

Business scrubs up well

by beverly ligman

WOMEN are constantly searching for new ways to keep their skin looking young and according to a new Perth business, it could be as simple as having a good scrub.

Qetesh International imports loofahs from Egypt and is the brainchild of couple Diana and Joel Forrest.

Diana's family is Egyptian and she says she has been using the loofahs since she was 14.

"The Egyptian loofahs are really different to the Asian loofahs that most people use," Diana said.

"They are harvested from the plant three times a year so they are soft enough to use on your face as well as on your body.

"You also soak them in water before you use them which makes them expand and become very soft.

"I have been using them since I was a teenager and they really do improve the look and feel of your skin."

Diana, of Maylands, said the benefits of loofahs were noticeable if used on a regular basis.

"I think they are great to use when

you are taking off your make-up, and they help remove blackheads," she said.

"The body ones are also fantastic for helping with cellulite.

"I used to hassle my relatives in Egypt to send them to me and then Joel and I decided to start the business.

"We called it Qetesh because she is the Egyptian god of love and beauty."

Diana said the loofahs also appealed to people of all ages because it was a natural product.

"The thing that people love about loofahs is that it is a completely natural, 100 per cent biodegradable product" she said.

"And because of the gentle exfoliating effect the fibres have on the skin, it deep cleanses and conditions your skin naturally."

And although Qetesh is a part-time business for the Forrests, they hope to make it full time in the future.

"We have been going really well so far. We have received orders from the UK and America and places like Hong Kong and Singapore," she said.

"We hope that one day it will be a full-time job for both of us."

To see the Qetesh range and order a loofah visit www.qetesh.com.au.



Diana Forrest with the Qetesh loofahs. Picture: Andrew Ritchie