**Jodie Baker – Founder & CEO of Homepeel**

For over 20 years, Jodie Baker has been at the forefront of the Australian skincare industry, pioneering cosmeceutical-grade, alcohol-free skincare that delivers professional results at home. As the founder of Homepeel, Jodie has built an innovative and trusted brand that has empowered thousands to achieve real, visible skin transformations—without relying on overpriced salon treatments or harsh, unnecessary ingredients.

**A Skincare Visionary Before Her Time**

Long before the clean beauty movement gained traction, Jodie was already formulating potent, results-driven skincare that was free from alcohol, harmful fillers, and toxins. She recognized early on that many mainstream skincare brands used cheap, ineffective ingredients—leaving customers disappointed and reliant on endless product cycles. Her mission was clear: deliver high-performance skincare with active ingredients that actually work.

**The OG of At-Home Salon Treatments**

Jodie disrupted the skincare space by making professional treatments accessible at home. Homepeel's flagship Green Herb Skin Peel has been a game-changer for 20 years, giving users the ability to experience a five-day professional peel at home—something unheard of when Homepeel first launched.

Her approach has always been educational, transparent, and customer-focused—ensuring that people not only see results but understand how their skincare works.

**A Trailblazer in Online Skincare**

Jodie was ahead of the curve, selling skincare online before e-commerce was even mainstream. Over the years, she has built a brand that thrives on word-of-mouth, repeat customers, and a loyal community who trust Homepeel for its honest, high-performance formulations.

**The Future of Homepeel**

With a bold new rebrand, Jodie is now leading Homepeel into its next phase of growth, expanding its reach, education, and accessibility. She continues to advocate for clean, effective skincare that delivers salon-quality results at home—without compromise.

Key Highlights:

* Founder of Homepeel, Australia’s first cosmeceutical-grade, alcohol-free skincare brand.
* 20 years of innovation in at-home professional skincare.
* Early adopter of e-commerce skincare, building a thriving DTC brand before digital retail exploded.
* Passionate advocate for ingredient transparency, customer education, and real skincare results.

Jodie is available for interviews, speaking engagements, and expert commentary on topics including:

* The truth about alcohol in skincare and why it’s unnecessary.
* How she built a successful skincare brand online before Instagram even existed.
* The rise of at-home salon treatments and what’s next for the beauty industry.
* Why most skincare brands overpromise and underdeliver—and how Homepeel is different.

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A person holding a bottle of perfume

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