



True Stories

Unisex designs, crafted to bring people closer through skincare: meet Baroque & Rose



Miriam Ciantar – Founder/CEO of Baroque & Rose

Driven by a passion for sustainable beauty and a vision of creating a meaningful connection between self-care and environmental care, I founded Baroque & Rose. My goal was to create organic, ethically sourced skincare solutions that empower consumers to prioritize both self-care and environmental care. I spearheaded the creation of a brand that now offers over 6 products, all crafted with certified organic ingredients and backed by eco-friendly packaging solutions. Nature has always been my greatest inspiration, and I find peace by the sea and during long walks through the countryside.

NATRUE: What inspired you to start Baroque & Rose, and how did the brand get its name?

Miriam: The inspiration for Baroque & Rose came from my childhood memories of watching my parents' bathroom routines. I would wait eagerly to spend time with them, watching my dad shave and apply aftershave, and then step aside as my mum began her skincare and makeup rituals. I was fascinated by those individual routines but it always made me wonder: why couldn't they share products or experience those moments together?

This curiosity sparked the vision behind Baroque & Rose: creating products that fosters connection. Our products are designed to bring people together, encouraging shared moments of care, whether it's applying products to yourself or helping someone you love.

The name Baroque & Rose reflects this duality and balance: *Baroque* embodies the strength and boldness of masculinity, while *Rose* symbolizes the softness and elegance of femininity. Together, they represent our unisex designs, crafted to bring people closer through skincare.

NATRUE: What makes your formula special?

Miriam: Our formulas are crafted with the freshest, most premium ingredients, grown directly on our factory land. Each ingredient is handpicked and hand-sewn with care, ensuring the highest quality from the very start. We employ a cold maceration process paired with cutting-edge technology, preserving the potency and purity of our ingredients. This allows us to deliver skincare solutions that are free from synthetic additives, offering our customers products that are as natural and effective as possible.

While premium ingredients and customer satisfaction are at the heart of what we do, we are equally committed to sustainability. Every step of our process reflects our respect and love for the planet, ensuring that our practices nurture both the skin and the environment.

NATRUE: How does Baroque & Rose approach sustainability in its production processes and material sourcing?

Miriam: Sustainability is at the core of our production processes. We harness the finest ingredients that nature has to offer, ensuring they are sourced with care and respect for the land. Our packaging



is designed to be eco-friendly, reflecting our commitment to reducing environmental impact. Equally, we take great pride in ensuring that all our practices are cruelty-free.

NATRUE: Can you describe the design philosophy behind Baroque & Rose?

Miriam: Our design philosophy embodies the essence of organic, clean luxury – seamlessly combining pure, high-quality ingredients with exquisite packaging and a refined lifestyle experience. We strive to pamper our customers in every way, delivering indulgence that not only feels luxurious but also aligns with their values of sustainability and care for the planet. With Baroque & Rose, luxury and responsibility coexist, creating a skincare experience that nurtures both the individual and the world around us.

NATRUE: Why did you choose the NATRUE certification?

Miriam: NATRUE certification embodies everything Baroque & Rose stands for. It's more than a quality standard—it's a guarantee of authenticity, transparency, and sustainability. By obtaining this certification, we ensure that our products are held to the highest standards, free from greenwashing, and genuinely aligned with our ethos.

Transparency is at the heart of what we do. Our ingredient listings are 100% clear and honest, so our customers know exactly what they're using. Sustainability and animal welfare are also non-negotiable values for us, and NATRUE allows us to showcase these commitments with integrity.



For more information about Baroque & Rose,
visit www.baroqueandrose.com