



LIZ EARLE  
NATURALLY ACTIVE™



Discover the precious power of botanicals – the secret to radiantly healthy-looking skin.

Isle of Wight, our island home.

# LIZ EARLE

## Beauty entrepreneur, well-being expert & organic farmer

Liz Earle, is known first and foremost for her passion for beauty, natural health and well-being. The best-selling author of over 30 books covering a wide variety of health, beauty and lifestyle issues, Liz was approached to be an early 'dragon' on the popular BBC series, Dragon's Den and is an established broadcaster. She has hosted numerous daytime television programmes and is a regular contributor to the BBC for TV and radio.

Showing entrepreneurial spirit from an early age, Liz co-founded and created the award-winning Liz Earle Beauty Co. in 1995. The range was the first skincare line to be launched on television (QVC the shopping channel) and remains a bestselling skincare range. Featuring a high proportion of natural, ethically-sourced ingredients, the company grew from small beginnings into Britain's largest independent. They opened their first office on the Isle of Wight in 1998 with two employees. It is now a multi-site, multi-channel global organisation, the Isle of Wight remains their global headquarters and a 600-plus strong team serve customers around the world in over 90 countries.

What was 'Britain's best kept beauty secret' is now a £50m+ multi-award-winning brand. The company has received over 200 awards and accolades to its name, over 100 of which are solely for its iconic Cleanse & Polish Hot Cloth Cleanser. It was sold to Avon in 2010, with Liz remaining a consultant involved in new product development and promotions for global expansion.

In 1994 Liz co-founded the Guild of Health Writers, was the Guild's first Vice-Chairman and was also a co-founder of FLAG, the Food Labelling Agenda, which campaigned at a government level for clear, comprehensive and meaningful food labelling. She is known for her botanical research and is an Ambassador for The Soil Association and The Sustainable Food Trust. In 2010, Liz founded the UK charity, LiveTwice, to offer opportunity to the disadvantaged, operating both in the UK and overseas.

Her latest business ventures include a range of ethically-sourced jewellery (including a collaboration with British jeweller Boodles) and the online lifestyle website, Liz Earle Wellbeing ([www.lizearlewellbeing.com](http://www.lizearlewellbeing.com)), which sees her returning to book and on-line publishing, focusing on food and sustainable farming.