



True Stories

COnnecting NATure and SKIN: meet Conaskin

Dirk Seegert, Founder and CEO at Conaskin

My name is Dirk Seegert, PhD, and I am the founder and CEO of Conaskin. With over 10 years of experience in the natural and organic cosmetic sector, and additional 25 years as scientist specializing in the field of inflammatory processes, I have dedicated my career to harnessing the power of nature for effective and sustainable skincare solutions. My journey into this field began with a passion for clean, nature-derived ingredients and a desire to create products that truly benefit the skin without compromise. Outside of work, I enjoy sports like cycling (indoor and outdoor), hiking in nature, gardening, and beekeeping, passions that continually inspire my work.



NATRUE: Why did you create Conaskin, and what does the name represent?

Dirk: Conaskin was born out of a deep desire to create skincare that blends the purity of natural ingredients with the latest scientific research in skincare. The name "Conaskin" is derived from "COnnecting NATure and SKIN," reflecting our mission to harmonize the natural world with advanced skincare. We believe in developing products that not only nurture the skin but also honor and protect the environment.

NATRUE: Manuka honey and propolis are key ingredients in your products. What unique benefits do they bring to your skincare range?

Dirk: Manuka honey is renowned for its antibacterial and hydrating properties, making it a powerhouse and essential ingredient for supporting skin health and healing. It deeply moisturizes, soothes irritation, and supports the skin's natural barrier. Propolis, often referred to as "nature's sealant," is packed with antioxidants and antimicrobial benefits. It helps to protect the skin, combat environmental stressors, and promote a balanced complexion. Together, these ingredients work synergistically to deliver gentle yet highly effective care.

NATRUE: Your skincare products are described as combining innovation with nature. Could you share more about the process behind developing your formulas?

Dirk: Our product development process begins with extensive research into the most beneficial natural ingredients and how they interact with the skin. We collaborate with experts in cosmetic development to ensure each formula is both scientifically effective and environmentally sustainable. We aim to create products that provide real, visible results while also being kind to the planet. To achieve this, we then rigorously test our formulas to achieve the perfect balance between efficacy and sensory experience. This approach ensures that our products are safe, innovative, and truly resonate with our commitment to natural skincare.

NATRUE: Who is the ideal Conaskin customer, and how does your brand resonate with their needs?

Dirk: The ideal Conaskin customer values natural, effective, and environmentally conscious skincare. They are individuals who care about the quality and integrity of the products they use, seeking high-quality products that align with their lifestyle and ethics. Whether they're dealing with sensitive skin, looking for sustainable options, or simply appreciating the power of nature in their beauty routine, our customers are looking for skincare that supports both their personal and environmental well-



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being. Our brand resonates with their needs by offering transparent, innovative solutions that deliver visible results without compromising on sustainability.

NATRUE: What motivated your decision to pursue NATRUE certification, and how does it reflect your brand's values?

Dirk: Pursuing NATRUE certification was a natural step for Conaskin, as it aligns with our commitment to transparency, authenticity, and environmental responsibility. This certification assures our customers that our products meet the highest standards of natural and organic quality, providing them with the confidence they need to make informed skincare choices. NATRUE reflects our core values of trust, sustainability, and integrity, giving our customers confidence in their choice and reinforcing our mission to create skincare that truly connects nature and skin.



For more information about Conaskin,
visit www.conaskin.de