



True Stories

Natural skincare that nurtures and heals: meet Anissa Naturkosmetik

Farida El-Hamdani, founder and CEO of Jonuvia Cosmetics

My name is Farida El-Hamdani, and I am the founder and CEO of Jonuvia Cosmetics, which includes the brand Anissa Naturkosmetik. My passion for high-quality natural cosmetics is rooted in both my extensive experience in intensive care, and the traditional and rich Moroccan influences of my heritage, culture, and family. During my time working in intensive care, I often witnessed how critically ill, bedridden, and ventilated patients suffered from severe skin issues. Many conventional skincare products were either ineffective or contained harmful ingredients. This inspired me to develop a skincare line that combines natural, well-tolerated, and highly effective ingredients. Beyond my professional work, I am deeply involved in aromatherapy, plant-based active ingredients, and the development of sustainable products.



NATRUE: What inspired the creation of ANISSA Naturkosmetik, and how does the brand's origin influence its mission and values?

Farida El-Hamdani: The idea for Anissa Naturkosmetik was born out of my experience in intensive care. Many critically ill patients develop skin problems due to prolonged bed rest, ventilation, or medication. I wanted to create skincare that minimizes the body's burden while providing optimal nourishment, soothing effects, and skin regeneration. My Moroccan heritage also plays a significant role: traditional plant-based remedies and centuries-old beauty rituals inspire many of our formulations. This combination of medical expertise and natural tradition defines our mission: to deliver highly effective, gentle, and sustainable skincare solutions.

NATRUE: ANISSA emphasizes natural skincare for special skin needs. Could you elaborate on the specific skin concerns your products address and how they cater to these needs?

Farida El-Hamdani: Our products are designed specifically for sensitive, demanding, and even compromised skin. They target concerns such as extreme dryness, itching, irritation, inflammation, and a weakened skin barrier. Many conventional products contain harsh chemicals that can further aggravate these conditions. That's why we focus on natural, dermatologically tested ingredients that deeply hydrate, strengthen the skin's barrier, and soothe irritation. Our formulations are particularly beneficial for those with sensitive scalps, skin damaged by external influences, or anyone looking for clean and effective skincare without unnecessary additives.

NATRUE: Your product range includes items like rich shampoo, body lotion, and activation oil. How do you select and develop products to ensure they meet your customers' expectations?

Farida El-Hamdani: Every product we develop starts with thorough research into skin needs and natural active ingredients. We carefully analyse which plant-based compounds are best suited to address specific concerns, such as hydration, skin regeneration, or hair strengthening. Our formulations are then developed based on scientific findings and undergo rigorous dermatological testing to ensure maximum effectiveness and skin tolerance. We also listen closely to customer feedback, using it to continuously refine our products to meet their expectations for high-performance, natural skincare.

NATRUE: Your products are made in Germany with high-quality natural ingredients. How do you source these ingredients, and what standards do you uphold to ensure product excellence?

Farida El-Hamdani: We source our raw materials exclusively from certified suppliers who adhere to strict sustainability and quality standards, including compliance with NATRUE certification guidelines. Each



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ingredient is carefully selected based on its purity, proven effectiveness, and minimal environmental impact. We prioritise organic and fair-trade sources whenever possible and avoid synthetic additives, microplastics, and other harmful substances. Additionally, we use environmentally friendly production processes to ensure that our skincare supports not only the skin health but also the planet.

NATRUE: What does the NATRUE certification mean for your brand and customers, and how does it align with your commitment to natural and transparent skincare?

Farida El-Hamdani: The NATRUE certification is a key quality standard that guarantees our products are made with genuine natural ingredients, free from hidden synthetic substances. For us, transparency is essential: we want our customers to trust that they are using pure, natural, and effective skincare. The certification ensures we meet the highest standards for sustainability and ingredient integrity, further reinforcing our commitment to ethical and environmentally responsible cosmetics.



For more information about Anissa Naturkosmetik,
visit www.anissa-naturkosmetik.de