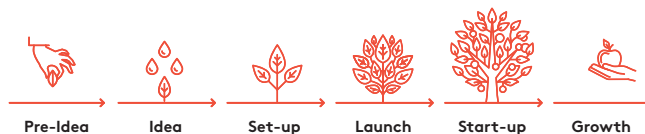


Celeste Iannotta, Miluny Mud

Natural skincare drawing on Native Australian knowledge and ingredients.



Being part of the Global Sisters community is aligned with Celeste's values. "I am so inspired and love it," she says. "Seeing women getting ahead in a positive way. I just want to give back as well."



Sister since March 2019

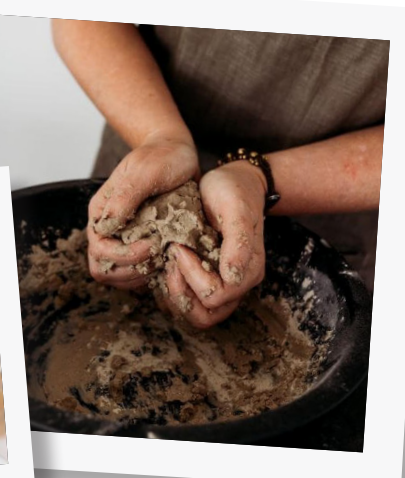
Celeste, a proud Darug women from the Barramattagal mob from the west Sydney region, now lives in Albury-Wodonga.

Miluny Beauty started in 2019, as a re-invention of a previous business. A lifelong passion for creating skincare and natural products from natural sources has led Celeste to set up Miluny Beauty, which offers a range of organic earth-sourced skincare and wellbeing items made from clays and plants known to Indigenous Australians, and which Celeste hopes will soon become popular with everyone else.

Her products include mud/clay, mineral and native ingredient face masks, bath soaks and soaps.

Celeste's background in beauty therapy and retail stands her in good stead when it comes to expanding her business. Retailers of her products include gift stores, day spas, bed and breakfasts, florist stores, baby shops, yoga studios and the like. She's also offering 'experience evenings' where she visits women in their homes to explain her products and share her knowledge about what can be created from ingredients they already have in their kitchen cupboards.

Celeste says her business allows her to impart her love of creating and to share nature's recipes for the skin with other women. "I really want to share my blends and mixes as they are wholesome natural and of our land," says Celeste. She would like to become financially independent through her business in order to give back to women who are in need and to pass on her knowledge to the future generation.



How Global Sisters is making a difference

Celeste joined Global Sisters in early 2019 and participated in our business education program, Sisters School. Global Sisters has supported Celeste through:

- The 2019 Sister Pitch, where she received funding and pro bono support from a photography and styling expert to create digital content and build her capacity to do this into the future. Cristina Re, an internationally successful retailer, supported her around brand, marketing and customer engagement strategy
- Product development support
- Online sales, photography and marketing support via [The Global Sisters Marketplace](#)
- Access to an Auspost provided smartphone and data to run her business
- [Product collaboration with Cristina Re](#) in early 2021

Celeste plans to expand into the tourist and Asian markets, building trust through her genuine and authentic Indigenous brand that uses natural, raw materials.

Follow Celeste's business journey at:

 [milunybeauty](#)

 [miluny_beauty](#)