



FOUNDER, Britta Aragon

Britta Aragon, safe cosmetics expert, author and entrepreneur, developed CV Skinlabs™, a luxurious and innovative line of skin care products that sets a new standard for safety in the beauty industry. The collection features soothing and highly effective formulas that repair skin while restoring radiance and luminosity to dull and sensitive skin. Each solution delivers outstanding beauty benefits and proven results, with ingredients chosen for the utmost efficacy and safety, every step of the way. The carefully formulated range of products can be used with peace of mind by all—particularly those with sensitive skin, chemical sensitivities or conditions such as eczema and chronic dryness, to name a few.

Britta discovered her passion for promoting safe self-care through her experience as a caregiver during her father's eight-year battle with cancer. A survivor of Hodgkin's disease herself, she understands firsthand the devastating effects of cancer. When she tried products specifically targeted for "sensitive skin," they were often laden with potentially harmful chemicals that actually irritated her father's fragile skin. She became acutely aware of how devastating the side effects from drugs and medical treatments could be. Inspired and determined to help others, she founded Cinco Vidas in 2008, and dedicated her work to her father's legacy.

Britta's first project, the Cinco Vidas blog, was created for those suffering from the side effects of cancer treatment and from conditions like chronic dryness and eczema. It has since evolved into a robust information source and interactive community attracting more than 30,000 visitors per month. In September 2011, Britta published her first book, **When Cancer Hits**, a guide for the newly diagnosed (available on CincoVidas.com, Amazon, and Barnes & Noble). Inundated with queries for product recommendations and safer solutions, she decided who better than she—a former makeup artist and skincare therapist—to develop a line of safer products addressing sensitive skin? She assembled an expert team of leading dermatologists, toxicologists and holistic skincare chemists and developed CV Skinlabs™, a safe, non-toxic range of products to repair and revive sensitive and fragile skin without harmful chemicals. CV Skinlabs is available at www.CVSkinlabs.com and from other retailers around the nation.

Throughout the year, Britta campaigns to raise awareness about healthy, non-toxic living and safe self-care nationwide through her blog, media interviews, speaking engagements, guest blogs, and by promoting and supporting other like-minded individuals and organizations. Britta lectures on Safe Self-Care in the New York area. Her speaking engagements and guest appearances include Gilda's Club, the "iThrive in Survivorship" teleseminar and the "Stupid Cancer Show," among others. Her work has been featured in "US Weekly," "People En Espanol," "Crazy Sexy Life," "Refinery 29" "Self.com," "Telemundo," "Well and Good NYC", "Real Simple Magazine" , "Organic Spa Magazine" and more.