

Love the skin you're in

What started out as some natural skin care products for family and friends is turning into a successful online business for a Dubbo mother and daughter team.



Fay Pascoe (seated) and Virginia Debus with a selection of FAYCE products.

Story **SARAH TILBROOK**
Photo **TIM PANKHURST**

MANY OF US HAVE a daily skin care regime but just how much do we know about what we are putting on our skin?

Tired of using countless beauty products that left her sensitive skin feeling dry and irritated, Fay Pascoe was surprised to learn that the products she was using were made from ingredients derived from crude oil.

Fay, a pharmacist by trade, decided a change was required and, after researching the needs of the skin, she discovered a natural alternative to chemical skin care products.

Fay started experimenting in her own home and developed a formula that would revive and rejuvenate dead cells while being gentle on sensitive skin.

The result was FAYCE – a range of skin care products that became an accidental sensation amongst Fay's family and friends.

"I never wanted to become a small businesswoman," Fay says. "I just wanted to create a product for me that was simple and would suit my skin type. I gave samples for my friends to try and they passed them on to their friends and the business grew from there."

Fay's business became so popular that she soon enlisted the help of her daughter, Virginia Debus. With a degree in Applied Science, Virginia was able to use her technology skills to assist with the development of new products.

"We started out exhibiting our products at the Mudgee Field Days and then I went to Sydney where I attended a workshop on making natural products," Virginia says. Together Virginia and Fay hand make every FAYCE product and Virginia monitors the company's website which is where they receive orders and promote their products as well as distributing their range all across Australia.

All FAYCE products are made from natural ingredients including macadamia oil sourced from Queensland, jojoba oil sourced from Goondiwindi and beeswax which is sourced here in Dubbo.

"We try to source as many local ingredients as possible," Virginia says.

The FAYCE range includes the original Ultimate Skin Care Cream, FAYCE exfoliant and the FAYCE Multi lotion. All products are packaged in glass, which is environmentally friendly and easily recycled. The FAYCE formula is very concentrated and not made with water, so requires little application and Fay and Virginia test all their products on their own skin before distribution.

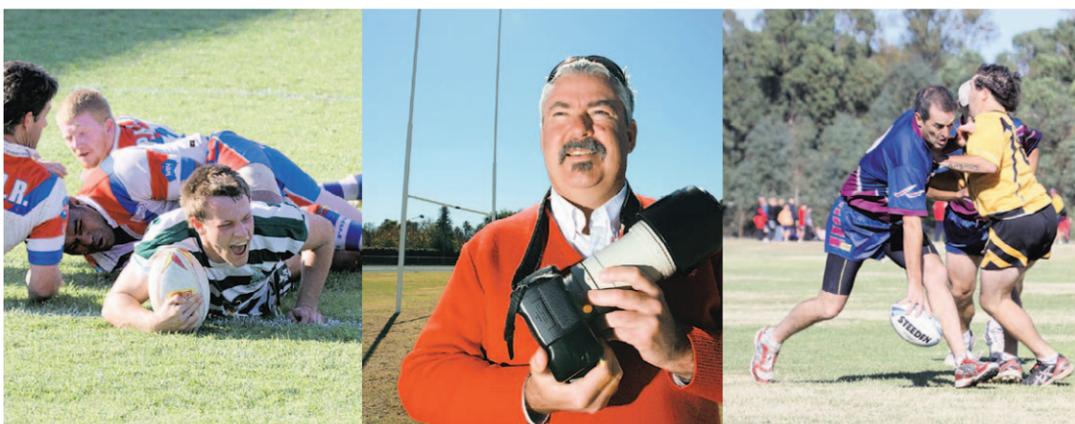
The FAYCE motto is all about keeping it simple, eliminating the need for a number of different products and phasing out a complicated and lengthy skin care regime.

Virginia's number one skin care tip? "If nothing else, exfoliate once a week. It's quick and simple and revives the skin."

Virginia and Fay are currently researching natural anti-ageing techniques and are always interested to learn about new ingredients to ensure they have the best possible formula in their products.

More information about FAYCE can be found at the company's website: www.fayce.com.au

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