



# The Best-Kept Secret of the Greek Gods and Goddesses

◆ *Semeli* = Ageless & Timeless Beauty... made in Greece, Naturally.

By Zoé Patra

**F**or many, thoughts of Greece conjure up images of the perfect get-a-way; white sandy beaches, sunsets that burn for hours, lemon trees housing the smallest hummingbirds you've ever seen. It's something to behold, and celebrate, preferably over a plate of kalamata olives, chilled ouzo and grilled lemon octopus.

For those eager to dig deeper, though, Greece offers even more. It is the birthplace of philosophy, the love of wisdom. It's a rare trait in today's nano-paced culture. But it still thrives in companies like Semeli Natural Products ([www.semeli.net](http://www.semeli.net)).

Semeli's dedication to creating natural products with integrity is upheld by the sister team of Karen Deluca and Kim Vernis. Their best kept secret is out, and everyone from Hollywood to Mount Olympus is starting to spread the word. Zoé Patra caught up with the sisters on a recent marketing tour through the Southland.

*ZP: Not to start with a hardball question, but the market is flooded these days with skin products. Every celebrity seems to*

*have one. What triggered you to import a new line from Greece?*

**K&K:** Maybe the fact that we weren't celebrities. Semeli was developed by our family in Greece, over a two-year period. They weren't out looking for a star to tell people how great it was. Only when it was really ready, when it was up to their standards, did they decide to share it.

*ZP: So you waited for a while... what was it like to finally get it?*

**K&K:** We were amazed by the formulations, scents, and feel. Results were immediate which is something we've never experienced from other products we've tried. As we researched the skin care industry, we realized that Semeli

could fill a niche for people who were looking for natural ingredients that works in conjunction with one's skin. Our philosophy is simple: integrity is more than skin deep. It's an understanding. A mind set. You'll never be in tune with your surroundings, if you're covering your face with mass produced chemical based products.

*ZP: It sounds like common sense. What's it like working together as sisters and being the co-owners of Eurocosmetica NA?*

**K&K:** We each bring a unique skill set to our company, which allows us to play off each other. We are similar in many ways; we finish each other's sentences and thoughts sometimes. But we also have our individual ways of doing things. Being so connected enables us to keep each other in check, if necessary. "I relish in the knowledge that my best friend & sister is there when I need her", says Karen.

*ZP: Every company under the sun claims to be Green. Are Semeli Natural Products "Green" and what does that really mean?*



K&K: We don't claim to be Green. We are Green. When formulating Semeli, hours and hours of thought were given to cultivating organically compatible ingredients. We were one of the first skin care lines to offer paraben free, petroleum free and animal by-product free options, and our packaging is completely recyclable long before it was trendy. Semeli was developed to support a healthier more balanced body, working together with what nature has provided.

*ZP: What US markets have embraced the Semeli brand? And are there plans to expand?*

K&K: Semeli is currently sold on the East Coast - New York, Midwest - Ohio, South - Texas and we're about to crack the west coast. We have a website where we do a lot of sales [HYPERLINK "http://www.semeli.net/"](http://www.semeli.net/)www.semeli.net. Also, we have been fortunate enough to get distribution through [HYPERLINK "http://www.amazon.com/"](http://www.amazon.com/)Amazon.com, which is a huge endorsement.

*ZP: So what's this ancient Greek secret you're now sharing?*



K&K: You have to ask the oracle!

*ZP: The Gods and Goddesses are hard to reach these days.*

K&K: Let's just say that Semeli combines Organic Greek Olive Oil with unique combinations of botanicals to provide effective, high quality skin-friendly formulations. These recipes have been shared from generation to generation because of the healthy benefits they provide. Knowing these traditions, our family created Semeli to offer this Ancient Greek Wisdom to the rest of the world - using nature to enhance beauty.

*ZP: I'm taking a wild guess here, but knowing you two; I'm guessing the word Semeli has some ancient etymology?*

K&K: The name Semeli originates from the word "themeli" which means, foundation, a quality attributed to mother Earth, which was considered to be "the foundation of everything". Metaphorically, Semeli represents the earth during spring.

*ZP: That's deep.*

K&K: Wait, the deepest one yet is the last. Mythologically, Semeli was the only mortal ever to give birth to a God: Dionysus. She was the daughter of Cadmus (the king of Thebes) and Harmony. According to the myth her exceptional beauty captured Zeus who fell passionately in love with her.

*ZP: She was using Semeli?*

K&K: You got it.

*ZP: So whom exactly should we be giving libations to?*

K&K: That's a softball... If you're using Semeli Natural Products, you should be toasting yourself.

