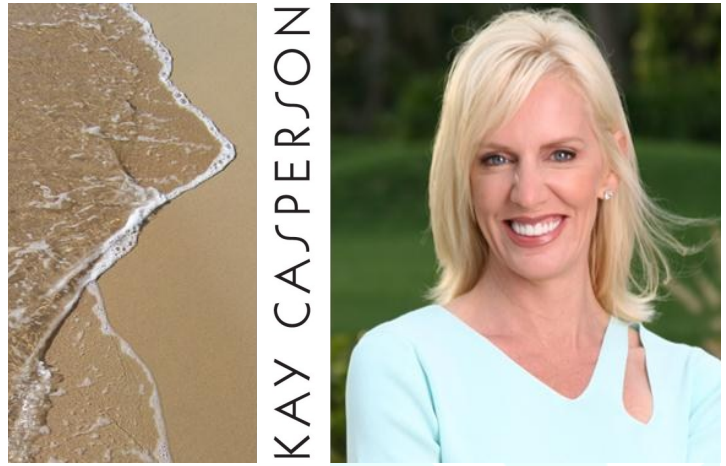


For more than two decades, Kay Casperson has pursued her passion for helping people discover and express the beauty within. From consulting, teaching and writing, to researching and developing her own collection of skincare products and cosmetics, Kay has always made inspiring positive change in the lives of others the foundation of her career and her lifestyle philosophy.



Kay's philosophy of Beauty Inside Out is deeply rooted in understanding and establishing the vital balance between inner and outer beauty, and thereby achieving fulfillment in the five most important areas of your life – emotional, spiritual, physical, environmental and social.

Beauty Inside Out promotes healing, nourishing, and loving the self, and by doing so, developing a whole and beautiful person from the inside out – it means accepting, embracing and loving ourselves for who we truly are.

Cultivating inner and outer beauty is never a sudden change, it's a gentle evolution, and finding your perfect balance takes time – and much more than just lipstick and a good moisturizer. Kay developed BIO Essentials skincare and Inside I'm Gorgeous cosmetics as part of a comprehensive lifestyle care system, designed to help you care for your skin while you care for your life.

The affirmation-based BIO Essentials skincare collection offers inspiration and guidance as you experience all the healing benefits of natural botanicals, nourishing minerals and soothing elements from the sea. And because BIO Essentials contain no harsh chemicals, fillers or fragrances, they are perfect for balancing and nourishing all skin types, including problem or Rosacea-prone skin.

To complement – not combat – the proven results of this revolutionary skincare system, Kay created Inside I'm Gorgeous cosmetics. This innovative collection of mineral-based cosmetics was specifically designed to enhance your natural features while not only concealing, but correcting blemishes and flaws.

beauty inside out

To share the positive message of Beauty Inside Out with a wider audience, in 1996, Kay authored her first book, "Beauty Inside Out: 80 Ways to Become Positively Unforgettable," which sold in bookstores across the country.

And because Beauty Inside Out is steadily gaining momentum as a lifestyle movement, in 2009, Kay decided to open a series of signature spas in Florida, beginning with the Kay Casperson Lifestyle Spa & Boutique on Captiva Island.

All Kay Casperson locations are designed to be havens for wellness and transformation and revolve around the Beauty Inside Out philosophy and affirmational products, including Kay's line of stylish Signature Accessories & Apparel.

As part of her greater mission to transform lives and inspire hope and healing in the world around her, Kay launched Beauty With a Purpose, a charitable extension of Beauty Inside Out devoted to supporting national and international organizations that promote beauty, peace, strength and wellness.

Kay knows from experience that once you have discovered the delicate balance between inner and outer beauty, you will express it in your everyday life. Kay's dream to help people change their lives inspired her to develop and share Beauty Inside Out with the world. This vision has been her life's work and today, her vision is reality.

www.kaycasperson.com