

# SKIN THEORIE LAUNCHES IN AUSTRALIA: CLINICAL BOTANICAL SKINCARE BUILT FOR SKIN LONGEVITY

*Adelaide-founded brand brings barrier-first formulations and Australian botanicals to consumers seeking results — without the 10-step routine.*

ADELAIDE, SA, AUSTRALIA, May 5, 2026

[/EINPresswire.com/](https://EINPresswire.com/) -- Adelaide,

AUSTRALIA — Skin Theorie, a new

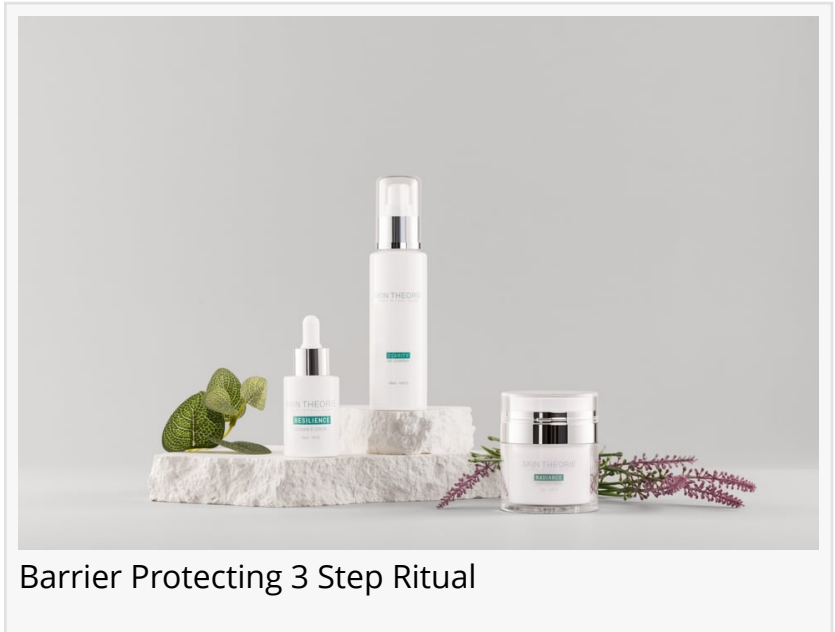
Australian clinical botanical skincare brand, has launched into the Australian market with The Luminary Collection:

five purposefully formulated products that combine clinically proven actives

with the potency of Australian native botanicals. Designed for sensitive,

normal to dry, and barrier-compromised skin, the collection challenges the industry's fixation on complexity — and replaces it with science-backed precision.

Founded by LJ, an Adelaide-based creative director who spent years searching for a routine that



Barrier Protecting 3 Step Ritual

“

Our formulas are luxury backed by logic: Australian-made, clinically considered, and designed to strengthen the barrier so your skin can perform at its highest level. No excess, no ingredient overload”

*LJ - Founder & Creative Director, SKin Theorie*

actually worked for her changing skin, Skin Theorie was born from frustration with the market's answer to mature, sensitive skin: more steps, more actives, more promises. When LJ stripped her routine back to its essentials, her skin recalibrated. That turning point became the brand's foundation. The Luminary Collection — formulated in Australia and certified cruelty-free and vegan — is the result.

“Our formulas are luxury backed by logic: Australian-made, clinically considered, and designed to strengthen the barrier so your skin can perform at its highest level. No excess, no ingredient overload — just purposeful, high-performing essentials that deliver visible results without

the drama.”

— LJ, Founder & Creative Director, Skin Theorie

Hero products include:

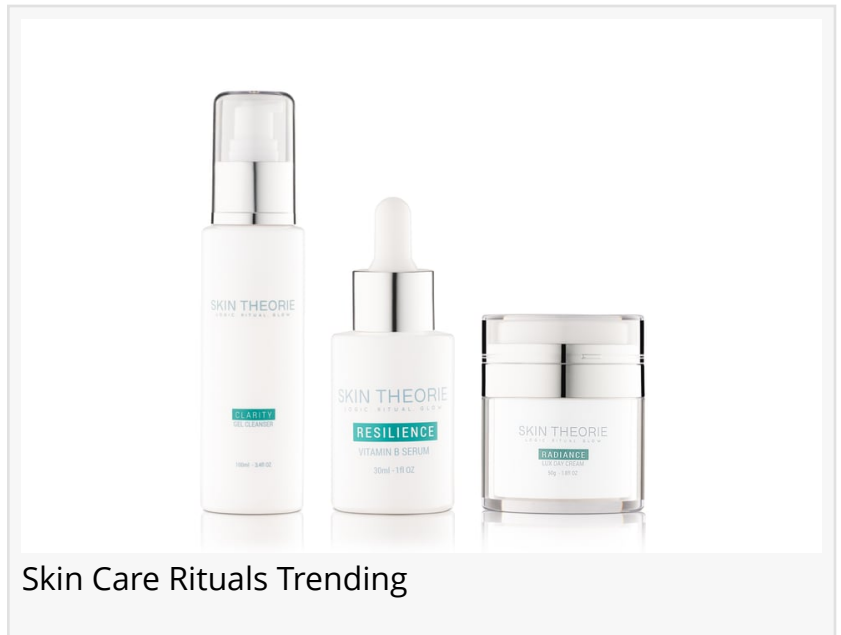
— [Clarity — Gentle Gel Cleanser](#): A non-stripping gel cleanser that dissolves impurities while preserving the skin's moisture barrier. Key actives: Kakadu Plum, Panthenol. RRP \$76.00 / 100ml.

— [Resilience — Vitamin B Serum](#): A clinically intelligent serum that strengthens the skin barrier, reduces redness, and restores lasting calm. Key actives: Niacinamide, Panthenol, Ceramides. RRP \$80.00 / 30ml.

— [Radiance — Lux Day Cream](#): A brightening daily moisturiser delivering antioxidant protection and long-lasting hydration. Key actives: Kakadu Plum, Quandong, Hyaluronic Acid. RRP \$82.50 / 50g.

— Recovery — Pink Clay Mask: A refined treatment mask that detoxifies without stripping. Key actives: Pink Kaolin Clay, Aloe Vera, Kakadu Plum. RRP \$76.00 / 50g.

— Stillness — Lux Night Cream: A restorative overnight cream supporting barrier renewal while the skin sleeps. Key actives: Ceramides, Peptides, Quandong. RRP \$87.00 / 50g.



The Luminary Collection is available now exclusively at [skintheorie.com.au](https://www.skintheorie.com.au). Complimentary samples available to media on request. Stockist and wholesale enquiries: [hello@skintheorie.com.au](mailto:hello@skintheorie.com.au).

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