

CAROLINE CHU



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Print interview and product reviews by
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FEATURE

caroline CHU

Inspired by her travels in various parts of the world, Caroline Chu's luxurious line of skin care and cosmetics prides itself on the blending of unique natural ingredients with the latest research on the beauty market. Falling in love with the simplicity and affordability of all-natural skincare treatments in Asia and parts of Europe, Caroline was determined to bring back high quality, rejuvenating products with naturally effective ingredients at a reasonable cost.

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From left:
DAY & NIGHT HYDRATING CREAM
GINSENG ANTI-AGING TONER
BAMBOO HERBAL FACIAL SCRUB
ENZYME PEEL

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FEATURE | Caroline Chu

Using medleys of fresh botanicals—from wild chamomile to cold-pressed carrot oil, bamboo, seaweed, and white tea—and natural sources of alpha-hydroxy acids, antioxidants, and vitamins, every Caroline Chu product is packed with an unparalleled nourishing and relaxing experience.

Prior to her career in the beauty industry, Caroline earned her Masters in Industrial Arts with an emphasis in graphic design, which later led to her serving as a creative director for several high tech companies in Silicon Valley. Her radical decision to change her career at the age of 40 has not only given her the opportunity to incorporate her artistic visions into a new brand of skin care and cosmetics, but has allowed her to focus on her passion for the art of individual beauty, which she believes is not just about appearances, but embracing the feeling of empowerment and comfort in one's own skin.

Garnering media attention from More Magazine, 7x7 Magazine, World Journal, Fox News, Beauty News NYC, The Luxury Spot, StyleMaven and RedCarpet SF, Caroline and her products have won the hearts of beauty gurus and

casual shoppers alike. In recognition of her achievements, California State Assembly member Fiona Ma honored Caroline's San Francisco-based company with the 2009 California Small Business Award.

Caroline has also been recognized as an active member of her community, having proudly sponsored several non-profit organizations, including AIDs Walk San Francisco, San Francisco Hep B Free, OnLok, Lions Club International, the Pacific Asian American Women Bay Area Coalition, and the Ovarian Cancer Research Fund. Eager to inspire others to pursue their dreams, Caroline has also given speeches about the founding of her company at the University of North Texas, Chung Yuan Christian University in Taiwan, San Francisco State University and the Fashion Institute of Design & Merchandising (FIDM).

Caroline Chu Skin Care & Cosmetics was independently founded in January 2007. The current line of products can be found online at carolinechu.com, QVC.com, Zappos.com, and in select stores in Canada and U.S.A.

www.carolinechu.com



- From left:
- GREEN TEA ANTIOXIDANT SERUM
 - GENTLE FACIAL CLEANSER
 - SPF 15 MOISTURIZING LOTION
 - TURQUOISE Eye Shadow
 - AFTERGLOW Blush

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