

# THE RATIONALE REVIEW



ISSUE 33, April–June 2023

## Welcome Letter

Evolution, much like a gust of crisp, cool wind that whips through the air here in Kyneton, carries with it the promise of transformation and growth. It can be both exhilarating and somewhat formidable, challenging us to transcend our limitations and embrace the boundless possibilities of potential. With this in mind, the ensuing pages highlight evolution acting as a catalyst for creativity, innovation, and an extraordinary three months at RATIONALE.

This issue opens with a feature article on Principal Artist with The Australian Ballet, and RATIONALE Partnership Ambassador, Ako Kondo. Pirouetting since the age of three, Ako has experienced profound moments of both professional and personal growth over the past three decades. On page 4, Ako speaks to TRR about the creativity of dance, cultivating chemistry with the audience, and her most significant role to date.

In other exciting news, we were delighted to unveil the Next Evolution of our beloved Beautiful Skin Superfluid in May. Based on RATIONALE's Six Melanotypes, this innovative Formulation is offered in six universal skin-adaptive tints: calming the appearance of redness, blurring imperfections, and delivering skin-perfecting luminosity for all. Discover more about this radiant offering on page 10.

On the Agency front, we chat with Dr Vivian Bucay of the Bucay Center for Dermatology and Aesthetics in Texas. As one of the pre-eminent dermatologists in America, Dr Bucay shares her belief that healthy skin leads to beautiful skin (we couldn't agree more), alongside her excitement at being RATIONALE's first Agency Partner in the US.

We also meet US Marketing Manager, Katrina Athanasiou. Having recently celebrated her first anniversary with the Brand, Kat shares with us her RATIONALE journey to date; as well as her local recommendations for unwinding at the end of a busy week in the City of Angels.

As we round out the first half of 2023 (and remark on how quickly time does fly), we would like to extend our gratitude to you, our Agency Partners. We wholeheartedly thank you for being on the ever-evolving journey to Luminous Skin for Life with us.

Wishing you an incandescent few months ahead.

With love,

Team RATIONALE x



Feature: Ako Kondo

## Connection and Creativity with Ako Kondo

When Ako Kondo forayed into ballet at the tender age of three, it was as natural and seamless as her now-perfected pirouettes. Now a Principal Artist with The Australian Ballet, with a career that spans three decades, she reflects on the creativity of dance, cultivating chemistry with the audience, and her most significant role to date.





Feature: Ako Kondo

Ako's eyes light up, with equal parts magnetism and gratitude, when she talks about the privilege of creating a connection with the audience on stage. "It's what I love the most," she affirms. An empath to her core, Ako has a unique ability to feel how the audience is responding to her and pivot accordingly. "When I'm on stage, I can feel what they're feeling throughout the performance. Sometimes, in the first act, I can feel that they're watching but they're not with me. Then in the second act, you feel them starting to warm up. By the third act, they're with me. They're on the ride with me. I love the feeling of the curtain call and the audience appreciating the work we do." But it's not just a connection with the audience that illuminates Ako's world; it's a concept that permeates every aspect of her life.

Cultivating Resilience and Connection

For Ako, the connection with ballet was inherent, intrinsic, and evident in her very first class in her hometown of Nagoya, Japan. "I remember that dancing to the music was a joy for me," she reflects. "The other little girls loved wearing the pink tutu and the tiara. But for me, it was always dancing to the music. I went crazy in that first lesson." While she was led to ballet by her mother, who had long held a love for the art, Ako was encouraged to explore her many interests and discover her true passion. "I was doing horse riding, swimming, and piano, but I told my mum that I didn't want to do anything else. After that, I started going [to ballet] once a week."

Having only considered ballet as a hobby, once Ako discovered that her great love could be pursued as a career, it lit her fire of determination. "I really loved ballet, but I thought it was for fun. It wasn't until I heard my friend say, 'I want to be a ballerina' that I realised you could do it as a job. So, my aim became going to full-time ballet school. I worked so hard, seven days a week. After school, I went to the ballet studio to practise by myself. Luckily, when I was 16, I got a scholarship to The Australian Ballet School."

After joining The Australian Ballet in 2010, Ako was promoted to Principal Artist—the first for a Japanese dancer at the company—in 2015, following her debut as Giselle, a role which she holds closely. "In this ballet, I really got to act. I got to play a very innocent girl who loses her sanity and becomes a ghost who dances for forgiveness. It was very special."

Today, it is Ako's quest for connection which continues to inform her craft, and the desire to transport the audience to another dimension. "Ballet can entertain people, make them happy," she smiles. "It's a dream and a fantasy. I feel very lucky that I get to do this job, and help people travel to a different world." This feeling is further enhanced when Ako performs alongside her husband, Chengwu Guo—a fellow Principal Artist at The Australian Ballet. Together, the pair—who also have a one-year-old son, George—elicit an undeniable, real-life chemistry. "When we perform in a real love story, like Don Quixote or Cinderella, I feel like I can be myself on stage. I look him in the eyes, and I think, 'I love him.' That's real. And when it's real inside, it's real out there. You don't need to act."

On Resilience and Expression

For Ako, resilience is a characteristic that she believes is instrumental to any artist or dancer. "Resilience is so important in ballet. It's important to push for better outcomes ... I have a lot of personal resilience; I think that's why I am where I am, doing what I'm doing on stage." When asked when she first cultivated this type of thinking, Ako points to her earliest years. "I think it starts quite young," she reflects. "You start competing with the other dancers and that can be quite stressful. You question if you're good enough. You start pushing yourself, thinking you need to do more. At the same time, you're wondering, 'Is this for me?' Ballet is a challenging profession, but it's rewarding at the same time. I feel very lucky that I found something that I love."

When our conversation naturally turns towards the expression of an artist in ballet, Ako points to the intrinsic storytelling and acting which is required. "An artist feels from the body and the musicality," she says. "I have to feel something in my heart. That's hard as a dancer, because sometimes we get carried away and focus on the technique. And the technique is so important. But on top of that you have to act, you have artistry, you have musicality ... I try to express what I believe in, through my body. Believing in who you are and becoming who that character is, is so important. Our job is to make the audience believe we are that character."

A Journey into Skin Confidence


Proud, yet unwaveringly humble, Ako has spoken of her strength, resilience, and learnings in many facets of her life, but she points to one area that took a toll on her confidence. "During puberty, my teenage years, and even into my time at The Australian Ballet, I had acne, very dry skin and breakouts," she says. "We wear very heavy stage makeup, sometimes eight times a week. My skin was sad, and I was sad. I lost confidence and I didn't want to be out. Then, throughout my pregnancy with George, my skin was really bad. I had acne on my forehead. At one point, my skin started flaking."

Having experienced such a strained, on-going journey with her skin, it came as a welcome surprise to Ako when RATIONALE approached her to be Ambassador for our partnership with The Australian Ballet. "When I was first asked, I thought, 'Me? I don't have glowing skin!'" Never one to shy from a challenge, Ako accepted. "I was excited to go on this journey. I wanted to see how my skin would react." To her delight, the results were instant. "After my first Facial Treatment, I visually saw that my skin was different. It was glowing. I couldn't believe it," she recalls. Things continued to improve after undergoing the Signature Skin Consultation and being prescribed her customised Ritual. "Within one month, I felt a difference in my skin's texture," she adds. "The acne and congestion are gone, and the dryness has improved so much. Now, it's more hydrated and balanced. I feel like my skin is bouncy—it's like sticky rice Mochi! ... I'm more confident and happier in general. Skin is such an important part of us. It can really affect how you feel," she adds. "So, I'm happy to share my journey."

"I love #2 The Hydragel. My skin feels moisturised and hydrated all day. When we dance, we sweat a lot. And the gel isn't too heavy—it stays nice and fresh for the day."







"At nighttime, I use #6 The GelCrème. I love it. Because I have very dry skin, I put that on and my skin instantly feels moisturised. And even in the morning, when I wash my face, I can still feel the hydration on my skin."

Feature: Ako Kondo

Reflecting on her role as Partnership Ambassador, Ako expresses nothing but gratitude, along with an admiration of the synergies between RATIONALE and The Australian Ballet. "I'm very honoured," she says. "I think both brands go for the best quality; that's the common theme. I know that Richard [Parker] has created the best products that work on any skin, bringing out the best outcomes. And we (The Australian Ballet) are the same. We work on the best performance for the audience to enjoy. We both work to make the clients and audience happy."

#### Finding a Deeper Purpose

During our video interview, Ako and Chengwu's son, George, runs up to her, turning his attention to the screen. As bright and effervescent as his parents, George waves and smiles. When asked about the most significant lessons that Ako has learnt as a mother, she points to George as her teacher. "He teaches me how to be happy," she says. "He's a very social little boy. He's so friendly. I'm a bit more closed off ... See how he gave you a big hug and a smile? He makes people instantly happy."

For Ako, love is the common thread that binds her two life's purposes: "I'm basically doing the two things I love in my life: being a mum and being a ballet dancer." Reflecting on the question of balancing both roles, which she is commonly asked, Ako acknowledges that it's a constant focus. "I'm always balancing and I'm challenging myself. It's definitely a big change in my life and my career. After finishing a late show and getting home to bed at 1:00am, I'm now up at 6:30am starting the day again. I feel, somehow, that because you're a mum, you want to do it. But you also want to work because ballet is what I love. Yes, I do feel exhausted, but then I don't because I love it ... I'm a very organised and determined person, in both ballet and motherhood. I think being a mum I use that organisation and determination."

And when it comes to balancing their roles as Principal Artists and parents to George, Ako speaks of nothing but adoration. "I really appreciate the partnership, belief and trust that we have," she says. "[Chengwu] is an amazing dancer. He is an amazing partner, and an amazing dad to George. It's a rare case for a married couple to understand what we're going through. He understands ... I am very thankful that we share this industry together." Chengwu once told me: "You have to do what you believe in," she recalls. "When I was first on stage, I tried to dance for others. Now, I dance for myself. When you don't believe in what you're doing, it really comes out on stage. So, you have to believe. That [advice] has changed my life. Being a mum, I have to believe in what I'm doing—for George."



Feature: Beautiful Skin Superfluid

## Polished. Perfected. Protected.

In May, we were delighted to unveil the Next Evolution of Beautiful Skin Superfluid. Innovative. Sophisticated. Superlative. The Formulation was brought to life with a creative campaign that took three luminous days to capture, involved two radiant RATIONALE Teams and starred one incandescent new Formulation.







Feature: Beautiful Skin Superfluid

“The purpose of this Formulation was to amplify the skin’s natural radiance, whilst offering multi-faceted skin nourishment and environmental protection,” explains Richard Parker, RATIONALE Founder and Director of Research.

Enter: the Next Evolution of our coveted Beautiful Skin Superfluid. Combining luminising skin perfection with sophisticated protection, this luxurious Formulation calms the appearance of redness, blurs imperfections and delivers a skin-perfecting coverage. And that’s just the beginning of this Formulation’s multi-faceted promises.

Six Universal Skin Tints

Offered in six skin-adapting tints, this innovative Formulation is based on RATIONALE’s own six universal Melanotypes. The six Melanotypes reflect the research of The Fitzpatrick Scale, which identified six universal skin types. “These Melanotypes represent the entire spectrum of human skin tones classified by the depth of Melanin genetically present,” says Richard.

In addition to informing your perfect skin-syncing tint, “understanding your Melanotype means that you know what your skin needs, genetically, to look and feel its best,” adds Katie Matten, Global Head of Education. “As a research-driven Brand, this information is essential in understanding our Clients’ skin and prescribing tailored rituals to optimise their results.”

For Optimal Perfection and Protection

Alongside skin perfection, Beautiful Skin Superfluid also imbues a suite of skin-nourishing Active Ingredients plus sophisticated solar and environmental protection.

Zinc Oxide is a photo-protective Antioxidant that defends against the harmful effects of UV and environmental aggressors. Zinc also assists in calming the skin, reducing the appearance of redness, strengthening barrier function, and enhancing overall skin health.

Melanin is a Skin Identical solar defensive Antioxidant. In the epidermis, it acts as a natural defence against High Energy Visible Light.

Skin Perfecting Complex—Sodium Potassium Aluminium Silicate and Iron Oxides—balances skin tone to brighten, soften, and create an even light distribution. Iron Oxides primarily protect from visible light and provide sheer coverage to the skin.

Nourishing Complex—Vitamin B5 and Sodium Hyaluronate— attracts moisture to the skin by decreasing Trans-Epidermal Water Loss and elevating skin suppleness.

Soothing Complex—Vitamin E, Bisabolol, Amino Acids and Water Lily Extract—reduces discomfort caused by damaging mediators resulting in a calmed and soothed appearance.

Melanotype 1

Your skin tone is very light, your hair is naturally blonde or red, and your eyes are light green or blue. You always burn when exposed to the sun and are very likely to have freckles. Common ethnic backgrounds are English and Scottish

Melanotype 2

Your skin tone is light, your hair is blonde or brown, and your eyes are blue, green or grey. You always burn, may have freckles, and your skin is light, but you may build a tan with repeated sun exposure. The common ethnic background for this skin type is Northern European.

Melanotype 3

Your skin tone is light-medium olive, your hair is blonde or brown, and your eyes are blue, hazel, or brown. You tan after you burn, and you may also freckle. Common ethnic backgrounds are Asian and Mediterranean.

Melanotype 4

Your skin tone is medium, your hair, and eyes are brown. You are more likely to tan and rarely burn, although you may burn if you spend too much time in the sun. Common ethnic backgrounds are Southern European, Hispanic, and Middle Eastern.

Melanotype 5

Your skin tone is deep, your hair is brown or black, and your eyes are brown. You can burn very rarely and tan readily. You don’t have freckles. Common ethnic backgrounds are Indian, African and Indigenous Australian.

Melanotype 6

Your skin tone is very deep, your hair and eyes are brown or black. You tan and never burn. You are deeply pigmented and don’t have freckles. Common ethnic backgrounds are African and Indigenous Australian.



# Preventing and Repairing Hyperpigmentation

Whether it's scarring as a result of congested skin or sun spots from neglecting SPF protection, our Global Head of Education, Katie Matten, explains how to prevent and repair an uneven skin tone.



Hyperpigmentation is caused by an overproduction of melanin within our skin. High sun exposure, hormonal changes, trauma, and some medications are the biggest culprits. It is also multifactorial, meaning there may be genetic, metabolic, hormonal, and environmental factors that all act as triggers. There are four common types of hyperpigmentation found in the skin.

- Hyperpigmentation: occurring from the overproduction of melanin due to high sun exposure.
- Hypopigmentation: occurring when the cells that produce melanin stop working.
- Melasma: occurring through hormonal changes in the skin.
- Post-inflammatory hyperpigmentation (PIP): occurring because of damage, excessive heat, or trauma to the skin.

## Preventing Hyperpigmentation

By far the most important factor in the prevention of hyperpigmentation is SPF protection—but UV protection alone is not enough, as damage from visible light and infrared radiation also play a major role. While UV damage remains quite superficial within the upper layers of the skin, visible light and infrared are absorbed deeper and can penetrate to the dermis.

The combined damage from all three forms of light can lead to a myriad of skin concerns; from oxidative stress to DNA damage and an impaired barrier function—all of which can cause hyperpigmentation.

## Treating Melasma

Melasma is arguably the most difficult type of hyperpigmentation to treat as it is related to hormonal changes. However, we can control that which exacerbates the appearance of melasma: our exposure to the sun. Treating melasma should always begin with an in-depth Skin Consultation to determine the cause of the condition. From there, a tailored skincare prescription and treatment plan can be made accordingly. Topical skincare Actives such as Vitamin A, C and E, plus an SPF with Zinc and Melanin Antioxidants, are non-negotiables when preventing and treating this type of pigmentation.

## Treating Hyperpigmentation

The RATIONALE EpiNova Brilliance Facial is perfect for reducing the appearance of hyperpigmentation. The Treatment combines Enzyme Reactivation to reduce the appearance of sun-damaged skin, Ultrasonic Technology to infuse essential Vitamins, and LED Light Therapy to help support healthy cell function. The best results are achieved when Treatments are performed in combination with a tailored skincare prescription.

Laser treatments can also be very effective when treating hyperpigmentation depending on certain triggers in the skin. Non-ablative lasers are used to efficiently break down superficial pigmentation, which can reduce its appearance on the surface. On the other hand, topical skincare Actives work to break down pigment over time.

Research has revealed impressive results with Tranexamic Acid (TXA)—a synthetic derivative of Lysine. It has been theorised—although further validating research is required—that Tranexamic Acid simultaneously inhibits melanin synthesis while blocking melanosome transfer from melanocytes to keratinocytes. Both oral and topical forms of Tranexamic Acid have been proven effective and can be safely used in conjunction with a RATIONALE skincare prescription.

The Benzene derivative Hydroquinone is still the most widespread prescription medication recommended for hyperpigmentation and remains a mainstay in controlling this condition. Like TXA, Hydroquinone inhibits melanin synthesis and blocks melanosome transfer.

## Topical Skincare Actives for Hyperpigmentation

- SPF Superfluid Technology: Ensures that skin is protected from all forms of light within The Solar Constant, which helps to reduce free radical damage, inflammation and DNA damage.
- B-Group Vitamins: Boost skin resilience, prevent the transfer of melanin (melanogenesis), and support the skin's immune system. B-Group Vitamins have also been known to help skin cells better protect themselves against certain triggers.
- Retinoids: A powerful way to break down clusters of melanin that sit deeper within the skin—in particular, Retinol. Retinol increases cellular turnover which is an important factor in reducing the appearance of all forms of hyperpigmentation.
- Hydroxy Acids: Help to recalibrate our skin's pH, in turn regulating our cellular turnover and assisting with the breakdown of the superficial pigmentation. A multi-layered approach will ensure both the superficial and deeper layers are being supported.
- Vitamin C: Should be incorporated in both home care and in-clinic treatments as it brightens skin tone by inhibiting the enzyme tyrosinase. This means the process of melanogenesis is normalised.
- Vitamin E: Enhances Natural Moisturising Factors found in our skin while working to reduce erythema. By encouraging our natural healing processes, Vitamin E assists in the prevention of post inflammatory hyperpigmentation.



## Katrina Athanasiou

### Marketing Manager, USA

Having spent half of her 20s living in New York City, it's no surprise that Katrina Athanasiou is commonly mistaken for a New Yorker. However, for this native Angeleno, it's her expert knowledge of the local market that has helped RATIONALE go from strength to strength in the US.

#### What were you doing before RATIONALE?

I was working at Tiffany & Co. in Los Angeles where I managed Global Entertainment Relations and North America Public Relations. Before this, I was also at the brand when I lived in New York, working for the first female Design Director, Francesca Amfitheatrof.

One of my favourite memories was spending the week with Kendrick Lamar for the Super Bowl in Los Angeles. Being able to create and execute an artist's vision has always been my biggest joy.

#### What attracted you to working at RATIONALE?

When I met the Team at RATIONALE, I immediately thought, 'I need to move to Melbourne.' The energy and support from the Team I work with—both near and far—have been one of the biggest reasons I continue to love what I do so much. It is incredibly important to be surrounded by those who champion your success and strive to help you succeed.

#### What do you love most about the marketing space?

I love the marketing space because I believe a great product can speak for itself, but a great network can bring the dream to life. Building and maintaining relationships, professionally, is one of my favourite parts of the job because it is what truly sets brands apart.

#### Launching a Brand in a new market is always a big task. With this in mind, what are the major focus areas for you and the US Team?

Our major focus is to build strong brand awareness while staying loyal to the brand heritage. With every decision, we keep the Australian Client and the deep roots of RATIONALE's legacy in mind. Supporting this, we believe a new Client should discover RATIONALE in a similar way to existing Clients—whilst also making a powerful first impression. So, concentrating on Brand alignment and representation is a key part of our strategic work.

#### At the end of a busy week in the City of Angels, what or where is your go-to for unwinding?

My go-to after a long week is a Saturday morning spent by the beach or playing tennis. I love driving down The Pacific Coast Highway, grabbing lunch, and spending the day with no schedule.

#### Do you have a quote, or piece of advice, that you live by?

Growing up in LA as a Lakers fan, Kobe Bryant was always a huge inspiration. The quote below is simple, but it has so much meaning; it shows that before he became a champion, he had the mentality of one.

"My name is Kobe Bryant, I'm 17 years old. I have the hunger, the motivation and the desire to be the best possible basketball player that I could be."







# Dr Vivian Bucay

Recognised for her expertise in minimally invasive facial rejuvenation, Dr Vivian Bucay is one of the pre-eminent dermatologists in America. Here, she chats to TRR about her belief that healthy skin leads to beautiful skin.

**Please start by telling us a little bit about your journey into dermatology.**

With a very strong foundation in science and a talent for visual pattern recognition, I was drawn to dermatology early in my medical training. It took 12 years of training—four years each of college, medical school, and a post-graduate residency in dermatology—to become a board-certified dermatologist. Then, in 1991, I began my private practice.

**Where did your interest in skin health start?**

My eureka moment occurred in May 2006 when I was diagnosed with stage IV melanoma. I had many sunburns growing up in Texas as a result of chasing an elusive tan that was not in my genetic makeup. The melanoma was a wake-up call: what I thought was “pretty” skin was actually unhealthy skin. I started looking at skincare the way some people view medications. I read everything I could about DNA damage; the role of UV radiation in causing DNA mutation; research regarding the use of topical DNA Repair Enzymes to address underlying damage; the role of Antioxidants in neutralising free radical damage; and compounds like Niacinamide to strengthen the skin’s immune system as well the skin barrier. Today, at age 62, I know a lot more than I did 32 years ago when I first started my practice. And yet, I feel that there is still so much more to learn.

**What is your philosophy on skin health?**

Beautiful skin is healthy skin, and healthy skin is necessary before undergoing any beauty treatments. In saying this, beauty should never come at the expense of skin health.

**What connected you to RATIONALE?**

RATIONALE is a combination of science and art, with an undeniable sensorial appeal that makes me want to apply the Formulations. RATIONALE has transformed my skincare routine into something I want to do, and not something I have to do. With this in mind, I use every RATIONALE Formulation that I can!

**How do you incorporate RATIONALE into your Clients' treatment plans?**

I am so excited to be the first dermatology practice in the US to offer RATIONALE to our patients! It's been years in the making and completely worth the wait. My Team and I will revisit our patients' existing skincare routines, incorporating the ideal Formulations for each individual.

**What is one piece of advice you share with all your clients?**

It's never too early or too late to take care of your skin!



# In a World of its Own

A look at Beautiful Skin Superfluid on tour.



**Sydney**

Over one luminous day, 43 key guests, including press, advocates, influencers and key opinion leaders—with a combined reach of over 1.4 million social followers—joined us as we took over Liverpool St Gallery in Darlinghurst. The event welcomed guests into an immersive space of golden hues and fractal elements. The RATIONALE Education Team enlightened guests on the Formulation, the Actives and the glowing skin Promises—all whilst underpinning the importance of understanding your Melanotype to achieve your skin goals.



**London**

At Spring Restaurant in London, we were delighted to host special guests for a celebration of our newest Formulation and 15 years of RATIONALE at The Banwell Clinic. Accompanying the illuminating, intimate dinner was an expert panel discussion between RATIONALE Founder, Richard Parker; renowned Plastic Surgeon, Mr Paul Banwell; and prominent Makeup Artist, Victoria Martin.



**New York City**

The RATIONALE x Tobi Henney Beautiful Skin Makeup Masterclass had the attendees glowing. Bathed in the hues of golden hour, special guests enjoyed an intimate demonstration by Tobi featuring Beautiful Skin Superfluid. There was also an enlightening session on all things luminising skin perfection with Katie Matten, Global Head of Education.



**Singapore**

Joined by our CEO, Shamini Rajarethnam, we were thrilled to host special guests for a celebration of Beautiful Skin Superfluid at The Arts House. Those in attendance were treated to a luxurious afternoon of illuminating skin education, complimented by a glass or two of champagne. From learning how to overcome Singapore's twin skin challenges—high humidity and urban pollution—to discovering their Melanotype and matching Beautiful Skin Superfluid tint—it was an inspiring day in the Lion City.



Best In Press

GRITTY *pretty*

HOME / SKIN / May 12, 2023

10 OF OUR FAVOURITE TRAVEL-FRIENDLY BEAUTY PRODUCTS

by NAOMI FERREIRA



Bon voyage ...

If there's one thing we're pretty certain of it's this...there's nothing better than taking a vacation. And, if we're honest, we've had some time to finess our frequent flyer routines, and it has come with trial and error (and one too many exploded liquid blushes).

So in assistance of a friend—who might have plans on the shores of the Amalfi Coast, the mossy slopes in Japan, or in a rice field in Vietnam—we divulge our favourite travel friendly products. From a tinted moisturiser that provides the ultimate glow, to a cleanser created for a skin reset and the perfect blush companion. Your best holiday skin awaits.



Sarah Daly, Art Director

"My skin likes routine. When I travel I avoid any skin stress by packing quality skincare products that just work. My favourite cleanser for travel is the *Rationale #1 Cleanser* as its the best skin reset no matter what conditions I've been in."

RUSSH

BEAUTY / FAVOURITES

Best tinted moisturisers for every skin type, concern and budget

f t i o @

WORDS *Cassandra Dimitroff* PUBLISHED Wed, 19 Apr 2023 - 5:45 pm

Best for: Sun protection


While it's tempting to put sun protection on the back burner during the colder months, it's important to remember that harmful UVA and UVB rays are just as prevalent and require an SPF during the winter months – especially in Australia. If you're looking for an extra boost of SPF in your skincare, look to **ULTRA VIOLETTE Dream Screen Tinted Veil SPF50**, **SUPERGOOP! CC Screen SPF 50** and **RATIONALE The Tinted Serum SPF50+.**



THE AUSTRALIAN

HOME / LIFE / STYLE

Rationale skincare among Vogue Australia inaugural winners for best beauty products



Rationale founder Richard Parker wins 'best cleanser' in the Vogue Beauty Awards.

By **BIANCA FARMAKIS**  
12:00AM JUNE 5, 2023

It's a multi-billion dollar industry built on the premise of candescent complexions and smouldering looks, but only few products stand out on the shelves of a saturated market.

Vogue Australia's inaugural Beauty Awards, revealed Monday, crowns science the victor, as Australian brands rank alongside global empires as the premium in skincare, body, hair and makeup products.

With forty items crowned across five categories, hand-picked by Vogue Australia's editors and expert judging panel, among the heavyweight houses in the luxury market is Rationale, the Victoria-based pioneers of a six-step cosmeceuticals line fusing medical research in every toner, moisturiser and serum.

Winning "best cleanser" for 2023, founder Richard Parker, 63, says the brands success across thirty years of skin in the game is "all about credibility."

"The circle of trust in beauty is getting smaller, and skin is the largest and only external organ in the body.

"We've put decades of medical research into our formula, because you wouldn't compromise the way you look after your brain, heart or liver."

The cosmetic chemist's line of products launched in 1992, garnering cult status for a regimen rooted in epigenetics, the process of analysing a client's DNA and inherited characteristics to offer preventive treatment for conditions ranging from pigmentation to skin cancers.

FINANCIAL REVIEW

Home / News / Business

Grit and gut instinct take women to top of fashion world


Slater and Slater to their instincts have helped women succeed in the tough world of fashion, as five leaders reveal their struggle with top

Lauren Stone  
Fashion editor  
Tue 5, 2023 - 9:30am

Now Share

**T**o coincide with International Women's Day, March 8, the *Australian Financial Review* celebrates the achievements of Australian women in key sectors of the economy, nominating five women as the Women to Watch from each of five sectors – fashion and retail, education, sustainability and energy, technology, and banking.

The Women to Watch in fashion are:



Shamini Rajarethnam  
Chief executive of Rationale

Shamini Rajarethnam knows the power of trusting her instincts. Like the time she quit a job on her very first day.

"One of my first jobs was as an assistant on a fashion magazine," she says. "And I hated it. I love fashion, but it didn't move me, I wasn't driven. I went to them and said, 'I think I'll be better off as a marketer or writer.'"

The magazine team created a new role, creating native content, and Rajarethnam stayed. It was an early lesson in self-awareness and actualisation.

Rajarethnam is now the CEO of *Rationale*, the Australian luxury skincare brand part-owned by Korean beauty giant Amorepacific. She is the company's first CEO – though she never meant to get the job at all.

Starting its marketing at Rationale 12 years ago, Rajarethnam's trajectory has been both unusual and stratospheric.

VOGUE

AUSTRALIA

SHOPPING


Slather up: the best moisturisers to winter-proof your skin

ANNIE BROWN AND NONI REGINATO  
6 JUNE 2023

Vogue has rounded up the best winter moisturisers in Australia, because it's definitely the season for skin SOS.

For radiance boosting: **Rationale**

Whether you are a card carrying Essential Six member or dabble, Rationale's #1 The Creme deserves your attention. Enriched with ceramides, peptides and B-group vitamins this will replenish, deeply hydrate and fortify the skin.



SHOP NOW: Rationale #1 The Crème, \$184 from **Rationale**

marie claire

SUBSCRIBE


HOME BEAUTY

Are You In Your Skiminalism Era? This Is Why Beauty Experts Say You Should Be

Better skin with fewer products. - by Sally Hunwick

Shop Our Favourite Skin Tints

One of the cornerstones of minimalist makeup is the skin tint. With the benefits of a serum and the coverage of a sheer-to-medium weight foundation, this new breed of cover will give you glowing skin that looks at once flawless and all your own.



Rationale Beautiful Skin Superfluid, \$102 at **Rationale**



# Vogue Beauty Awards 2023

## Winner: #4 The Cleanser

We are delighted that #4 The Cleanser has been voted 'Best Cleanser' by the Vogue Team, along with a trusted panel of experts including Kellie Stratton and Dr Shyamalar Gunatheesan.



### 100ml Travel Cleansers

For a fresh face at every time and place, our beloved #4 The Cleanser and #5 The Cleanser now come in a convenient 100ml travel size. An essential for all skin journeys, we have comforted and clarified complexions in the (carry-on, gym, and overnight) bag.



### Lux Australis

Introducing Lux Australis: an innovative string ensemble performing work by renowned Australian composer, Elena Kats-Chernin, commissioned by RATIONALE. On Friday 31 March, special guests and HQ Team Members gathered at our Kyneton HQ for Lux Australis' world-first performance. The unique, six-movement work—eponymously named Lux Australis—interprets, reflects and expresses RATIONALE's Essential Six Collections and their human virtues: Resilience, Vitality, Brilliance, Integrity, Clarity, and Renewal. A sumptuous afternoon tea followed to celebrate this ground-breaking global musical collaboration.







RATIONALE