



Seeing a lack of truly natural, effective, and affordable beauty products in the market, Chase Polan collaborated with several esteemed industry professionals to create her own. Inspired by fashion and enlightened by science, skin care and beauty line *Kypris* encourages natural beauty practices through ingredients free of toxins. Read what the creator has to say about the foundation of the brand, the science and nature behind it, and the innovative products they have to offer.



Q. What inspired you to create your own beauty product line?

A. A few things. I love science and I love beauty. I think both have unique ways of improving our lives and the world we live in. When I moved to the desert after years in the entertainment and education industries, I wanted to integrate these two passions in a common venture. The inspiration came easily. As someone who has always been at the mercy of fussy, sensitive skin, I wanted products that didn't compromise glamour for safety or safety for glamour. I wanted an effective, actually natural, free from toxins, affordable and aromatic product line. One didn't exist, so with the help of chemists, consultants and a steep learning curve, Kypris was created.

Q. Where did the name Kypris come from?

A. Kypris derives from the Cypriot's pet name for the Greek goddess, Aphrodite. It is told her life begins rising from the frothy waters off the coast of Cyprus. The people of the island loved her so much they built her temples and gave her their own name: Kypris, implying that her beauty derives from the gorgeousness that is their land and sea. The skin care line is derived from plants and minerals from land and sea, hence, I felt the name would be perfect. Also, you will notice there is no face for the line. I hope people will use our products to pursue their own unique beauty rather than that of someone else.

Q. How does it feel to be running your own beauty company?

A. I get to work with some of the most brilliant, innovative, passionate, talented people. I am kept on my toes to say the very least. Because of the quality of our network, the days tend to be fascinating and enlightening, even expansive. There are times though, when it's frustrating. We as a company have certain standards that absolutely cannot be deviated from and accommodating that in a produced item can at times be very challenging.

Q. What challenges do you face in the industry?

A. We have the typical challenge of spreading the word about us and what we offer. Our added challenge and greatest value is that much of what we are doing is about educating the consumer to make better choices as much as it is selling product. From what I can tell, our concept of beauty is unique in the industry so communicating that is as fun as it is challenging. I think people are so used to having to compromise on something we deem important like ingredients or performance. With our products, you don't have to.

Q. Which Kypris beauty product do you consider to be a must have, and why?

A. How does one pick a favorite child? Depends on who you are and what you desire. For our customers who want

some natural anti aging goodness, our Nighttime Enzyme Serum has gotten much love. It's basically like herbal retinol minus the redness and peeling. Plus, it smells of peaches. For day, our Hydrating Antioxidant Drops coupled with our Calendula Repair Moisturizer is a fantastic combo for the desert days. Our serum features an array of antioxidants and peptides that supports sundrenched skin and whisks away free radicals. The moisturizer delivers lots of yummy, luminous essential fatty acids and the calming effects of Calendula. Not to mention the calming herbalicious scent from all of the extracts. For bath and body, our Essential Aloe Vera Body Wash is very special. The main ingredient is aloe vera and our current stock is scented with gorgeous white flower essential oils reminiscent of gardenias, jasmine and ylang ylang. Follow up your bath or shower with our Mimosa and Green Tea Body Serum featuring a fragrant bouquet of Mimosa flowers and Bergamot. It's heavenly and won't leave you greasy.

Q. Kypris hints at the idea of inspiring women to surpass the limitations imposed on them and encourage them to define themselves. Thus, what is Kypris trying to help women achieve?

A. A deeper, more pleasurable, health-enhancing, sustainable, personal sense of her own gorgeousness. We are better people when we connect with and viscerally feel our Beauty. Every person deserves that connection.

Q. One of the foundational phrases that Kypris stands on is the idea of beauty that is science. Can you tell us the secret to establishing equilibrium between science and beauty?

A. I don't know if there is one underlying secret. I can tell you for us that balance relies on a connection to the customers we serve, research and testing, creativity, relationships, and finding meaningful ways to contribute to the greater good.

Q. Tell us about the significance of the quality of ingredients used?

A. It's everything. Not only do we consider the plant quality, we pay attention to the quality of human involvement, processing practices, and the Earth as well. "Walk gently upon the Earth for She is our only home," is very much one of our creative mantras.

Q. Why did you choose to focus on naturals to create the products?

A. Because everyone in the equation wins. The Earth is bombarded with fewer foreign substances. The communities cultivating and procuring these crops are enriched by the sale of a sustainable commodity. The people in and around the company get to study, create, protect, and empower in Nature. And our customers, free from toxins, get to bask in exotic oils, botanical extracts, and minerals. This all sounds very luxurious, however I feel this is what a Beauty company is meant to be and to offer: Beauty all-around. Be sure to check out these Earthly products at the following locations and online at www.KyprisBeauty.com.

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