



Katharine Phillips L'Heureux, Founder and CEO

A lifetime believer in the potential of beauty rituals to delight and empower, Katharine L'Heureux discovered argan oil on the first of many journeys to Morocco. Today, founder and CEO of Kahina Giving Beauty, Katharine has built a holistic regimen around this multipurpose ingredient that enhances the lives of both the artisan and end-user. Katharine continues to visit the Berber women from whom Kahina's argan oil is sourced to ensure their fair and proper treatment. These are same women whose signatures grace each package in the Kahina Giving Beauty line.

A graduate of UC Berkeley, Katharine began her career in San Francisco. Focusing on natural and sustainable food and beauty brands, she co-founded the public relations firm Welles Phillips & Associates, representing clients such as Odwalla Fresh Juice, Bare Escentuals, and The French Laundry Restaurant.

After moving to New York and the birth of her three children, Katharine launched her second independent business venture – Kahina Giving Beauty. Introduced to argan oil during a 2007 trip to Morocco, Katharine was impressed by its performance and moved by its unique story. Recognizing a need in the marketplace for beautifully-packaged, effective organic skincare that nourishes skin and spirit, Katharine conceived of a beauty brand that would give back. Working closely with top chemists and designers to realize her vision to connect women across the world through beauty, Katharine developed and produced the Kahina product line and brand, infusing it with her minimalist esthetic and philanthropic spirit.

Kahina Giving Beauty embodies Katharine's dedication to preserving indigenous people and culture, protecting the environment, and giving back. Katharine works closely with Kahina's argan suppliers to identify the current and most urgent needs of the women who extract the oil in order to give back in a way that significantly and directly improves their lives.

A Northern California native, Katharine is also a partner in her family's vineyard and winery in the Napa Valley, Vine Hill Ranch.