



Jennifer Rock

Cleanse Off Mitt

Multi-award winning dermal facialist and lecturer Jennifer Rock, also known as 'The Skin Nerd', set up her company in 2016 to develop and produce an innovative Irish product to replace the need for facial wipes, which can be harsh on the skin. After much research and many focus groups later, the Cleanse Off Mitt was born. This reusable microfibre cosmetic mitt removes makeup and oil from the skin and contains no harsh chemicals or preservatives that can often irritate and exacerbate many skin conditions. Currently available online and through selected stockists, consumer demand for the Cleanse Off Mitt continues to grow.

A regular lecturer to professional medical and aesthetic practitioners, Jennifer is recognised as a skincare expert across the sector. She has also launched an online educational platform The Skin Nerd, which offers advice aimed at ensuring long-term skin health in an informative and objective way. 2017 also sees her launch the world's first online consultancy skin department store, Team Nerd. This online virtual consultancy service offers educated skin and nutritional advice that echoes the company's philosophy 'the skin is an organ; respect it accordingly'. Thirty brands are retailed through the site, including skin supplements, over-the-counter skincare products, mineral and vitamin infused makeup, and medical grade cosmeceutical products.

Jennifer has many ambitions for the business, and plans are well developed to expand the brand into markets in the US, Asia and Europe.

www.cleanceoffmitt.com
www.theskinnerd.com

