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ingredients for success

TAKE ONE INGREDIENT... MISMO DIRECTOR **IRENE MCDONALD** TELLS CASSANDRA LAFFEY WHY MSM IS A GOOD ADDITIVE.

AN INTRODUCTION to nutritional supplement MSM prompted Irene McDonald's natural skincare range, MiSMo.

Available in health food stores for arthritis, MSM, or organic sulphur, is present in all cells of the body.

"When researching I saw how good it was for the skin," Irene (pictured) says. "MSM tends to help all skin conditions from a cellular level, which means it normalises damaged cells and brings them back to health. Ladies noticed their wrinkles had gone because, as soon as your skin softens, lines are less noticeable."

Aged 50, and bored with retirement, Irene began mixing formulas in her kitchen, working out the correct proportions and using her family as guinea pigs. After three years, she took her gels and creams to a cosmetic chemist to work on a range.

Diagnosed with rosacea, Irene found her Rejuvenating Gel offered immediate relief from the redness associated with the skin condition.

"I had a red face and zits – it's real fun when you're my age to have a big shiner!" she laughs.

Now, at 57, Irene's face appears soft with an even tone. Combining MSM with organic aloe vera allows gentle exfoliation of the skin cells to combat acne, psoriasis, eczema, scarring and assist anti-ageing.

Having run a successful mail order fabric business for nine years from her Brisbane home, Irene had the know-how

to set up an internet site and supply to beauty salons all over Australia. Brimming with enthusiasm, the softly spoken grandmother of seven is passionate about providing effective skincare.

"I just loved every day I had [the mail order] business, but in the end, it grew a bit too big and wore me out. I grieved for it for years," admits Irene. "I loved the ladies I dealt with and the same thing's happening again. I can't not write notes when I send out parcels because a lot of the time I've spoken to them and, because skin's very personal, they tell you all about themselves."

Irene is mother to Angus McDonald, a.k.a. Black Angus from successful Aussie dance act Sneaky Sound System, and credits her son with inspiring her to launch MiSMo.

"Angus comes from a corporate background and he changed career when he was over 30 and broke into music. I thought, if he can do this, he's my role model. Our other two boys are also successful. They've all done it, so I thought I would get back into the race with them!"

"Retirement wasn't for me... I just wasn't into that scene," Irene says. "It was boring as. I just love what I do. I bound out of bed every day so excited – what a lovely way to be at this time of my life."

www.mismo.com.au

