



## Meet Rachaelle Rempe of Auraiha, the founder leading the “skin first” movement in clean beauty

At Lucid Communications, we are honoured to work with so many brands that elevate clean beauty and make sustainability integral to their business model. For this Founder Friday, we are highlighting Rachaelle Rempe of [Auraiha](#) who believes that a minimalist routine with simple ingredients is what will ultimately deliver beautiful skin. In our saturated world of beauty where multi-step skincare is the norm, she is here to show you that you can tackle all your concerns with just two Holy Grail products.



During the COVID-19 pandemic, Rachaelle made it a mission to better her health and wellness. It was here that she realized she didn't know what she was putting on her skin on a daily basis. Upon doing research to transition to clean beauty, she was disheartened to discover that there were limited options. The brands she found were either green washing their claims or unaffordable. As someone who believes clean beauty should be a lifestyle rather than a luxury, the idea for her own skincare line was born.

Built on the motto that Auraiha goes beyond skincare and is better than makeup, Rachaelle created the brand to nourish your skin's natural glow. Formulated with clean cruelty-free ingredients that render foundation and highlighter unnecessary, your skincare routine can be simplified with their two products – the [Glass Face Brightening Serum](#) and their [Naturally Luminous Mist & Set Spray](#). Offering immense hydration and tackling issues such as blemishes, these encompassing products will help you achieve more with less.



Rachaelle has made community, clean beauty, and sustainability the three pillars that guide Auraiha in everything that they do. With their customers' wellness journey at the forefront, they're here to help you achieve healthy skin without the fuss by putting your skin first.



**About:** [Auraiha](#) is an EWG-certified beauty company that is powered by the “skin first” movement. They go beyond skincare with products that are better than makeup by offering an effective foundation for your skincare and makeup routine. Through natural and safe formulations, they strive to deliver straightforward results without the need for multiple steps in your regimen. Launched in 2021 by founder Rachaelle Rempe, she created Auraiha so that clean beauty would become a lifestyle rather than a luxury.

When the pandemic hit, Rachaelle embarked on a wellness journey to better her own health. This was when she realized she didn't know what she was putting on her face. As she searched for different natural skincare and makeup products to try, she was dissatisfied with the lack of affordable options available. Now that she had more free time on her hands, Rachaelle decided to create products that would solve this issue. Collaborating with chemists, bottle vendors, graphic designers, and more, her passion became a reality.

Rachaelle has made community, clean beauty, and sustainability the pillars that guide Auraiha to cultivate high-quality products that are based on minimalism and transparency. With their customers' wellness journey in mind, they create products that nourish skin and enhance natural beauty in under 5 minutes.

Developing their line with two Holy Grail products, you can get your glow on with their Glass Face Brightening Serum and experience lasting hydration with their Naturally Luminous Mist & Set Spray. Catering to all skin types, these products target different issues so that you can keep your face routine clean and easy.

Rachaelle Rempe left her Canadian hometown to pursue her American dream. When she got a D1 soccer scholarship to Oregon State University, she never looked back. As someone with high

aspirations, she would later earn her B.F.A. in Menswear Fashion at the Academy of Arts University before securing the coveted spot as a designer for Ralph Lauren. Since then, she has returned to Canada where she worked as a Production Manager for retail companies such as Canadian Tire and Aritzia.

Between her entrepreneurial spirit and her mission towards empowering others in their clean beauty efforts, Rachaelle is forging a path towards a healthy and sustainable future from Auraïha's ingredients to their packaging.



**For more information on Auraïha, high-resolution images, sample requests or interviews with Rachaelle Rempe please contact: [michelle@lucidcommunications.ca](mailto:michelle@lucidcommunications.ca), or call 323.348.6412**

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