

THE PROTAGONIST MAGAZINE



By Nieves - Cloud of Protection

An amazing product that we have featured before but found worthwhile mentioning here again is the *Cloud of Protection* – **By Nieves**, created by US-based Nieves Rathbun. Everything in her range is handmade in small batches near one of the most gorgeous and pristine coastlines. Nieves does not seek investors, does not want to go huge she says and does not sell to chains. Through and through she endeavours to make ethical choices up and down her supply chain. We talked to Nieves in a bit more detail for this feature, completing our all-year round feel-good suggestions when it comes to skincare and wellbeing that is based on natural goodness:

What is the background of *By Nieves*?

I started *By Nieves* because I wanted products made with *only* beneficial ingredients. With my hippie/counterculture background and experience in the natural products industry it was natural for me to question ingredients and to start musing on why there weren't products that would address my needs with out all the junky stuff. Every product in my line came out of a specific gap in my skincare regimen and a desire to make formulas that are as beneficial and multifunctional as possible.

How is the *Cloud of Protection* made?

At first I thought I would like an urban protection balm, something very antimicrobial. As I started doing research on the potent essential oils for that purpose I noticed that they all had lore and mention of magical properties of protection too. I love when the science and the woo agree, it happens fairly often! I decided to go with a spray because of the versatility plus it smells so good I just love to spray it every where! it can be used on and around the body but also in your space whatever that may be.

What has been your response?

I get such wonderful feedback from my customers, it's the best! The last time I was at a fair I heard from one guy who said *The Balm* was the only thing that helped his hard working hands. There was a gal who came up to me with misty eyes and said how the *C Perfect Skin* and *Face Fix* changed her life, that she was finally happy with her skin and coming out of her shell. Then there was the lady who came up to me and told me in whispering tones and knowing looks about how her house had some stuck dark energy of some sort and she had tried everything with no results and but the *Cloud of Protection* had been the first thing that helped. I love all of these stories, of course!

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