

## True Stories

### From a passion project at home to natural care loved by children and parents: meet Eazy Nature

#### Nicole Sakellari, Founder & CEO Eazy Nature

*My name is Nicole, and I am the founder of Eazy Nature, a Berlin-based brand dedicated to natural skincare for children. With a background in biochemistry and cell biology, as well as experience in the pharmaceutical industry, I have always been deeply connected to science and passionate about improving people's lives. Eazy Nature started as a passion project in our home — and quickly became a mission to bring joyful, high-quality natural care to families. In my free time, I love discovering nature with my family, reading books, and working on creative projects.*



**NATRUE: Could you share the story of your brand — how it came to life, the meaning behind its name, and what inspired you to create it in the first place?**

**Nicole:** Eazy Nature was born from a simple everyday moment: During the parental leave with my third child, my eldest daughter, who was 7 years old at that time, developed a strong interest in lip balms. We tried countless products, but none struck the balance we were both looking for — a formulation simple and natural enough to meet a parent's expectations, combined with an outer design playful and colourful enough to delight a child.

This gap inspired the creation of our first product: a natural lip balm for children that brings together minimalistic natural ingredients, joyful design, and intuitive usability.

The name **Eazy Nature** reflects our philosophy: "as easy as possible on the inside, as joyful as necessary on the outside."

- *Eazy* stands for simplicity (as few ingredients as possible) and ease of use.
- *Nature* highlights our commitment to natural formulations, transparency, and mindful choices

What started as a mother–daughter project evolved into a brand shaped by authenticity, customer centricity, and real family feedback.

It was also important to me to set an example for my children — to show them that an idea can grow into something real when you stay focused and dedicated, and to let them experience what it takes to bring a product from concept to market.

**NATRUE: What makes your products stand out from the crowd? Any special ingredients, processes, or values that make them unique?**

**Nicole:** Eazy Nature combines minimalistic formulations with 100% natural ingredients with beautiful designs children love.

What makes our first product unique:

- **Minimal ingredients:** as few as possible, as many as needed
- **Designed for children:** a thicker, easy-to-grip format with a child-inspired design
- **Family-tested:** developed and refined together with real families
- **Made in Germany**

**NATRUE: Your main audience is children — what makes creating natural cosmetics for them so special or different?**

**Nicole:** Products for children require a different approach. In fact, we actually have two customers with very different needs: the children and the parents. While children are drawn to colourful designs, parents focus on ingredients and care. Ultimately, both customers must be happy for the product to be used and loved.

We achieve this by combining **simple, natural formulations** that parents can trust with a design that encourages **easy, independent use** by children. Our product offers a **gentle sensory experience**, from the texture to the subtle fragrance, making application enjoyable. And finally, our **playful, warm design** brings a touch of fun and delight, ensuring that both children and parents look forward to using the products every day.

**NATRUE: What does being part of the NATRUE community mean for your brand?**

**Nicole:** From the beginning, we knew we wanted to create products with high-quality natural formulations while being fully transparent about every ingredient we use. Choosing NATRUE allows us to clearly communicate what is in our products. For us, the certification is more than a logo; it reinforces our commitment to doing things the right way and helps parents make confident, informed choices for their children.

**NATRUE: Where do you see your brand in 5 years? Any exciting goals or dreams?**

**Nicole:** In five years, we envision Eazy Nature as a trusted brand in natural skincare for children, both in Germany and internationally. Our goal is to expand our product range; always staying true to the same principles of our first product: minimalistic, natural, and beautifully designed.

Above all and most importantly, we hope to remain a brand that makes a meaningful difference in everyday family life, offering small, joyful moments of care that truly last.



For more information about Eazy Nature,  
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