

# O'O HAWAII

## The Holistic Approach to Skincare

BY BROOKE ALLEN

*Holly Harding, founder of O'o Hawaii.*



O'o Hawaii's skincare line.

As an entrepreneur, Holly Harding worked “insane” hours every day to keep her finances afloat. Without any days off for herself, she put nutrition and exercise on the backburner to focus on her business.

“I really kind of let my body go and I just drove myself into the ground and found myself eating on the run and not exercising,” she said. “I caught a reflection of myself in a window of a store and I was like, ‘Oh my God, that’s me,’ and I just couldn’t believe it. So, it kind of put me on this quest in that moment to really learn how to eat again and get myself back in shape.”

With a new determination to get her body back in shape, she became a nutritionist to also “help others get healthy, whether it was weight loss or working with people that have autoimmune conditions or cancer or want to get their blood pressure and diabetes under control.”

Harding became a holistic health expert, and she found this new quest for helping others get in shape “really fulfilled” her. However, she noticed another market that could use her help: skincare. “Since I had all this new knowledge in health and wellness and holistic ingredients, I just felt like it was the perfect time to create more of an integrative concept in skincare that merged health and nutrients in with skincare because it really does start from within first,” she said.

With her new knowledge, she founded O'o Hawaii, her skincare business located in Hawaii. Her website states, “O'o Hawaii uses only the most beautiful, high functioning superfood level ingredients from nature that are from non-GMO sources, and when available, are grown organically in Hawaii. Filler ingredients with virtually no benefit are never used.”

Her skincare line took “about a year” to finish because she made a promise to herself to create skin products without any toxic ingredients that could damage her customers. “I just wanted to use ingredients that I felt really, really good about and that I could put on anyone and recommend to anyone and just personally stand behind,” Harding said.

With her company based in Hawaii, she made sure O'o Hawaii “wasn’t this cheesy, Hawaiian, touristy kind of brand.” She said, “We’re from Hawaii and there’s a certain mystique and uniqueness to Hawaii. So, for us, using locally grown superfood ingredients from Hawaii was something that that was a differentiator that we felt was really important in creating the brand.”

O'o Hawaii has scrubs, masks, moisturizers, serums and even a nutritional supplement. Here is a review of some of their products:





### BIRD SEED: DETOXYFYING FACE SCRUB

This scrub has an amazing scent — it’s not too strong and has a sweet, fruity smell. The scrub has volcanic rock, sapphire crystals, sustainable pearl powder, Hawaiian red alaea clay and more. This scrub is really thick and creamy, which I loved. The only downside was it was hard to massage around my face. I would prefer it being a bit thinner, so it would be easier to massage into my skin. However, my face felt so soft after I washed this off. Most scrubs leave my face very dry, flaky and tight, but this scrub left me feeling refreshed and moisturized. I can’t wait to use this scrub again. **This scrub is \$78.**



### SOAR: AGE DELAY MOISTURIZER & FINISHING POLISH

This has a very slight, inoffensive scent. The moisturizer features pure rose extract, fermented sea silt, babassu oil and more. This is a light moisturizer that has the power of a heavy moisturizer. It glided across my face easily and soaked in immediately — my face didn’t feel even slightly heavy or suffocated. After one use, I noticed a huge difference in my face after I applied foundation. My beauty blender usually causes flaking when I apply foundation, but with this moisturizer, my face was visibly smoother and, the best part, no flakes. I’m in love. **This moisturizer is \$75.**



### BIRDBATH: ANTIOXIDANT CLEANSING BALM

This has a refreshing minty scent that I really loved. This balm has sea buckthorn oil, coffeeberry extract, red algae, pineapple enzymes and more. I was really nervous to try this because I’ve never used a cleansing balm before. I was worried this would be difficult to wash off and wouldn’t truly remove all my makeup, but, boy, was I wrong. This did an amazing job of removing makeup and my face also felt super clean after I washed it off. The balm easily washed away and didn’t leave my face feeling greasy. My only issue with this is I wish it came in a 100 oz. option. **This balm is \$65.**

