



In her skin

Terri Vinson has channelled her science knowledge into a skincare range to get her customers glowing.

MEMBER DETAILS

Terri Vinson, 52

POSITION Managing director and formulator

COMPANY Synergie Skin

WEBSITE synergieskin.com

Tell us a little bit about your business:

My company Synergie Skin was founded in 2005 and has since become internationally recognised as a leading Australian cosmeceutical manufacturer. Synergie Skin produces active cosmeceuticals and mineral makeup, and is sold exclusively through medical skin clinics and beauty salons. My company is proudly 100 per cent Australian made and owned, certified cruelty-free, and vertically integrated. Every element from product development to manufacture, packing and dispatch is performed in my Melbourne head office. Harnessing a 'clean science' philosophy means that all Synergie products are free from any questionable or harmful ingredients.

It is my mission to educate clients to make informed skincare and makeup decisions. Having great skin makes people feel confident and fantastic about themselves!

What do you love most about what you do? Nothing makes me happier than to create a product and see all the stages of development from my initial concept formula to the finished product on the shelves. If I can make people feel great through improving the health of their skin then I have done my job. There is so much white noise, empty promises and misinformation about skincare in our industry. I also love to educate consumers through my

articles, blogs and seminars. This empowers them to make their own decision about their skincare routine. In my day-to-day job, I am lucky enough to use my scientific skills and combine that with my right-brain creativity to create cosmeceuticals that improve the self-esteem of people who use them.

If I were Prime Minister of Australia for a day ... I'd pass a law to grant equal pay for males and females in the same job position. Inequality of pay related to gender in business is not properly addressed in our political system and this really concerns me.

What one trait has helped you most in your work? Tenacity. I never give up and have always had a can-do attitude. I see a problem as a solution waiting to happen!

Do you believe women can have it all? Why or why not? Having it 'all' means different things to different people and it very much comes from a personal perspective. I believe that women deserve as much as men

and having it all for any individual is related to their capabilities, aspirations, passion.

As a mother and businesswoman, I feel very satisfied with what I have achieved in my life so far and would change very little. I feel very strongly about women supporting women, and I try and surround myself with girlfriends and colleagues who encourage and applaud one another for reaching their goals.

What's the one golden piece of advice you could offer other women in business? Develop your core philosophy from the very beginning and never stray from the ideals of your business. If you stay focused on this, you will never deviate from the heart and soul of your brand. My core philosophy is to 'protect, change and nurture all skin with clean science'. My products are formulated to protect and change the skin, without the addition of questionable ingredients.

What are you most pumped about right now? I'm so excited about my international growth. I am just about to meet with my distributor in Hong Kong who shares my passion for this industry – she is really growing my brand in Asia.

What's happiness to you? Spending time with my children. They are young adults now and I really value the time that we share and watching them become amazing individuals. I also love oil painting; I manage to lose hours in front of a canvas on the weekend to relax. It's my alternative to yoga! I can't do without my weekly massage, either.

My top marketing tip: Put yourself in the shoes of your customer. It's not about what you have, it's about what they need. ✨

Quick questions

Last thing I Googled: The benefits of alginate on the skin.

Three items in my bag I can't live without: Synergie LipService treatment gloss, phone and Natvia Natural Sweetener Sachets for my coffee hits.

Last book I read: *The Fictional Woman* by Tara Moss.

Entrepreneur icon: Sir Richard Branson.

Top dish: Thai green papaya salad.