

CONNIE ELDER — FOUNDER OF PEAK 10 SKIN

Entrepreneur. Women's Wear designer, brand developer for skin care, QVC on-air spokesperson, and ambassador for caring, daring and sharing.

BIO

Connie Elder is an accomplished women's wear designer, skincare executive, QVC on-air personality and author. Connie has a special gift for helping women love the skin they are in. A career that has spanned the medical, skincare and fashion industries has allowed her to develop a vision for brands that enhance a woman's lifestyle.

Connie has learned that most women want products that enrich their natural beauty and provide the very best quality at an affordable price. This knowledge, her past experience and living in Breckenridge, CO, have nurtured her newest skin care brand PEAK 10 SKIN™. The philosophy and quality behind the brand allows women of all ages to experience healthy, beautiful skin for the peak of life.

With two decades of experience in the medical field, Connie learned the basics of what contributes to overall health. Positions with international skincare companies allowed her to understand the importance of using undiluted, active ingredient to create effective products. In 2000, Connie put her experience and passion to work creating an innovative line of shapewear called LIPO IN A BOX. The brand successfully launched on QVC Shopping Channel in 2002, and was later featured on OPRAH Winfrey Show, The VIEW, Dr. OZ, The TODAY Show and in many national women's magazines.

The success of LIPO IN A BOX shapewear was followed by two additional brands - UNDEROLOGY Skincare and GO2BRAS. All three brands developed by Connie have been sold on QVC, Amazon and through other retail outlets, since their introduction. In late 2012 these brands were sold, and now Connie's one focus is the PEAK 10 SKIN™ brand.

Connie's passion for helping women was honed through her relationship with QVC customers as an on-air spokesperson since 2002. What Connie heard from women is a desire for skin care products that will effectively impact daily issues of aging skin, dryness, rosacea, Sjogren's Syndrome, etc. She learned that most women want to feel confident in their own skin--healthy and vibrant skin. Most women understand that 'aging is a gift and a blessing' that not everyone gets to enjoy.

Connie is a strong contributor to the voice of women. She is a frequent speaker and authored MY STYLE, MY LIFE, in 2011. She is a passionate advocate for women's safety and education. She is a survivor of domestic abuse and is an advocate for self-sufficiency for all victims of abuse. She encourages all women to remain hopeful, safe and to enjoy their LIFE!

CONNIE ELDER connieelder@comcast.net 970.445.4000 cell /970.423.6404 business