

# IRENE FALCONE IS WWW.NOURISHEDLIFE.COM.AU "QUEEN OF CLEAN"

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# Retailer to the stars including Miranda Kerr, Elle Macpherson & Olivia Newton-John

# All her products are clean, green, free from harsh chemicals, free from "green washing", natural and toxin free.

# Self-confessed dag, tech geek and eco-warrior is Australia's natural beauty pioneer!

In 2012 working mum of 4, Irene Falcone started her natural beauty product online retailer [nourishedlife.com.au](http://nourishedlife.com.au) as a side hustle in her garage with \$100. Five years later it was worth \$20 million and Irene now stocks over 7,000 products, has 120,000 reviews and 5,000 items go in and out of the warehouse every day with one item sold every 6 seconds.

Irene is a natural beauty provocateur and Australia's pioneer of the movement that has become the natural beauty phenomenon. A self-confessed "dag" Irene only sells natural, organic and clean beauty products. No toxins or harsh chemicals are present in any of the products she makes or sells.

Olivia Newton John's entire product range launched exclusive on [Nourishedlife.com.au](http://Nourishedlife.com.au) and Irene also sells Miranda Kerr, Elle Macpherson and the Bindi Irwin designed zero waste haircare range. Nourished Life is a one-stop-shop for natural skincare, body care, hair care, makeup, sun care and eco-friendly homewares and clothing brands.

"I was shocked to discover I was putting up to 500 chemicals on my body every day so I threw away thousands of \$\$ worth of products and went completely organic. Then I started a blog. I never intended to start a store. I only wanted to help other women find natural and organic alternatives, but I soon realised how confusing the process was. Now at [NourishedLife.com.au](http://NourishedLife.com.au) every product is vetted by our team, every ingredient on every label is checked so you don't have to!" says Irene.

"It all started from there. I was always into tech, I'm a tech geek. Now I blog, use social media and have my "Talking Clean with Irene the new clean living podcast" that shot straight to number 7 on Apple iTunes. I'm an eco-warrior with a real passion for the planet, and for Australian women. I want to nourish the planet, animals and people, one lipstick or beauty product at a time!" concludes Irene.

TO INTERVIEW IRENE FALCONE and give away Nourished Life gift vouchers as prizes email [max@marksonsparks.com](mailto:max@marksonsparks.com) or call Max Markson 0412 501 601

PS: Irene can also put on her GREEN CROWN & talk about sustainability in the home, Sunscreen Wars dispelling the myth about natural v chemical sunscreen, the efficacy of natural insect repellent, Fake Tan and so much more!

**Contacts**

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