



kansoskin

Brand Story.



Joanne, co-founder of Kansoskin

This is Joanne, the co-founder of Kansoskin.

Joanne was a cabin crew with Singapore Airlines for over 7 years.

It was a rewarding career; She gets paid to travel the world, never have to worry about bringing work home, and was earning a comfortable income.

When she decided to leave her flying career in 2019, many of her friends were shocked. They said many would do anything to get into her position.

So, why did she leave the jet-setting lifestyle to go down the difficult path of starting a skincare brand amidst one of the worst pandemics in history?

How It All Began



"Abel is the biggest catalyst that sparked off the creation of Kansoskin."

Joanne founded Kansoskin because of her brother, Abel, whom she roped in as a fellow co-founder.

He is the biggest catalyst that sparked off the creation of the company.

Abel suffers from chronic eczema since he was a child. To control the symptoms, doctors prescribed topical corticosteroids, which he used for more than a decade.

Because of the prolonged use of mid-high potency prescription steroids, he suffers from a debilitating side effect known as topical steroid withdrawal (TSW) or red skin syndrome (RSS), affecting him from head to toe.

*"Only when you
feel the pain,
you won't feel the itch."*

Abel suffers from severe insomnia because of the uncontrollable itch that creeps in and gets more intense at night.

He would scratch throughout the night until his skin would bleed because to him, "only when you feel the pain, you won't feel the itch".



Our skin is supposed to protect us from the elements. But for Abel, even his own sweat would irritate and cause him to itch all over.

Even simple daily activities like showering are torture. He said it feels like he is being burned alive.



Abel is always hiding his skin in long-sleeved shirts.

Traveling or simply being outdoors is always a struggle.

The physical and emotional pain can get so bad it sometimes caused him to have fleeting thoughts of suicide, and his self-esteem and self-love hit rock bottom.

"It sometimes caused him to have fleeting thoughts of suicide."



"Abel's skin condition caused him insomnia, and took a huge toll on his mental and physical health."

Abel's skin condition not only caused him insomnia, but also took a huge toll on his mental and physical health.

When he was in school, his classmates would make fun of him, calling him "skin disease boy".

Once, despite not having a contagious condition, he was chased out of the swimming pool by a lifeguard because of the appearance of his skin.

To avoid weird glances and mean remarks from strangers, he chooses to stay at home most of the time. This hugely affected his social life and his confidence.

When Joanne found out that Abel couldn't get his ideal job due to his skin condition, it broke her.



In search of ways to help her brother, Joanne joined various eczema and TSW communities online, and to her surprise, she found out there are many people with skin conditions who face similar challenges in society.

Like Abel, these people are being denied a job and bullied simply because of the appearance of their skin. They are judged not based on their abilities or personalities, but rather, how their skin looked.

As someone who suffered from severe acne in her teenage years, Joanne knows how it feels to not fit in society.

But even so, she cannot imagine having such a visible skin condition covering her from head to toe.

She used to be very bitter about the way people treat Abel. However, she realised it is natural for people to fear what they don't understand.

That was when it struck her that there is a pressing need to talk about and normalise skin conditions, such as eczema, psoriasis, acne, rosacea, etc, to reduce the stigma surrounding them.



"There is a pressing need to talk about and normalise skin conditions."



The Mission

Together, Joanne and Abel decided to join forces to create a socially conscious skincare brand, specially designed for people with dry, sensitive skin, including those with eczema and psoriasis.

They aim to create meaningful skincare solutions that feel good and respect even the most sensitive skin.

More than that, they hope to inspire self-love and self-acceptance through the brand.

They want to create a world where everyone is treated equally, regardless of the state of their skin.



"This entrepreneurship journey has thrown them many curveballs."

Joanne began deep-diving into a lot of research papers to learn about the science behind skincare.

She has also attained an advanced diploma in organic cosmetic science and a diploma in organic skincare formulation from the UK.

Starting a skincare brand from scratch is no easy feat. It's a journey full of blood, sweat, and tears.

This journey has thrown them many curveballs. Thankfully, driven by their mission, they manage to overcome every one of them.

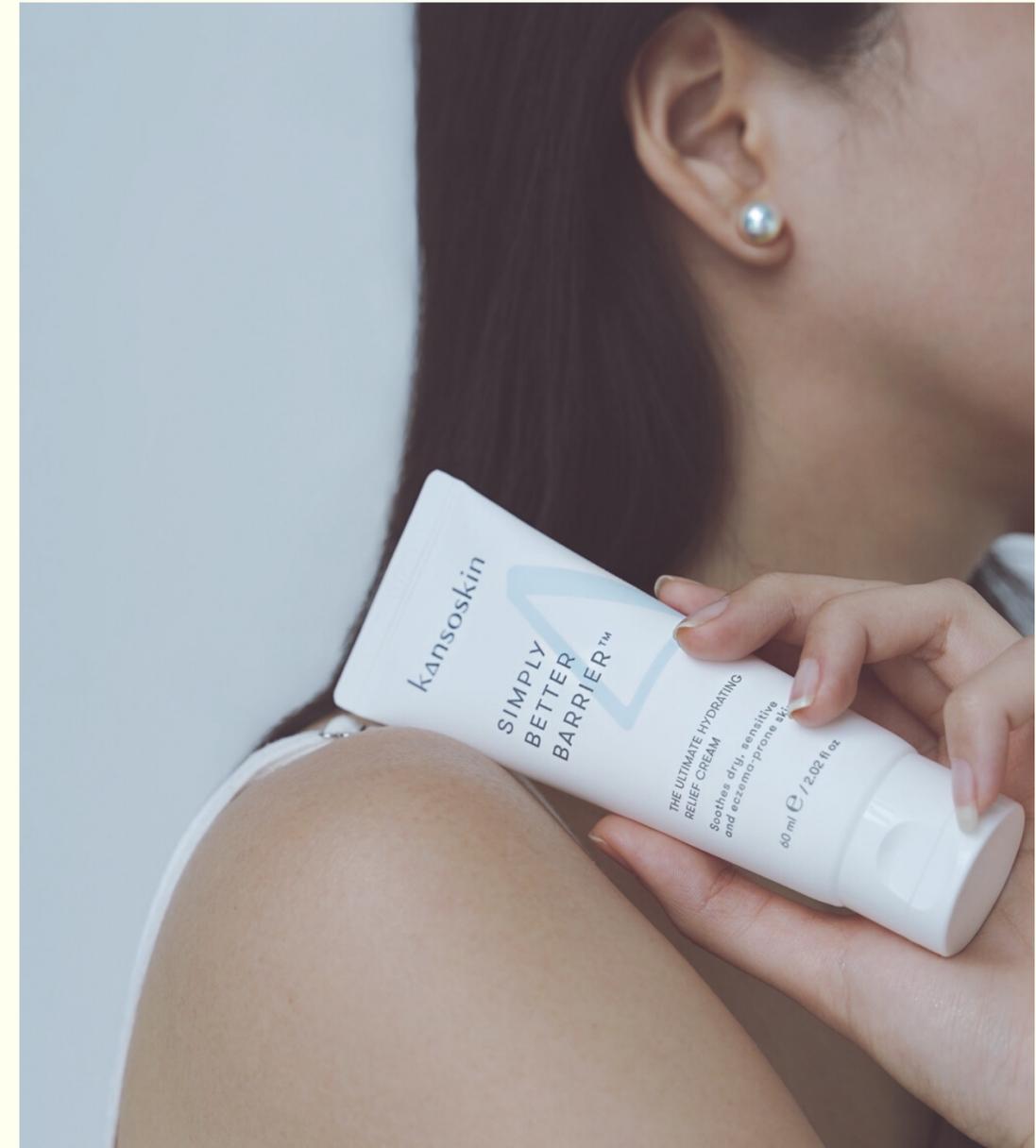
Kansoskin is all about self-love and normalising skin conditions – one person and one story at a time. We believe in healthy, not perfect skin.

"We may not be able to change the world, but we hope to be a good part of something big.

We are passionate about helping people with skin conditions feel better physically and emotionally. Our vision is to create job opportunities for people with compromised skin conditions.

We want to change the narrative of beauty and we'd love you to join us."

Skincerely,
Joanne and Abel



"All skin is good skin with Kansoskin #skinclusivity"

kansoskin

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