

Written by by Hollie Geraghty
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When Ekin Ozlen was 11 years old and saying a tearful goodbye to her summer horse at her grandparents' Texas farm, she dreamed of the day when she would have a horse of her very own. The mare, a quarter horse affectionately named Sheza Skippin' Jodie, would steal her heart and be the horse she learned to ride bare-back on. It was the start of her love affair with riding.

Many things have changed for Los Angeles based entrepreneur and singer Ekin since her earliest riding days. But the one constant all these years has been her relationship with the equestrian world. This commitment to the riding community would even go on to play a huge part in establishing her beauty brand Keracell.



Horseback riding has been in Ekin's blood since she was born, with her grandfather opening the first riding club in her birthplace of Ankara, Turkey, the very place where her equestrian parents would first meet. When Ekin was five she moved to Cocoa Beach, Florida and started taking riding lessons. However in her twenties a blossoming modeling career whisked her away from the hazy Florida humidity and up into the harsh New York City winters. The biggest sacrifice in chasing her dream career was saying goodbye to the life she had with horses. "I was so bummed that they weren't in my life anymore and I was living in this concrete jungle of Manhattan and just working," she says.

Desperate to get a riding fix again, she would rent horses by the hour on the west side of

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Manhattan, walking them onto the icy New York City streets and into Central Park. The risky set up encouraged her to invest in riding lessons on the North Shore of Long Island four days a week with her own Holsteiner, a mare her trainer imported from Europe. “I would be in the car for hours in traffic to get to my horse, it would be snowing. But I would do anything,” she says. “This goes to show you how once it gets into your heart, you’ll do anything to be with them.”

Ekin went on to buy two imported warmblood horses, a mare named Prestige and a gelding named Zoltaire, and began working extensively with a trainer. However, a fall that led to a broken hand would be the turning point that took her career to Los Angeles so her horses could live in the California sunshine everyday. She found her dream stable that was “heaven” for the horses, and found success on the local show circuit. It was here that the same horse that previously bucked her off and broke her hand, was trained to absolute perfection.



During this time Ekin was working in both the music and modeling industries, while on the side developing a cosmeceutical brand, which began as an effort to help her stepmother with hormonal hair loss. She had no idea at the time that the product would go on to become the very beginnings of the Keracell beauty empire. In a perfect synergy of her equestrian life and the new brand, her riding friends would be her very first clients, and the stables clubhouse, her first showcase venue. The hair products in particular helped Ekin and her equestrian friends with “helmet hairline recession” brought on by constantly wearing riding helmets.

The multi disciplined creative searched for a way to fuse her vocations into one creative package, and now uses music to market her brand’s products. For her 2019 song release “La Noche”, Ekin featured her horses in the music video, and the brand new Keracell infomercial which is airing this month also puts them in the spotlight. The balance of riding while running a business has been essential for her in staying grounded and managing stress. “I’m such a better human being for having them in my life,” she explains. “I must have saved thousands of dollars in therapy, because they are my medicine.”

Throughout Ekin’s career she’s been presented with many crossroads that threatened to draw her away from her horses, but her commitment to the equestrian lifestyle always realigns her focus. From her Texas summers to the frosty New York winters, everything fell into place when she flew herself and her horses across the country to Los Angeles. It was a huge life change that put her horses first, but for Ekin, it was really the only option. “They are literally my greatest treasures and I would do anything for them.”

To learn more visit www.keracell.com .

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