



NATRUE
International Natural & Organic
Cosmetics Association

True Stories

Rethinking Luxury Organic Skincare: Meet Naiora

Rasa Stasioniene, Founder of NAIORA

I'm Rasa Stasioniene, founder of Naiora, a premium certified organic skincare brand.

My journey into organic skincare began with a deeply personal experience. Throughout four pregnancies, hormonal changes continually affected my skin. Despite trying many conventional skincare products, I struggled to find formulations that truly met my skin's changing needs.

This inspired me to explore organic ingredients and the science behind their effectiveness. Unable to find skincare that combined visible results with the quality and luxury experience I was looking for, I decided to create my own. That's how Naiora was born.

Outside of Naiora, I'm a mother of four, and family is everything to me. One of my children competes professionally in karting, so we spend much of our time travelling across Europe. My life is a wonderful kind of chaos between racing weekends, endless flights, family and building Naiora. I also enjoy sharing glimpses of it on social media.



NATRUE: What was the original idea behind creating Naiora?

Rasa: Naiora was born from a desire to redefine what organic skincare could be.

Choosing organic should never mean compromising on results, sophisticated formulations or the experience of using a luxury product. I believe natural ingredients deserve the same scientific innovation, attention to detail and performance that we expect from advanced skincare.

I wanted to challenge the perception that organic beauty is simply a gentler alternative to conventional skincare. My vision was to create certified organic products that combine modern science with a luxurious experience while delivering visible results and respecting ingredient integrity.

For me, these elements should complement one another rather than compete.

NATRUE: Your philosophy centres on skin longevity. What does this mean in practice, and how does it influence your formulations?

Rasa: For me, skin longevity is about caring for the future of our skin, rather than focusing solely on correcting visible signs of ageing.

Our formulations are designed to support the skin's natural functions, maintain hydration, strengthen the skin barrier and address early signs of ageing through carefully selected active ingredients.

The goal is to achieve visible results today while supporting healthier, more resilient-looking skin over time. I believe skincare should be approached with a long-term perspective, focusing on consistent care rather than simply reacting to the first signs of ageing.



NATRUE: How do you combine advanced skincare science with certified organic ingredients?

Rasa: At Naïora, science and nature work together from the very beginning of product development. We combine carefully selected organic ingredients with active compounds and modern formulation technology, paying close attention to ingredient quality and effectiveness.

The result is sophisticated certified organic skincare designed to deliver visible results while offering the performance, textures and sensory experience people expect from luxury skincare.

NATRUE: Why was NATRUE certification important to you when developing Naïora?

Rasa: When I started Naïora, I wanted people to feel confident about what they were putting on their skin. With so many brands using terms such as “natural” and “clean”, I felt it was important that these words represented something more than marketing.

I wanted Naïora to meet internationally recognised standards rather than define for ourselves what natural or organic skincare should mean. NATRUE's criteria and independent certification process provide a framework for our commitment, from ingredient selection to the finished formulation.

For me, luxury skincare is not only about beautiful textures and visible results. It is also about understanding the standards behind the product. NATRUE gives that reassurance through independent verification, not just beautiful branding.

NATRUE: What do you think distinguishes Naïora from other natural and organic skincare brands?

Rasa: We approach organic skincare with the same expectations we would have of luxury, science-led skincare.

We focus on advanced formulations, carefully selected active ingredients and the evaluation of product performance, while maintaining our commitment to organic certification and the sensory experience of using skincare.

Ultimately, I want women to choose Naïora for its effectiveness, visible results and clinically supported performance, with the added benefit of a clean, certified organic formulation.

I also want to make high-quality skincare an option for women at different stages of life and with different needs. Whether someone is pregnant, undergoing cancer treatment or simply becoming more conscious of the ingredients in their skincare, I want women to have access to skincare that delivers exceptional results without compromising on ingredient quality.

My ambition is to show that organic skincare can offer both: a thoughtful approach to ingredients and a sophisticated skincare experience.



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