

MIYU REMINDS US THAT BEAUTY COMES FROM WITHIN...

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MIYU beauty believes beauty should be a lifestyle and good health is a means to growing, beautiful skin.

Launched in August 2013, MIYU Beauty fuses the latest scientific advances with ancient Chinese beauty wisdom to create Tea and skin care pairings designed to address skin concerns from the inside out. The pairings focus on life style rather than skin type considering that 20% of skin aging is inevitable, but 80% is environmentally and lifestyle driven.

The inspiration for the brand came when Connie Tai founder of MIYU Beauty, was living in New York City. She started developing skin sensitivities in ways she had never experienced before. At the time her father was also starting a pharmaceutical company based on Traditional Chinese Medicine which would help her more than she realized.



"I began reading more about the philosophy behind Traditional Chinese Medicine and how lifestyle affects our health and ultimately our skin. My breakouts were stress-driven and I knew I wasn't alone in experiencing these issues. After cleaning up my own skin by making some key lifestyle changes, I saw a real opportunity to create a line that encourages women to incorporate healthier choices in their beauty rituals".

"The goal is to match what you do on the outside with what you do on the inside. In addition to great skin care I wanted some sort of beauty supplement without having to take a pill. Tea is a great way to achieve *beauty from within* because it's naturally full of skin enhancing nutrients and it's an enjoyable way to boost your daily dose of antioxidants"

At MIYU we believe in three main philosophies.

1. Your skin is a mirror of your lifestyle
2. Complexions are nurtured from within
3. The secret to everlasting beauty is happiness.