



## Our Story

Liv Aronia is a natural skincare brand inspired by the Aronia Berry.

The story began in August 2019 when the Founders Marija and Philip visited Marija's family in a small Croatian village to help them harvest the unknown little berry called the aronia berry, also known as the chokeberry.

Since 2017, Marija's family has harvested the aronia berry to extract the natural juice and create an aronia jam, which tastes divine! Research has shown that consuming aronia juice daily boosts your immune system with vitamins and antioxidants.

By this time, Marija and Philip were well aware of the incredible health benefits of the Aronia Berry. So it was a light bulb moment, and Liv Aronia was born. Liv stands for Love In Vitamins and with Aronia combined together for the birth of Liv Aronia.

From day one, the mission of Liv Aronia has been to share the wonder of the Aronia Berry through our love and passion for skincare that is made simple and embodied with natural and vegan origins.

Marija is an absolute skincare freak always on the hunt to find the perfect product and is part of the sensitive skin type family. On the other side of the spectrum, Philip is a typical guy who loves to keep things simple but effective in his routine, especially coming from the dry skin type family of textures.

As for any lightbulb moment, the very beginning is the sweet spot of excitement, to conduct research and plan out a journey, which took

Liv Aronia a little over 18 months to figure out. From extensive research and development to come up with the first two products.

From time to time, the Liv Aronia duo experienced some disappointments in skincare, especially as Marija has sensitive skin while Philip has a dry skin type. In addition to finding that, most skincare products are formulated using very harsh ingredients and have no positive side effects. In most cases, causing skin issues and creating more disappointment.

Liv Aronia products are formulated to nourish, purify, regenerate and cleanse your skin for a healthier complexion. Loaded with natural ingredients that are free of potent fragrances and other nasties with no benefits.

The Liv Aronia team is very determined and excited about their products. Similarly, they would like to provide the skincare community with an incredible experience while giving all skin types a warm welcome to the Liv Aronia Skincare Squad.

