



From left: Terri Vinson, Carley Dowdle, Melanie Gleeson and Michelle Doherty.

The product pioneer

Carley Dowdle

Asap cosmeceutical skincare; visit www.asapskinproducts.com. Skincare is in Carley Dowdle's genes. She is the third generation in her family to be involved in the industry, and now works at Asap cosmeceutical skincare, the brand her mother co-founded.

Dowdle is a cosmetic chemist and became Asap's managing director in 2006, when the range listed just nine products. Now it has 73, including a mineral make-up line, all made in Australia and sold globally through stockists in Denmark, Spain, Taiwan, the UK, the US and the United Arab Emirates.

Dowdle is a great believer in education, explaining: "Asap is a true cosmeceutical skincare range, so all products contain high levels of active ingredients, which should only be prescribed by qualified skincare professionals." All stockists must undergo Asap's education program before they start working with the products.

"It's a very exciting time to be involved in the cosmeceutical skincare market," Dowdle says, "with the global cosmeceuticals market anticipated to be worth more than \$81 billion by 2020." This growth, she believes, is due to the fact that "people are continuing to work and live longer and want to

look as youthful as possible. Rightfully, people are fed up with products that make claims but don't actually make a difference. They want to know the products they are buying and using are supported by science and data, which is what a true cosmeceutical product provides."

And scientific advances mean products are still improving. "Ingredient-wise, the innovations over the past three years alone have been amazing," Dowdle says. "The technology that's evolved in the areas of DNA and pollution protection is a great example."

In an ever-evolving industry, it's innovators who always triumph.