

stylebody

nature *knows* BEST

Jeni Bone meets Narelle Chenery, founder of the chemical-free Miescence range of products.

Narelle Chenery



IT'S NOT OFTEN a business started in a Gold Coast kitchen wins praise from the head of a global company.

For Narelle Chenery, a mum of three from Nerang and founder of the Miescence range, the glowing comments from the chief chemist from Aveda at the Sustainable Cosmetics conference in New York came as a pleasant surprise and reassured her that she is doing something right.

With her background in science, Narelle was perplexed that the skincare and cosmetics she was using were not as natural as they professed to be. Then there was the array of toxic chemicals she was using to keep her home clean.

"I was pregnant with my third child and worried about all the dangerous substances I was exposing myself to. I started making my own on the kitchen bench," she says.

Eager to share her discoveries, Narelle began giving her friends tubs of her concoctions for Christmas and

birthdays, and they would always come back with requests for more.

Miescence products were the first certified organic cosmetic products in the world and are independently certified to international food grade standards by Australian Certified Organic (ACO), the US Department of Agriculture (USDA) and IFOAM (Europe). The brand is sold in more than 60 countries and operates with almost 50 staff, boasting an annual turnover in the tens of millions.

Ten years on, Narelle's inspiration is just as strong. She has recently launched a range of certified organic perfumes, and is working on a certified organic nutritional range of whole food supplements, as well as a range of organic home products.

Working from her semi-rural property at Worongary, Narelle keeps fit with taekwondo. Tired is not a word in her vocabulary.

"I have so much still to achieve. There's a whole world of people out there to make healthy."