

this working life...

VICKY EWBank & IAN RYDER, LIVE NATIVE

We caught up with partners Vicky Ewbank and Ian Ryder to talk about their relatively new brand Live Native. What started off with Vicky making her own beauty products has developed into a new skincare genre. They make their "skin food" products from their offices in the Isle of Skye.

TELL US A LITTLE ABOUT LIVE NATIVE AND WHAT SKIN FOOD REALLY MEANS.

Vicky: I had always had an interest in the body and what we put on our bodies. Working as a nutritionist, I had become aware of the damage to the nutrients in food when ingredients are cooked and I applied this to skincare as well. After all, you are feeding it to your skin.

HOW DID THE BRAND START?

Vicky: We had just got back from travelling around Europe and we didn't know what we were doing next. I had been making my own skincare products for myself for about four years when Ian suggested we make them to sell.



DID YOU HAVE ANY EXPERIENCE OF THIS BEFORE YOU STARTED?

Ian: We actually met when we both worked for Fresh & Wild in London. I was working as a graphic designer and had experience of brand management and marketing. Vicky was more interested in the products and the science behind the range.

Vicky: We divide our work into what we both have experience of. I worked in the health food industry for years so I use that experience in talking to stores, setting up accounts and processing orders. Ian deals with the company image, designing packaging, leaflets and the website.

WHAT IS DIFFERENT ABOUT LIVE NATIVE PRODUCTS?

Vicky: Our ingredients are high grade. We only use those that are good enough to eat. For instance, our aloe vera gel is unique in that it is fresh, organic and un-pasteurised.

Ian: We use all raw ingredients in our products. Nothing is cooked so they retain all of their nutritional value.

SO YOUR PRODUCTS ARE CLOSER TO NATURE?

Ian: Yes, other brands that cook their ingredients or add things to their products are de-naturing them. It is our mission not to do that.

Vicky: All of our ingredients are safe. They are nutritionally balanced as they would be in nature. If you start cooking and breaking down the molecular structure of things, it means they could be too strong or too weak. Live Native is perfectly balanced.

YOU LAUNCHED THE RANGE AT THIS YEAR'S NATURAL PRODUCTS SHOW...

Ian: Yes. We were really busy on the stand and the range went down well.

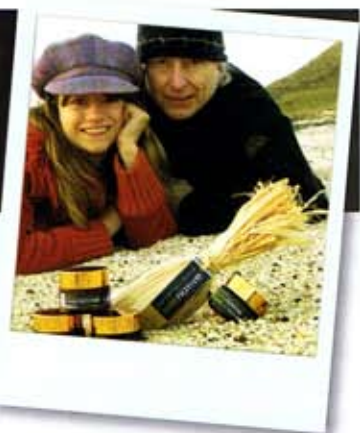
AND YOU HAVE A RANGE FOR MEN AND WOMEN?

Ian: Yeah, we have some products for men, some for women and some for both. It is an untapped trend, but the unisex products are doing really well. A lot of men, particularly younger men, want to use moisturisers and creams and our unisex range targets them.

WHAT IS IN THE FUTURE FOR LIVE NATIVE?

Ian: There are a few things we want to do. We want to extend the range. We currently have seven products covering every aspect of beauty, and we want to develop each section.

Vicky: We also want to get the product into more health food stores. I have been busy talking to independent store owners and I offer a service where I will go in-store for a day and train their staff on the product.



live native

WHY ARE YOU TARGETING HEALTH STORES?

Vicky: Health food stores understand the need for a product like this. Their customers are interested in the ingredients. The feedback we have had is that people are happy with our products.

IS LIVE NATIVE ECO FRIENDLY TOO?

Vicky: Yes, we're both environmentally aware. We recycle all of our paper, using it as packing material when we send out orders, we also reuse all of our boxes and save any packaging materials that come in from other people.

Ian: We don't throw anything away. We have a room full of rubbish! ♻️

