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JUNE SKIN SENSE 肌膚護理

CAROLINE CHU
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By Ava S. Yu • Photographs Courtesy of Caroline Chu

Caroline Chu來自台灣，在三藩市定居，是一位工業美術碩士。過去十年，一直在高科技主流工業中擔任創作總監。秉持藝術家的熱忱，她決定要追隨個人夢想，尋找最根本的創作基礎，就是個人美容的藝術。深信健康的皮膚是為肌膚添上光采的鑰匙，Caroline Chu因此嚴謹地研製出一套奢華的護膚系列，運用柔和而天然的成份，針對各種皮膚的需要，提供補濕、修護及滋養的功效。這些產品並非單含化學物，所以適合每天使用，對於無暇作全面水療的忙碌女士而言，無疑是護膚的喜訊。

Caroline Chu對顏色及質料均有透徹的審美眼光，所以研製的每種化妝品都經精密配方，務求適合各種儀容的需要；無論是簡單而專業，或是誇張及時尚，確保每位女士使用後都稱心滿意，並免除要經常補妝的煩惱。

Caroline Chu向大家介紹她精心提煉的經典美容產品，尤其在現今繁忙的時代裡，幫助大家尋覓簡約，使用你心愛的產品塑造個人美容。

俞：你的個人美容哲學是甚麼？

朱：我相信美容是反映個人對自己肌膚滿意的程度，從自信而散發出來的艷麗，是無法被化妝取代或堆砌出來的。

俞：你是否每天都會按時護理自己的皮膚？

朱：是啊，我每天早晨都會先用潔面霜洗臉，再用緊膚水，清除剩餘的污垢，然後再用精華素及潤膚霜、眼霜，最後再塗上SPF 15的防曬霜。到晚上，我會重複這些步驟，但就無需使用防曬霜。此外，我亦盡量每週作深層潔面，進行兩至三次的面膜或磨砂護理。

俞：為什麼在美容學中，護膚如此重要？

朱：護膚其實是令身心重拾活力的重要一環。保養肌膚不單可促進健全健美，更能讓你增加自信。而且，適切的護膚程序可幫助你積極建立其他日常的健康習慣。所以皮膚是你個人最重要的基石，一定要選用最優質的產品。

俞：你是如何研發個人的護膚系列？

朱：自離開高科技工業的職位後，我用了兩年時間，走遍歐洲及亞洲各地，從不同文化中汲取靈感，研發新的護膚產品。我亦在五花八門的護膚理念中得到啟迪，特別是那些採用獨特天然成份的系列。

俞：你與甚麼人合作，或從何事中獲得啟發？

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朱：我在外遊及研製產品時都是獨自工作，閱讀成功企業家的故事也令我獲益良多。在研發產品方面，我得到美容健康業界的專家協助，將護膚的最新科研成果注入我的系列中。當然，我亦深得家人及朋友們的鼓勵。

俞：對亞洲人的皮膚有何特別護理建議？

朱：有很多顧客都向我詢問有關皮膚出現黑斑的問題。其實，使用防曬霜極為重要，即使在陰天的日子，都需要使用SPF 15的防曬產品，同時盡量多飲水，每天喝至少八至十杯，令皮膚經常得到滋潤。另一方面，要保持身體健康，這會在皮膚上自然反映出來。每天使用優質的深層去垢及潤膚霜，護理面部。若想即時活化皮膚，令肌膚重現亮麗光澤，可試用我的AHA煥膚面膜，抗氧化綠茶精華素、眼霜、日霜及晚霜。

此外，基於各項健康因素的考慮，千萬不要抽煙，因為這會加促老化及出現皺紋，而且這亦不太受大眾歡迎。說到底，美麗是由內而生的，選擇一些令你身心舒暢的事，保

持積極開朗的人生甚為重要。

俞：在哪裡可購買到Caroline Chu的品牌？

朱：在互聯網 www.carolinechu.com。

俞：未來有甚麼研發新產品的計劃？

朱：我將會繼續與專家合作，希望未來可推出針對皮膚特性的產品，例如為問題皮膚、老化皮膚等專設的配方，甚至開發一個男士系列等。

俞：在你的護膚產品內，蘊含了哪些天然及獨特的成份？

朱：我們的產品以新鮮優質的植物及香草提煉而成，其中包括竹、綠茶及白茶、海藻、海洋膠原、人參、木瓜、石榴及青瓜精華。

俞：就你從商的經驗中，甚麼事情最具挑戰性，哪些事情帶來最大的滿足感？

朱：獨立經營一間公司當然需要很多時間心思；最大的挑戰是每天時間總是不敷應用，至於最大的滿足感，就是聽到顧客使用產品後的積極及建設性回應。

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Originally from Taiwan, San Francisco-based Caroline Chu holds her Masters in Industrial Arts, and has been a mainstay in the high tech industry as a Creative Director for the past ten years. As an artist at heart, Caroline Chu set out to pursue her true passion—one which creative medium is the most fundamental of all—the art of individual beauty.

Having acknowledged the fact that healthy skin is key to a radiant canvas of skin, Caroline Chu has conscientiously put together her sumptuous skincare line, consisting only of gentle and all-natural ingredients to soothe, restore, and nourish every skin type. These products are not complexly loaded with chemicals, and are perfect for everyday use and women who don't necessarily have time for a full spa treatment.

With her intimate knowledge of the aesthetics of colors and textures, each of Caroline Chu's cosmetics is superbly formulated to achieve a spectrum of looks—from simple and professional to striking and sophisticated—that can be attained by any woman who wants to look and feel good without the fuss of repeated applications.

Caroline Chu introduces her classy and refined beauty products, as an opportunity to keep the things that should be kept simple in a busy world—one's beauty, with products you will simply love.

AY: What is your personal philosophy on beauty?

CC: I believe that beauty is a matter of feeling confident within one's own skin. There is a radiance that comes with self-confidence that no make-up can match or imitate.

AY: Is there a special skincare ritual that you go thru on a daily or regular basis?

CC: Yes—every morning I start off with cleanser, then toner to remove further impurities, followed by serum and moisturizer, eye cream and finally SPF15. I use the same at night with the exception of sunscreen. I also try to exfoliate 2-3 times weekly with a facemask or scrub.



AY: Why is skincare important aside from the esthetics?

CC: Skincare is a form of empowerment, mentally and physically. Taking care of your skin is just one aspect of wellbeing and feeling more confident about yourself. Additionally, a good skincare routine can have a positive influence on your other daily health habits. Your skin is also such a fundamental part of you that there should be no reason for not pampering it in the best products.

AY: How did you come to develop your own skincare line?

CC: After leaving my job in the high tech industry, I devoted two years to traveling all over Europe and Asia to find inspiration from different cultures for a new line of skincare. I drew inspiration from a diverse range of approaches to skincare, including those using unique natural ingredients.

AY: Who did you work with or drew inspirations from?

CC: I traveled and researched for my line alone, and reading stories from successful entrepreneurs kept me motivated.



For the development of my products I received help from experts in the field of health and beauty to incorporate the latest advancements in skincare into my line. And of course, I have been greatly inspired by my friends and family.

AY: Do you have special tips for Asian skin?

CC: There are number of customers asking me about dark spots on their skins. It is really important to use sun protection, using at least SPF 15 even on cloudy days. In addition, to making

sure you drink enough water, at least 8 to 10 glasses a day, to keep your skin hydrated. Stay physically healthy, it shows through your skin. Use a quality exfoliate and moisturizer on your face daily. To immediately help rejuvenate your skin's appearance, try my AHA renewing mask, antioxidant green tea serum, eye cream, day and night creams. Don't smoke for many health reasons, it promotes aging and wrinkling, and most people find it unattractive.



Beauty begins on the inside. Find things about you that make you happy and focus on your positive attributes.

AY: Where can Caroline Chu Skincare be found?

CC: Online at www.carolinechu.com.

AY: What are your plans for the near future in terms of product research and development?

CC: Working with experts, I would like to eventually offer an even more tailored line of skincare products, such as a line specifically formulated for problem skin, mature skin, etc. Perhaps even a men's line as well.



AY: What are some of the more natural and specific ingredients in your skin care products?

CC: Our products are known for fresh, quality botanical extracts and herbal ingredients, some of which include: bamboo, green and white teas, seaweed and marine collagen, ginseng, and extracts of papaya, pomegranate, and cucumber.

AY: What is the most challenging and the more rewarding aspects of your business?

CC: Independently running a business naturally takes a lot of time and devotion; the hardest part is not having enough hours in a day. The most rewarding part of my business that makes it worthwhile is hearing constructive and positive feedback from my customers.

