

# WWD BEAUTY BIZ

A Fairchild Publication

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## Astara Skin Care

**Founded:** 1997 in Telluride, Colo.

**Behind the Brand:** Former fashion model Sunny Griffin

**Philosophy:** The human body is a beautiful, self-healing organism if given the proper nourishment and environment. Products provide essential, life-giving energy to the cells, using powerful, raw ingredients from elements of nature.

**Star Products:** Daily Refining Scrub, Blue Flame Purification Mask

**Price Points:** \$17-\$80

**Distribution:** Bliss catalogue, C.O. Bigelow Apothecaries, Sephora, astaraskincare.com, beauty.com

**2005 Est. Retail Sales:** \$2 million

Inside Beauty's Next  
Global Powerhouse

# INDIA EMERGING