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## skin care



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### Juara-Beauty Inspired by Indonesia By Dina Fierro

With every new beauty launch, I find myself beating down doors to be the first to test it. Not every new product or every new line lives up to the hype but Juara is a notable exception.

Offering skincare for the face and body, the line is inspired by traditional Indonesian herbal medicines and beauty traditions but incorporates modern science. The result? A luxurious experience that offers tangible results.



Shaped by both Eastern and Western influences, Juara's founders (Metta Murdaya, Yoshiko Roth, Jillwen Sung and Tami Chuang) are a diverse team of women committed to balancing the very best of their experiences and bringing that unique perspective to consumers. The line launched in 2005 with a mere three products pitched to beauty counters. Retail, press, and most significantly, consumer support, has grown steadily since.



OSMOTICS  
COSMECEUTICALS

Signature Juara products include the Candlenut Body Crème (6oz, \$38), The Turmeric Antioxidant Face Mask (4oz, \$38) and the Sweet Black Tea & Rice Facial Moisturizer (1.5oz, \$42).

In my experience, the Candlenut Body Crème is lush and deeply moisturizing, scented with a light bouquet of traditional Indonesian flowers (including rose, jasmine and freesia) with just a touch of coconut. The fragrance is literally intoxicating and the product leaves skin soft without a hint of lingering grease.



The Sweet Black Tea & Rice Facial Moisturizer is designed by the Juara team to impart a subtle radiance to the skin while moisturizing delicate facial skin and battling fine lines. Immediately upon testing, the reflective properties of black tea become evident and skin is left soft and supple.

Natural yet effective ingredients are key for Juara. Here are a few notables:

*Black Tea:* Deflects light from the skin-increasing radiance, has natural anti-oxidant properties & prevents free radical damage.

*Rice Bran Oil:* Contains essential fatty acids and vitamin E. When topically applied, it hydrates the skin and reduces the appearance of fine lines and wrinkles.

*Candlenut Oil:* Permeates the skin effectively due to teeny-tiny molecules, leaving lasting moisture and a velvety finish.

*Turmeric:* A powerful anti-oxidant, reputed to heal skin.

In addition to the lotions and potions themselves, the Juara gals pride themselves on distinctive and beautiful packaging. Each product is adorned with a raised batik pattern, representing Indonesian artistry.

While Juara is still relatively small in the vast world of skincare, ongoing growth is planned for both the face and body divisions this fall. President Metta Murdaya promises the introduction of an additional signature ingredient, one that promises results as dramatic as candlenut and black tea. I'm looking forward to seeing what "can't live without it" product Juara comes up with next!

Juara products are available at Henri Bendel, Fred Segal and at [www.juaraskincare.com](http://www.juaraskincare.com).