

Aesop was established in 1987. We are headquartered in Melbourne, and have offices and stores in many parts of the world.

Our objective has always been to formulate skin, hair and body care products of the finest quality; we investigate widely to source plant-based and laboratory-made ingredients, and use only those with a proven record of safety and efficacy. In each of our unique stores, informed consultants are pleased to introduce the Aesop range and to guide your selections.

A sincere interest in intelligent and sustainable design extends to every aspect of Aesop's workings. Just as meticulous research is integral to the formulation of each product, our utilitarian containers are created with utmost care to ensure they function with ease and are pleasing to our eyes.

In seeking new locations, our first consideration is to work with what already exists. It is our intention to weave ourselves into the fabric of place and add something of merit rather than impose a discordant presence, and our consistent practice to use a locally relevant design vocabulary.

We believe unequivocally that well-considered design improves our lives.

A decade or so ago, a delightful scientific discovery was made: skin cells have sound receptors, akin to those found in the ears. This revelation that the skin can quite literally 'hear' sound validated a conviction that had shaped the Aesop experience from the very start—that the right soundscape for an occasion is as affecting as the right aroma for a room, or the right formulation for a skin type. Each attends to the body and psyche, encountering that specific environment, and enhancing it.

Radiomatique

Playlists

Mixtapes

Future Fables

Close-up shots of various instruments being played.

Close-up shots of various instruments being played.

Sound has always been held in great reverence at Aesop—as has silence, when the time calls for it. From the literal mixtapes of New York bebop, Melbourne post-punk, Nina Simone and Gregorian chant that played in our first stores, to the digitally disseminated tunes that inspire our spaces around the world today, the auditory sense has been used to establish an atmosphere—be it via music, or a field recording, or a spoken story.

Radiomatique

In our stores, our offices, and our online premises, sound reverberates—whether to set a mood of tranquillity, induce a surge of energy, or provoke curiosity. This devotion to imbuing spaces with meaningful vibrations comes together in Radiomatique, our sonic catchment. It is here that Playlists, Mixtapes and Future Fables can be found, curated to suit the situation, and make the moment.

Radiomatique unites the worlds of song, scent and storytelling to provide auditory answers to everyday needs.

Silhouettes of Aesop products on a musical scale.

#### Playlists

Curated in-house, our themed Playlists are designed to provide auditory answers to everyday needs.

Starting at the very beginning—of the week, that is—Music for Mondays is an extensive collection of reviving recordings that is frequently refreshed to make the commencement of your seven-day cycle pert and productive. Then there's Music for The Task at Hand, featuring textured tracks aimed at heightening focus, supporting thought, or turning a chore from a bore to a bliss.

Music for Hosting is a selection totalling more than seventeen hours (and counting), designed to run like a current under the flow of conversation at boisterous celebrations and intimate dinner parties alike. The ample duration of this Playlist ensures the serving up of fresh sonic fare, gathering after gathering. After the party, the desire to wash it all away with a soothing soundtrack can be answered via Music for Bathing, the consummate complement to a well-earned soak. And finally, Music for Midnight is the list for the most restless late-night contemplator, designed to lend a cinematic quality to the wee hours.

A turntable on a mid-century wooden table with a stack of vinyl records resting alongside it.

#### Mixtapes

By rousing the spirits, telling a tale, firing up a dance, or inviting a chorus, music disintegrates the barriers between us. Aesop Mixtapes—a veritable kaleidoscope of global voices sharing auditory experiences—is a place to revel in the connective power of music.

Created and broadcast in partnership with Worldwide FM, these 60-minute compilations are created by individual artists to reflect their style, taste and story. From the transcendent soundscapes proffered by AUKA—trombonist and bandleader of the all-female Latin ensemble Colectiva—to the playlist of Australian First Nations singers selected by Gumbaynggirr and Yamatji singer-songwriter Emma Donovan, to the hour of tranquil sounds from nature and original compositions woven together by American multi-instrumentalist Laraaji, Radiomatique Mixtapes is a gradient of audible colours, flavours, scenes and feelings to elevate everything from meditative train rides to meandering wanders to sleepy Sundays.

Abstract graphic of spinning circular lines on a bronze background.

Abstract graphic of spinning circular lines on a bronze background.

#### Future Fables

Created in partnership with Literary Hub, Future Fables is the Aesop podcast of fabulous tales conjured by esteemed writers from around the world, designed to guide and inspire.

The series charts a course through friendship, envy, empathy, fear, change, love, death, community, and everything in between—all through the adventures of rats, river cats, wolves, butterfly folk, and even humans. With a nod to the narrative form of the great fabulist and company namesake, each of these mini fictions unfolds as a kind of fanciful bedtime story for adults, while taking the listener on a journey through contemplation-inducing, conversation-provoking notions.

For maximum effect, these flights of fancy are best enjoyed by the light of an aromatic candle, under a cosy quilt, and with a cup of something warm, fragrant and delicious.

There are few activities more likely to bring out the inner child than time spent splashing in suds and bubbles.

Be it in the bathtub, at the basin, or under a roaring showerhead, making ablutions in warm water is as satisfying to the senses as a decent sleep, a deep laugh, and a hearty meal. And for such an experience, no partner could outdo a good, honest bar of soap.

Refresh

Polish

Nurture

Aesop Bar Soaps: Nurture, Polish and Refresh

Aromatic and efficacious, Nurture, Polish and Refresh—the latest additions to our range of Body Care products—transform the simplest cleansing activity into a joyous and playful childhood romp.

Aesop bar soaps texture shots

Aesop bar soaps texture shots

Refresh: Bergamot Rind, Ylang Ylang and Lime

Bergamot Rind, Ylang Ylang and Lime combine in one enlivening aroma to make the senses—and wash-time warblers—sing.

Suitable for most skin types, Refresh gently cleanses without perturbing the skin, and is enriched with botanical oils renowned for their purifying properties. The fresh and floral citrus aroma of this cleansing bar is truly something to delight in—an uplifting treat for the self, and a gift to grip even the pickiest recipient.

Aesop Refresh bar soaps placed horizontally behind the packaging in textured dark green background

Polish: Sage Leaf, Pumice and Pine Needle

There's a particular kind of gratification that comes with clearing away dead skin cells—a topic explored in greater detail in this article on exfoliation. That gratification only multiplies with Polish, a bar soap that effects gentle exfoliation thanks to the considered combination of Grape Seed and finely milled Pumice. Sage Leaf, Pine Needle and Clove Bud add a green,

camphoraceous character to the equation, making a session with Polish as pleasurable an experience as it is purposeful.

Particularly suited to dry, patchy skin, Polish can be worked into a rich lather and massaged over the body or hands, as needed. And no matter where it lives—kitchen, bathroom or laundry; at home or at work—this mild yet invigorating bar soap is certain to leave the user with a thoroughly enjoyable situation on their hands.

Aesop Polish Bar Soaps placed next to the packaging in dark yellow textured background

Nurture: Rosemary Leaf, Cedar Atlas and Lavender Stem

Keeping Nurture beside the basin or bathtub will have you revelling in the woody, herbaceous, floral aroma of Rosemary Leaf, Cedar Atlas and Lavender Stem combined, while enjoying the mild yet effective cleanse delivered by every use.

A thoughtfully set scene can assist in nurturing more of the senses, too. A bathing session can be enhanced by dimming the lights, igniting a candle or a stick of incense, and listening to Music for Bathing—our specially-curated playlist of soothing tunes for blissful soaks.

In the realm of the facial hydrator, there is no shortage of choice.

The Aesop skin care range features plentiful oils, creams, lotions, gels and serums, all enriched with efficacious ingredients to replenish and support a variety of specific skin types and conditions. But beyond texture, colour and aroma, the differences between products are not always apparent.

Having an abundance of potent hydrators to choose from is a pleasant predicament. Better still: understanding precisely what each product is, how it works, and when to apply it.

Beyond speaking directly with our expert consultants—both in-store and through the live assistance on [aesop.com](https://www.aesop.com)—it is ideal to have this information all in one place, so it can be referenced at will. This article is just such a compendium for facial serums, designed to illuminate what they are, explain how they work, and profile the selection available at Aesop.

## Serums

Lucent Facial Concentrate

Parsley Seed Anti-Oxidant Intense Serum

Lightweight Facial Hydrating Serum

Exalted Eye Serum

A drop of serum dripping on a beige surface above a white thread

A drop of serum dripping on a beige surface above a white thread

## Serums

The term ‘serum’ usually refers to a low-to-medium viscosity product with an aqueous base—light in texture and finish, but often high in potency. It is this combination that makes a

readily absorbed serum so easy to fit into an existing skin care regimen—especially in hot or humid conditions.

Owing to their generous measures of replenishing ingredients in a lightweight format, serums are excellent for hydrating the skin without overburdening it. It is this quality that makes them ideal for layering or blending with other kinds of hydrators, too—a topic covered in greater detail in our article ‘Expert recommendations: consultants on blending’.

Preferred skin feel and finish are two qualities worth bearing in mind at the outset when considering a serum over another type of hydrator. But beyond these aspects of a formulation, a deeper understanding of each serum’s respective benefits is key to determining the most suitable product for different skin types.

### Potent ingredients

Once you have identified your skin type—an effortless process, with the assistance of one of our wise consultants, or a reading of ‘An introduction to skin types’—a perusal of the key ingredients in each Aesop serum will guide you toward the preparation best suited to your needs. Four hydrating serums are available in the range: Lucent Facial Concentrate, Parsley Seed Anti-Oxidant Intense Serum, Lightweight Facial Hydrating Serum and Exalted Eye Serum.

Vitamins, anti-oxidants and humectants are just some of the chief ingredients that are featured consistently within these four hydrators.

### Lucent Facial Concentrate

Feather-light and prodigiously hydrating with a fresh, woody, floral aroma, Lucent Facial Concentrate is a serum replete with Vitamins B3 and C, Sodium Carrageenan and Rose Petal.

Aesop Lucent Facial Concentrate in amber glass bottle with pipette dropper placed in front of yellow-orange background

Lucent Facial Concentrate is a potent yet lightweight formulation infused with Vitamins B3 and C to replenish and balance the skin.

Lucent Facial Concentrate: vitamin-rich, balancing and replenishing

Lucent Facial Concentrate includes Sodium Ascorbyl Phosphate, a water-soluble, stabilised form of anti-oxidant and skin-balancing Vitamin C. Vitamin B3 is present in the form of Niacinamide, a barrier-supportive and moisturising ingredient that also helps to calm and bring balance to the skin. Sodium Carrageenan—a humectant extracted from Red Algae—boosts hydration and the skin’s ability to retain water. Complementary botanicals—essential oils of Frankincense, Rose Petal and Sandalwood—are included for their known benefits for the skin; as an incidental treat they also lend a fresh, woody and floral aroma.

Suitable for most skin types, day and night

Though Lucent Facial Concentrate is particularly suited to combination and oily skin—and those in hot, humid climates—it provides vitamin-rich, sustained hydration for most skin types, year-round.

Lucent Facial Concentrate can be applied both day and night, leaving a smooth, matte finish. To use, dispense one to two pipettes—roughly half a teaspoon—of product into the hand, and massage into freshly cleansed and toned skin from forehead to neck.

#### Layering and blending

Layering or blending products that offer different benefits is an excellent way to provide refined support to the skin.

For dry skin or cool climates, Perfect Facial Hydrating Cream is a quintessential companion for Lucent Facial Concentrate. After applying the serum, massage the cream into the skin.

For increased nourishment, blend one pipette of Lucent Facial Concentrate with three drops of Damaskan Rose Facial Treatment and massage over freshly cleansed and toned skin.

#### Parsley Seed Anti-Oxidant Intense Serum

A stalwart of the Parsley Seed Skin Care range, Parsley Seed Anti-Oxidant Intense Serum has a unique characteristic: extracts of Red Algae and Tara Gum work in concert to form a non-occlusive, breathable film on the skin to guard against airborne particulates. The serum also contains a suite of anti-oxidant-rich ingredients to help fortify the skin, including Parsley Seed, Green Tea and Grape Seed extracts and nourishing Tocopherol.

A pipette placed on top of Aesop Parsley Seed Anti-Oxidant Intense Serum in amber glass bottle, on a textured blue surface,

Parsley Seed Anti-Oxidant Intense Serum hydrates, replenishes and fortifies the skin

Replenishing the skin, day and night

Suitable for most skin types, including sensitive, Parsley Seed Anti-Oxidant Intense Serum is ideal for use during the day or at night, with the recommended application method varying from morning to evening. For best results, dispense a quarter of a pipette into the hands and massage into freshly cleansed and toned skin, noting the subtly herbaceous, floral aroma throughout the experience.

The order of application is important to ensure that the product's characteristic film is not disrupted for day-time use. In the morning, apply Parsley Seed Anti-Oxidant Intense Serum over your other moisturising products—if any—after they have absorbed, and wait until the skin is touch-dry before applying makeup or sunscreen. If using overnight, the serum may be applied in the order that you wish and blended with other products to boost nourishment.

#### Layering and blending

For richer hydration and to further fortify the skin throughout the day, layer Parsley Seed Anti-Oxidant Facial Hydrating Cream under Parsley Seed Anti-Oxidant Intense Serum.

To enhance nourishment and anti-oxidant efficacy at night, blend Parsley Seed Anti-Oxidant Intense Serum with three drops of Parsley Seed Anti-Oxidant Facial Treatment, and apply before bed.

#### Lightweight Facial Hydrating Serum

It's all in the name. Lightweight Facial Hydrating Serum is precisely that: light in texture and skin feel, swiftly absorbed with a matte finish. It has a soothing, hydrating base of Aloe Vera and Panthenol and includes Sodium Ascorbyl Phosphate (Vitamin C) alongside Ylang Ylang essential oil, which is known for its balancing properties. This serum is ideal for those with oily, combination or blemish-prone skin who may find the texture of hydrating creams or richer lotions to be burdensome. It is also suitable for sensitive skin.

Particularly suited to summer weather—or warm, humid climates in general—Lightweight Facial Hydrating Serum can be applied both morning and night. To use, massage one pipette—roughly half a teaspoon—into freshly cleansed and toned skin.

Aesop lightweight facial hydrating serum and two drops of the serum placed on textured beige background

Aqueous, replenishing and refreshing.

Layering and blending

For a refreshing hydration boost, apply Immediate Moisture Facial Hydrosol after Lightweight Facial Hydrating Serum and keep on hand to spritz throughout the day, as required.

When in need of nourishing hydration—in cooler climates or for combination skin with a tendency for dryness—blend three drops of Fabulous Face Oil with one pipette of Lightweight Facial Hydrating Serum.

#### Exalted Eye Serum

The fragile skin around the eyes requires a special kind of attention; products applied to it must be efficacious while also catering for the delicate nature of the area.

Replete with potent ingredients, Exalted Eye Serum has been crafted to replenish and support the skin with a soft, non-greasy finish. It is suitable for most skin types, including sensitive, and ideal for mature, dehydrated, dull or patchy skin.

Exalted Eye Serum sits alongside Lucent Facial Concentrate in the Skin Care+ range, which includes formulations distinguished by their generous measures of skin-supportive vitamins and complementary botanicals. Exalted Eye Serum features Sodium Ascorbyl Phosphate (Vitamin C), Niacinamide (Vitamin B3) and hydrating Sodium Carrageenan. Additional ingredients include humectant Panthenol (Provitamin B5), which is also renowned for its soothing properties,

nourishing and fortifying Tocopherol (Vitamin E) and a polysaccharide-rich extract of *Pelvetia Canaliculata*—brown seaweed—which helps improve skin suppleness and resilience.

A ceramic plate and a bottle of exalted eye serum placed on a wooden surface  
Vitamin-rich and skin-supportive, Exalted Eye Serum provides targeted hydration for the delicate eye area.

When to apply Exalted Eye Serum

Exalted Eye Serum provides sustained hydration; morning and evening are both excellent times to apply this superbly replenishing formulation. It also makes for an ideal desk-drawer or handbag companion to refresh the skin around the eyes throughout the day.

To use, dispense a few drops into the hands, then transfer to the skin surrounding the eyes with the tip of a finger, massaging gently until absorbed. Apply to freshly cleansed and toned skin, and attend to the rest of the face and neck with your preferred hydrating product.

Since Aesop's inception, we have maintained a fiercely independent approach to product research and development. Our team of skilled chemical scientists works out of our Head Office in a utilitarian, custom-built laboratory – conceptualising product ideas, researching blends, and creating prototypes.

We source ingredients from the most reputable suppliers across the globe, then marry contemporary technology with long-established scientific practices.

We launch new products only in response to genuine needs expressed by our clients, and only after extensive research delivers formulations of the highest quality and efficacy.

In store product display

We wish to warn our clients that there are imitation Aesop products on the market. Our unwelcome admirers are selling their wares in packaging designed to closely resemble our own.

Our products are available only at Aesop signature stores and department store counters, select stockists, and Aesop Online. You will know you are purchasing a genuine Aesop product also by virtue of the label and by the care you receive. When you buy Aesop you will be served by staff who are gracious, well-informed and worldly – people who, unlike our imitators, get it.

What is the relationship between the Aesop Foundation and the company?

The Aesop Foundation receives an annual gift from Aesop which is part of the company's public commitment to donate at least AUD\$40 million to charitable causes by 2030. The Foundation shares its name and values with Aesop. Grant making is independent of business and the Foundation has its own governance structure, subject to UK charitable law. Grants made by the Foundation are for public benefit and can only be made to charitable organisations.

How does the Aesop Foundation make funding decisions?



The Aesop Foundation is governed by a board of trustees. Funding meetings, where proposals are presented for discussion, are held throughout the year. Partner grants are approved at the discretion of the trustees, in line with the Foundation's strategy.

How does the Aesop Foundation measure impact?

The Aesop Foundation works with partners to measure the impact of individual grants. The Foundation has a monitoring and evaluation framework which is used for all grantees.

I have an idea, can I submit a grant proposal?

Currently the Foundation is unable to accept unsolicited proposals.

How is the Aesop Foundation governed?

The Foundation adheres to UK charitable law and has its own governance structure which is separate from Aesop the company.

How can I get in touch if I have any questions?

If you have any questions, please contact [foundation@aesop.com](mailto:foundation@aesop.com)

About the Aesop Foundation

Since its beginnings, Aesop has prioritised support for the communities in which it operates. From humble gestures at the store level to significant donations to charity partners, Aesop has long contributed in ways that help fulfil unmet needs.

As a Certified B Corporation®, Aesop meets the highest verified social and environmental performance standards, transparency, and accountability. The Aesop Foundation goes beyond, embracing our role as global citizens with responsibilities to all people and the planet.

The Aesop Foundation believes those directly impacted by exclusion have the courage, ability, and passion for creating a better world. As allies, we want our generosity to magnify the efforts of these communities to lead and drive change. It is important that we show up in the right way. To this end, we will be intentional about investing in diverse organisations.

The fourth Othertopias fragrance

In Eidesis—the next chapter of the Othertopias fragrance collection—woody, spicy and ambery accords collude to enthrall the senses.

The first three Othertopias Eaux de Parfum—Miraceti, Karst and Erémia—were inspired by journeys to places both real and imagined.

From high seas to the shore, each scent explores worlds within worlds and was created in collaboration with Aesop's long-term fragrance partner, Barnabé Fillion.

Eidesis—the fourth chapter, also realised in partnership with Fillion—takes the wearer to an imaginary world beyond the surface of the mirror where they may reflect on the complex nature of desire.

An amber glass bottle of Eidesis Eau de Parfum sitting on the ridge of a basin.

An amber glass bottle of Eidesis Eau de Parfum sitting on the ridge of a basin.

Experiencing Eidesis: a myth retold for the modern day

Retold through the centuries in painting, dance and song, the story of Narcissus and Echo is a universal tale of longing and loss, desire and deception. In Eidesis, these innate emotions are evoked through a beguiling blend of woody, spicy and ambery aromas, lending notes of provocation to the everyday.

Here we narrate this experience of the scent as a captivating myth unfolds in the modern day.

A reflection of an Eidesis Eau de Parfum bottle in a pool of rippling water.

A reflection of an Eidesis Eau de Parfum bottle in a pool of rippling water.

Act I: Petitgrain, Black Pepper and Frankincense

Emerging from the shower, cleansed and invigorated. From the bathroom counter, a bottle of Eidesis offers aromatic enhancement to this moment.

The first spritz—characterised by crisp Petitgrain and Black Pepper—is a charge of rousing citrus spice, given depth by opening hints of Frankincense.

Decorative.

Act II: Frankincense, Cumin and Cedar

Cedar and Frankincense develop in the heart of Eidesis as a woody, resinous warmth arises, imbuing encounters with an aromatic magnetism. Spice notes unfold, with subtly metallic Cumin lending intrigue to the ambrosial amber accord.

Decorative.

Act III: Sandalwood, Cedar and Vetiver

Deeper into the day, and the sustained echoes of Sandalwood, Cedar and Vetiver linger on the skin like a memory; a note left for a loved one; an impression on a pillow. A message of longing, written in scent.