



LE STAND'IRENE



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• CRAFT/PROFESSION

Irène MILLION makes locally handcrafted soaps and has expanded her range with shampoos, shaving foams, and creams and balms for various skin types. All are natural skincare products. Irène also makes the packaging and labels for her products.

She uses a traditional cold saponification method “which means my soaps retain all the moisturising properties of oils”. Irène works with local ingredients like niaouli, tamanu, aloe, sand, coffee and Lifou vanilla but she also imports ingredients she can't find in New Caledonia so as to offer her customers a wider choice of skincare products. All her soaps are traced and tested before they are offered for sale.

Irène can make from 4kg to 20kg of products per day. She is always on the lookout for new ideas. Le Stand d'Irène has been a favourite at Noumea's Municipal Market since 2012.

• BACKGROUND

Irène has always preferred natural soaps to industrially produced soaps. She began by creating soaps for her own use, then got her

family and friends to try them out before setting up her own business. She used to work as a secretary but decided to turn her talents to the craft sector and pursue her passion for creating skincare products.

She first taught herself the ropes but then received precious help and advice from a chemist and soap manufacturer. “I work at my craft every single day and I am still reading, learning and finding out more and more”, she explains.

• INSPIRATION AND ART/DESIGNS

Irène makes her soaps using local coconut oil and olive oil to make them gentle and foamy. The colours derive from powdered plants or clay which are packed with nourishing properties for the skin. Her soaps are scented with natural or organic essential oils. “I love creating new marbling patterns, new scents, and new balances of ingredients”.

Natural ingredients, scents and the properties of essential oils are all sources of inspiration for the soaps created by Irène. “I want to offer people skincare products which are really perfect for their skin type” she says.

