

CONNECTICUT POST August 12, 2003

All-natural feel

Trumbull woman offers skin care product line

By **STEPHANIA H. DAVIS**

For years, Ann McDonnell sold women's skin care products that they really didn't need: toners, cleansers, moisturizers, clarifiers, etc. "I started to realize a lot of them were redundant," McDonnell said. "And the companies weren't really meeting the needs of women for a skin care routine that's quick and easy and that's not going to break the pocketbook."

So the former model, 42, worked with biochemists here and in Europe to develop a line of products that were multi-functional and all natural. The result was EcoGenics, which McDonnell, a Trumbull native and resident, touts as the future of skin care.

"It's a common sense approach to skin care," she said. "My cleanser is also a toner and a make-up remover, one product instead of three."



Blessed with good skin, McDonnell said she has always been interested in skin care and cosmetics.

Mike Ross/CT Post

Products: Ann McDonnell of Trumbull, a former model, poses with products in her all-natural skin care line.

OTHER ARTICLES IN THIS SECTION

8/12/2003

- [State maritime group joins fight on Block Island](#)
- [Warnaco closing U.S. plants](#)

As a student at Trumbull High School, she worked part time at the former G. Fox department store. After earning her marketing degree from the University of Bridgeport, McDonnell worked for several years as a model and in sales for some of the biggest names in the beauty industry: Chanel, Merle Norman, Lancome.

In the early 1990s, she decided to take some of what she had learned and develop a skin care line of her own. She mulled the move over for several years.

"It's a very competitive field, and I knew that going in," she said. "But I feel my products offer something different."

Instead of placing her name on the products of a mass manufacturer

which is what many cosmetics companies do

McDonnell worked with scientists to develop and design a line of her own.

It features a process through which botanical compounds are carefully extracted from plants and preserved in their purest form, she said.

"I firmly believe in holistic and natural products," she said. "I think everything we need can be found in nature. But I am aware of the importance of taking advantage of the latest technology."

So the name of her line EcoGenics is a combination of nature and science.

The line is manufactured in plants in East Haven and Fairlawn, N.J., and packaged and distributed through McDonnell's headquarters in Seymour.

With items ranging in cost from \$12 to \$29, the line includes cleanser, skin-firming serum, herbal steam bath and micro-dermabrasian peel.

The products are available in several salons and day spas in Maine, Boston and Connecticut, but McDonnell said she is hoping to expand her

distribution.

"Getting the word out is the toughest part," she said. To that end, McDonnell gives a lot of facials and demonstrations, which she says is the best part of having her own line.

"When I get done with a woman and she looks at herself in the mirror and she can see and feel the difference in her skin, then that just makes my day, even with all the work," she said.

"I know from experience that when you look good, you feel good inside."

For more information about EcoGenics, call 881-9231 or visit www.ecogenics.com

Stephania H. Davis, who covers business, can be reached at 330-6324.