



SKIN, REIMAGINED

PRISCILLA LACLÉ

Your Skin Revolutionist

ORIYÉ



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FOREWORD

THE WOMAN BEHIND ORIYÉ

People often know us by our professions or the titles written next to our names. My own story includes business and government as well as technology and entrepreneurship. However, those chapters tell only part of who I am because curiosity has influenced so many choices I have made in life. I have always loved learning and asking questions because discovering something new genuinely excites me. Likewise, I have learned that some of our greatest ideas can begin in the most personal parts of our lives.

For me, that personal part has always been skincare. It all began in childhood and grew alongside me as I learned about ingredients and developed my own daily rituals. Therefore, Oriyé represents years of genuine curiosity paired with everything my professional journey has taught me about research and innovation.

I am ecstatic to tell you about the little girl fascinated by youthful skin and the entrepreneur who eventually transformed that fascination into Oriyé. Perhaps somewhere in these pages you will recognize a piece of your own story and remember that an idea close to your heart deserves the chance to become something extraordinary.

*An idea close to your heart
deserves the chance to become
something extraordinary.*



CHAPTER I

CURIOSITY BECAME MY COMPASS

Curiosity has guided many of my choices. I studied Management, Economics and Law at Inholland University of Applied Sciences, exploring business, economics, legislation, and problem-solving. My corporate career added experience in operations, governance, risk management, stakeholder management, process improvement, and audit support.

I later joined the Dutch public sector, working at the Social Insurance Bank in the Personal Budget domain and UWV in Unemployment Benefits and Data Services. Today, I serve as a Government Business Advisor, combining strategy, legislative analysis, business improvement, data, and technology.

My entrepreneurial journey grew from my love for technology. Founding Fushion AI gave me the opportunity to explore artificial intelligence, machine learning, automation, and predictive analytics for the real estate sector. I learned to translate complex technology into practical solutions businesses could use. Looking back, business, government, technology, research, and entrepreneurship have taught me about responsibility, leadership, listening, learning, and trusting my ideas.



CHAPTER II

THE BEAUTY STORY THAT BECAME ORIYÉ

Skincare has been part of my life since childhood. I still remember being six or seven and telling my mother that I wanted to keep looking young and beautiful for years. Back then, I had no idea that such a simple thought would grow into a lifelong passion. Over the years, I kept learning about ingredients and developing daily rituals that became part of my own self-care. Eventually, those early habits gave Oriyé its most personal foundation.

My mother played an important role in that journey because she introduced me to natural ingredients and the value of consistency. I became increasingly curious about what supported healthy skin and why certain products worked better for me. At the same time, I learned that caring for skin requires patience and attention instead of quick promises.

Oriyé grew from that belief and from years of personal experience that taught me to respect skin as something worth caring for every single day. I wanted Oriyé to give women products inspired by that same sense of care and curiosity.



CHAPTER III

WHEN THE MAKEUP COMES OFF

Makeup can be wonderful. I wear it myself for special occasions and I understand the pleasure of seeing your complexion looking smooth, radiant, and beautifully finished. Cosmetics can cover blemishes, uneven tone, and other imperfections for a few hours. Then you wash everything off and meet your bare skin again. For some women, that can immediately change the way they see themselves because the imperfections they covered earlier are visible again.

That experience inspired another important part of Oriyé. I want women to remove their makeup and still love what they see in the mirror because they know they have cared for their skin and supported its health. I want women to experience the joy of reaching the end of the day, washing everything away, seeing their natural skin in the mirror, and loving the woman staring back at them.

*I want women to remove their makeup
and still love what they see in the mirror.*



CHAPTER IV

LONGEVITY TAKES CENTERSTAGE

For me, skincare has always been closely connected to longevity. I think about the skin I have today and the skin I want to have years from now. Preserving elasticity, suppleness, and a healthy-looking complexion requires consistent attention, which is why this philosophy became such an important part of Oriyé. I want women to see skincare as something they can begin taking seriously at any age, especially during their 20s, 30s, and 40s.

This is particularly relevant to the women between 20 and 45 whom Oriyé speaks to. These years offer an incredible opportunity to support the skin and give it the care it deserves. Daily skincare choices can influence the condition and appearance of our skin for years, and I want women to become excited about that responsibility. Caring for your future skin can begin today with thoughtful products, beneficial ingredients, and consistency.

That is the longevity philosophy I want Oriyé to champion. Beautiful skin can be supported by developing habits that respect its changing needs. Oriyé celebrates that long-term relationship between a woman and her skin, encouraging her to appreciate what she has today while caring for the complexion she wants to enjoy in the years ahead.



CHAPTER V

SKIN HEALTH BEGINS BENEATH THE SURFACE

My research into skincare also strengthened my interest in what happens beneath the visible complexion. Healthy-looking skin begins with the condition of the skin itself, which is why supporting the skin barrier became essential to the Oriyé philosophy. I wanted our formulation strategy to consider skin wellness at a fundamental level and explore ingredients that support the skin while producing the beautiful luminosity women love seeing.

Naturally derived active ingredients play an important role in that vision. Oriyé concentrates on formulas developed to support the skin barrier and help preserve elasticity and suppleness while encouraging a youthful-looking complexion. Science guides our formulation philosophy alongside advanced skincare innovation, giving us an exciting foundation for products designed around long-term skin wellness. And yes, I absolutely want women to enjoy gorgeous, luminous skin. Yet I also want them to know what contributes to that appearance and why caring for the skin itself matters.



CHAPTER VI

DISRUPTING BEAUTY THE ORIYÉ WAY

For me, disruption means having the courage as an entrepreneur to question familiar beauty conventions and introduce a fresh standard for skin wellness. Oriyé also represents my belief that premium skincare can be attainable and still offer an exceptional experience.

Science backed components meet the power of natural ingredients because I believe both deserve a place in modern skincare. Equally important, safety and quality guide the choices surrounding every formula while research supports the ingredients selected for the brand.

Know that I am developing formulas that bring skincare technology together with original product concepts designed to challenge familiar beauty conventions. One thing is for certain, Oriyé is preparing a new generation of skincare that is out to redefine the beauty industry and introduce possibilities that women have yet to experience.

*Premium skincare can be attainable
and still offer an exceptional experience.*



CHAPTER VII

BRINGING BEAUTY BACK TO YOU

Essentially, I want women to look at themselves and appreciate the genuine beauty they already have because beauty should be personal to you. Social media introduces a new skincare trend almost every day, and following everything you see can consume hours, cost a tremendous amount of money, and sometimes expose your skin to practices that can cause harm.

I want Oriyé to empower women to go against the grain and ask themselves what their skin actually needs instead of letting an online trend answer that question for them. You deserve to enjoy skincare because it celebrates your individuality.

Oriyé is here to enhance the beauty women already have, preserving everything that makes them uniquely themselves while helping their skin become healthier, stronger, and beautifully radiant. In short, it exists to nurture what is already there and let that beauty flourish.



CHAPTER VIII

GIVING BACK HAS ALWAYS BEEN CLOSE TO MY HEART

Giving back has always been deeply personal to me. For several years, I have supported orphaned children, families, and schoolchildren across Asia and in different parts of the world, by contributing food, school supplies, and basic necessities. I also help people in the Dutch community and buy cat and dog food every month for an animal shelter in Holland. I believe that when God gives me the opportunity to help someone, I should, regardless of their background, nationality, religion, or circumstances. We are all human beings, and compassion is central to my existence.

Oriyé has given me an opportunity to bring something I have always cared about personally into the story of the brand. My dream is for part of Oriyé's success to support children, families, communities, animals, and causes close to my heart, including a trusted charity organization that provides food, education, and basic necessities.

One day, if God gives me the opportunity and ability, I would also love to establish my own charity project or foundation and help even more people. For me, success means being able to share more of what I have been given because the greater the opportunity I receive, the more I want to give back.

*The greater the opportunity I
receive, the more I want to give back.*



CHAPTER IX

YOU HAVE AN ALLY IN ME

I want Oriyé to be your ally and I want to always encourage you to believe in yourself and appreciate the beauty you already have. Beauty trends constantly introduce new standards and pressures to alter another feature, try another procedure, or become a different version of yourself. Oriyé champions the future of beauty, one driven by healthy skin, individuality, and genuine self-appreciation.

This revolution celebrates natural and effortless beauty. Oriyé is here to care for your skin, enhance its health and radiance, and help you appreciate the features that are already uniquely yours. I want women to enjoy beautiful skin and recognize the value of preserving the features that express who they truly are.

To every woman reading this, your beauty deserves your appreciation first. Care for your skin, learn what it needs, celebrate its individuality, and give it the very best care you can. Let Oriyé be your ally in discovering just how beautiful your natural skin can become, because this revolution begins with embracing your natural beauty, one that can't be taken away from you.

Sincerely,

Priscilla Laclé, Your Skin Revolutionist

ABOUT THE AUTHOR

Priscilla Laclé is a Dutch entrepreneur, research expert, tech aficionado, and Government Business Advisor. Her extensive professional background spans good governance, artificial intelligence, and entrepreneurship. Priscilla graduated from Inholland University of Applied Sciences with a degree in Management, Economics, and Law before entering the Dutch public sector and later founding Fushion AI, a technology company dedicated to automation and data-driven solutions for the real estate industry.

At the core is Priscilla Laclé's passion for skincare, which stemmed from childhood after watching her mother embrace consistent habits and appreciate natural components. Her fascination evolved into years of researching formulations, exploring products, and maintaining daily rituals, ultimately inspiring her as an entrepreneur to use those experiences and learnings as the foundation for Oriyé. Combining Korean ingenuity, European clinical expertise, and naturally derived active ingredients, Oriyé is Priscilla Laclé's brainchild, conceived to advance skin wellness through science, education, and informed choices while fostering a supportive community that cultivates confidence, acceptance, pride, and greater knowledge among women.

ABOUT ORIYÉ

Oriyé is intelligent skincare powered by nature and backed by science. We believe in skin longevity, not anti-aging. Our mission is to help you invest in your skin today for a radiant tomorrow.

Skin longevity. Science. Soul.

CONTINUE THE CONVERSATION

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