



Narelle's
Secret

**Educate Yourself and Others About
the Toxins in Our Food and Environment.**

improve your health and wellbeing, **organically**

WHILE COMPLETING HER UNIVERSITY DEGREE, NARELLE STARTED selling a new, natural skin care range. One day, a cosmetic ingredient dictionary “jumped” out at her while she was browsing through a health food store, and soon she discovered the ‘natural’ skin care she was promoting was full of dangerous ingredients! So, Narelle started to learn how to make her own, truly natural skin care products and soon her first business, ‘Intelligence Cosmetics’ was born. Eventually, she was challenged to create ‘certified organic’ products, and 18 months later she launched the world’s first certified organic skin care range, ‘Miessence’. Narelle is a passionate educator about the toxins in our environment, and she is leading a revolution in the health and beauty industries.

TANIA: A health scare lead you on a journey from kitchen table tinkering to creating a world first global enterprise. How difficult was it for you to find the natural remedies you were looking for?

NARELLE: As a kid of the 70’s we ate meat and boiled-to-death vegetables. I didn’t pay any special attention to the food I was eating. So the results of a bad pap smear at 21 came as a huge shock. Being scared was the catalyst for taking responsibility for my wellbeing.

It was the early 90s and there wasn’t much of an Internet for me to find answers. Instead I visited naturopaths and said, **“I’ve got this issue. I want to change my life. Can you help me?”** They gave me eating plans plus supplements to boost my immunity and detox.

TANIA: So that was the turning point when you realised that what you put into your body is critical.

NARELLE: Absolutely. That was the dietary stuff. It also opened me up to the world of what I put on my body

and what I use in my home in terms of chemicals and toxicity.

At the time, a friend announced, “I’ve got these fantastic products. They’re beautiful, all natural and based on aloe vera.”

So believing the products were a great fit in terms of detoxing and going organic I got involved with selling them. I believed their marketing claims that the products were pure and the best of science and nature combined.

Yet I had this twinge in my guts when I looked at the ingredients and couldn’t pronounce them. I decided that if I was going to join this company I wanted to feel comfortable and in integrity with what I was doing.

So I started researching ingredients I couldn’t pronounce. I discovered that these ingredients weren’t as natural that this company was claiming them to be.

The cosmetic industry can make 10,000 different chemicals from natural sources like coconut oil or palm oil. The issue is that the manufacturing process these natural oils go through utilizes toxic chemicals and carcinogenic ingredients that renders the end product unsafe.

TANIA: So it’s not the actual oil product that’s damaging, it’s the

process it goes through that turns it into a toxic chemical.

NARELLE: Absolutely. This was the clincher. Everyone on the market at that time was saying, “All of our chemicals come from natural sources.” Then you’d see all these multi-syllabic chemical names followed by coconut, silica or palm oil in parenthesis.

The marketing slant, or the

insinuation, is that these chemicals come from coconuts, therefore they’re pure, natural and safe to use. As consumers, that’s what we believe. I’ve never heard anything bad about coconut.

I knew I had to do something about this absolute crock. **How dare the cosmetic industry try and pull the wool over every woman’s eyes by saying that they’re safe and pure when they’re not.**

TANIA: Obviously you found a non-toxic way to revolutionise the cosmetic

industry.

NARELLE: When I discovered that chemical process is what matters, I was shocked. I realised there was nothing on the market that was totally pure and clean. So I thought “Imagine if I could make something without any toxins or nasty, synthetic chemicals ingredients and I give women the tools to look beyond all this marketing hype”.

TANIA: Often people don't find what they're looking for so they settle. Instead you recognised that what you wanted wasn't available so you created what was missing. You took on the 'big boys' to create the world's first certified organic skincare, it's a remarkable journey of a woman who, without doubt, knows her WHY!

NARELLE: Absolutely. I had suppliers saying, “That will never amount to anything. Forget it.”

TANIA: Many people are faced with naysayers on their journey. How did you find the strength to stay the course during those times?

NARELLE: I believed in myself and dreamt BIG. I remember daydreaming about selling my non toxic products

worldwide.

TANIA: And you did it. Every person has a significant role to play in igniting change so what can consumers do to stand tall against corporate bullies and their marketing hype?

NARELLE: **With every dollar you spend, you're voting for the future your grandkids will inherit.** What kind of world do you want your grandkids to live in?

The same kind of junk that's being peddled now or do you want different revolutionary green, sustainable integrity, organic

products? You've got to start voting with your dollars NOW.

If you're going to buy chocolate, spend it on a company that's organic, fair trade, supporting indigenous communities instead of buying the regular junk. For an extra dollar or two, over a lifetime, that changes the planet.

“I knew I had to do something about this absolute crock.”



Click for details on how to download Tania's entire interview with the tenacious Narelle Chenery.