotees can be confident that every product is scientifically validated in New York by independent researchers to ensure devotion and trust. Not just a trend, Antipodes Scientific Organic Beauty comes with organic certification and Vegetarian Society's approval, and Barbalich believes that the sustainably cultivated raw organic ingredients used in certified organic Antipodes skincare "optimises skin vitality because organic ingredients are the most pure and premium available on Earth".

With 70 to 90 per cent certified organic raw ingredients, Barbalich has the challenge and desire to create products that are superior to natural products. Since 2006 she has listened to her devotees (as she calls them) and praised their discernment for quality performance skincare over synthetic mass marketed brands – even during times of economic recession.

Antipodes keeps it clean and simple with a range that is suitable for the needs of both men and women: Daily Clean, Daily Ultra-Care and Daily Moisture. The intense light and unique growing conditions in New Zealand have been harnessed to create four powerful antioxidant-rich ingredients for anti-ageing action: Vinanza Grape (sauvignon blanc), Vinanza Kiwi, Vinanza Oxifend (pinot noir grapes), and Vinanza Performance Plus. Many unique bioactive New Zealand ingredients are used in Antipodes skincare, including harakeke flax for softening and antibacterial benefits, kawakawa for deep moisturising and easing skin complaints, and manuka (leaves and honey) for anti-wrinkle and healing.

As an extension of the successful skincare range, Antipodes Scientific Natural Makeup is intentionally limited in order to ensure only high quality ingredients are used. The active ingredients in the lightweight foundations offer more than coverage with sun protection (SPF15) and Vinanza Performance Plus, which is scientifically shown to help improve skin health.

I, like many women, was hesitant to use powder foundations for fear of a dry and chalky appearance, however I was impressed how the Antipodes Performance Plus mineral foundation went on with the ease

of a powder but felt like cream. Barbalich credits the use of quality ingredients and a natural bristled kabuki brush that holds the powder beautifully rather than slipping off and caking on application. For the finishing touch, Antipodes lipsticks boast 98 per cent natural ingredients, including avocado oil and are temptingly edible with delicious reds like Hungry like the Wolf.

Although women are often dubious about the power of raw natural ingredients from nature, Barbalich remains undeterred in New Zealand's potent natural pharmacy and the scientific validation to back them. It is clear that ethics, alignment with values and continued inspiration from nature is key to Antipodes' mission. I appreciate her honest candour saying, "Antipodes offers effective products for healthy skin, however, I am not selling miracles and what people are truly missing in their skincare routine is a healthy diet."

As a privately owned company, Barbalich cares about what people think of Antipodes and draws inspiration from everyday people giving feedback that Antipodes makes a difference for their skin. While Antipodes might just provide the excuse to visit beautiful New Zealand, products are available in Asia, Europe, Canada and Australia, as well as online.

www.antipodesnature.com