

## 1 cleanse

The purpose of a **CLEANSER** is to remove dirt, makeup, and other impurities from your skin. You want to look for a **pH-balanced cleanser**, meaning one that is on the acidic side, which is the natural pH of your skin.

Ingredients to look for in your cleanser are aloe vera, oils like coconut, and cleansing herbs like neem.

If you're using our line, drier complexions favor the creamier **Aloe Herb Cleanser**, while oilier complexions are better suited for the **Citrus Mint Cleanser**. For a luxurious, more moisturizing and hydrating cleanser, try our **Phytonutrient Cleanser** from our Wild Alchemy Collection.

In general, cleansing is done twice a day, in the morning and at night before bed. We also love stocking our cleansers, by starting with our **Restorative Cleansing Oil**—a deeply nourishing oil cleanser from our Wild Alchemy Collection that removes impurities and is formulated for all skin types. To apply, thoroughly massage into dry or damp skin. Let sit. Rinse with warm water and a washcloth and your cleansing step is complete or follow with your desired second cleanser type (cream or gel) for double cleansing. To triple cleanse, start with the oil cleanser, move onto a cream cleanser, and finish with a gel cleanser.

## 2 tone

**TONING MISTS** serve the purpose of rebalancing the skin's pH after cleaning the face with an alkaline cleanser. Since we are using pH-balanced cleansers, our toning mists serve more to refine the appearance of pores, soften skin, and balance natural oils, depending on the skin type. Using a toning mist also allows easier absorption of any product following in your regimen.

For dry complexions, we recommend our **Neroli Toning Mist**, which has aloe vera juice infused with neroli essential oil, which helps to soften skin while also invigorating your senses with luxurious aromatherapy. Or substitute rose water from your local health food store.

For oily complexions, we recommend our **Rosemary Toning Mist**, which replenishes skin with essential minerals and cleansing botanicals. In place of this toner, you can rinse your face with herbal tea.

For all skin types and for a truly revitalizing experience, we recommend our toning mist from our Wild Alchemy Collection—**Botanical Hydration Mist With Immortelle**, which is comprised of pure hydrosols formulated to hydrate, tighten, and replenish your skin to its most vibrant state.



## 3 hydrate

**Did you know there's a difference between dry skin and dehydrated skin?**

In skin care, **HYDRATING** means increasing the amount of water in your skin cells, which results in a healthy, smooth and plump complexion. When your skin is regularly hydrated, it keeps the appearance of fine lines and wrinkles at bay. In addition to appearing younger, your skin cells maintain their overall cellular functions when hydrated.

(Moisturization serves to prevent this water from evaporating out of our skin.)

Hydrating ingredients are called humectants, which means they bind water to your skin. While that word might sound intimidating, these ingredients are anything but. Our favorite humectant is aloe, which is why it's the first ingredient in our serums.

### CHOOSE YOUR HYDRATOR:

#### Anti-Aging Serum

This aloe vera-based serum delivers active nutrients for all skin types,

firming and tightening the look of aging skin. Hyaluronic acid hydrates, while buddleja davidii and edelweiss protect from environmental stressors. Life everlasting flowers soothe and refresh. Even if your skin isn't mature, it helps balance natural oils, moisturize sensitive skin, and prevent the look of fine lines and wrinkles.

#### Honey

A natural humectant, you can mix honey in your DIY skin care formulations to help bind water to your skin and keep it hydrated.

#### Citrus Stem Cell Serum

Increase the appearance of firmness and tightness with this special citrus stem cell complex. This serum brightens the look of dull, lackluster skin. Formulated with uva ursi, licorice root and amla berry to deliver youthful, vibrant and radiant looking skin.

#### Probiotic Serum With Tremella

Support your skin's natural defenses with this concentrated blend of skin-reviving probiotics. Olive leaf extract and astaxanthin provide powerful antioxidant protection, while tremella—a hydrating mushroom—offers a natural alternative to

hyaluronic acid. Restorative herbs and biome-friendly extracts help bring skin back to balance.

#### Wild Fruit Serum

The ultimate skin elixir—this serum brightens, hydrates, and tones aging skin. A concentrated dose of fruit, herb, and plant-cell extracts helps even skin tone. Kakadu plum and apricot revitalize dullness, while resveratrol-rich knotweed, plant-cell extracts, and copper keep skin moist, plump, and glowing.

#### Activated Night Serum

The ultimate nighttime treatment—this activated serum hydrates, brightens, and revitalizes dull, aging skin. A potent blend of hyaluronic acid, tremella, and squalene plumps and nourishes, while algae-derived A-Complex—a retinol alternative—tones and renews. Plankton extract boosts moisture, and antioxidants restore skin overnight as lavender and blue chamomile provide calming aromatherapy.



## 4 boosters

**SKIN CARE BOOSTERS** are concentrated formulas designed to target specific skin concerns, such as dryness, dullness, or resurfacing. They're packed with a single active ingredient, allowing you to customize and enhance your existing routine. Our Concentrated Booster Elixirs can be mixed into your moisturizer or serum for a personalized touch. Think of them as potent add-ons that give your skincare an extra boost when your skin needs focused support.



#### Concentrated Boosting Elixirs

Hydrate, **Brighten**, and Revitalize your skin with three simple, yet potent elixirs.

Highly active, MADE SAFE approved ingredients work synergistically together to create luxurious treatments for hydrated, radiant, and renewed complexions. It's tempting to think that, based on your skin concern, only one of the set of three Concentrated Boosting Elixirs would be what you need, but we challenge that this is not quite the case. All three of these elixirs work holistically together to address any specific skin concern. While one is working to gently exfoliate, another is working to brighten and even tone and yet another is working to sustain healthy and resilient skin. While you may find that you go through one bottle before another, they each aid in supporting the success of the other.

## 5 moisturize

Your **MOISTURIZER** is a necessary part of your facial routine. Choosing the right moisturizer for your skin type will allow skin to feel comfortable and radiant. We're going to highlight our facial oils and facial cream to help you choose which one is right for you, while also highlighting the ingredients inside them so you can substitute simple oils into your routine if you prefer.

**If your skin is dry, you want to prevent or reduce the appearance of fine lines and wrinkles, and your skin is not oily prone, use the:**

#### Anti-Aging Facial Oil

This luxurious, herb-infused formula delivers intense moisture to keep dry and mature skin supple and dewy. Antioxidant-rich seed oils—chia, goji berry, and broccoli—firm and tighten, while reducing the appearance of fine lines and wrinkles. Jojoba oil resembles your skin's natural oil, softening and conditioning mature skin. Your skin vibrates in perfect harmony.

Suitable oils for this skin type: jojoba, coconut, sunflower.

**If your skin is oily prone and you have clogged pores, use the:**

#### Herbal Facial Oil for Oily Skin

Specially formulated with cleansing botanicals, white willow bark and neem, this delicate herbal blend helps unclog pores and balances natural oils. Lightly moisturizing with a fast-

absorbing grapeseed oil base. Leaves skin soft and smooth for a bright and beautiful complexion.

Suitable oils for this skin type: grapeseed, hazelnut.

**If you are sensitive to scent or if you want anti-aging benefits with a lighter formula, use the:**

#### Herbal Facial Oil for Normal & Combination Skin

Nourish skin with normal oil regulation or combination skin with this gentle and calming herbal blend. Our unique grapeseed oil base helps balance natural oils. Skin-enriching oils—tamanu, passion fruit seed, and buriti fruit—enhance the skin's natural radiance. This lightweight, quickly absorbed moisturizer feels soothing while delivering essential nutrients for healthy skin.

#### Herbal Facial Oil for Sensitive Skin

This calming and soothing formula reduces the appearance of fine lines and wrinkles without irritating sensitive skin. Omega-rich oils—sacha inchi and camellia seed—nourish and revitalize skin. Though formulated for sensitive skin, this oil is moisturizing enough for dry skin as well. No essential oils are added, making it ideal for anyone sensitive to scented products.

Suitable oils for this skin type: grapeseed, avocado, fractionated coconut oil.

**For a luxurious highly-concentrated oil from our Wild Alchemy Collection, use the:**

#### Rejuvenating Facial Oil

This intentionally-sourced elixir, anchored by organic golden jojoba oil and butterfly pea flowers, soothes and rejuvenates. Mongongo oil, black cumen seed oil, and baobab brighten and revitalize, while marula, copaiba balsam, and andiroba oils promote flawless skin. Blue tansy and helichrysum essential oils finish with a vibrant, glowing experience.

**If you prefer a cream over an oil and you want to prevent or reduce the appearance of fine lines and wrinkles use the:**

#### Restorative Facial Cream

This rich formula blends reishi, propolis, helichrysum, and collagen pre-peptides with pineapple ceramides and lingonberry stem cells for a revitalizing effect. Our butter blend—murumuru, shea, cacao, and beeswax—locks in hydration and works with our serum blend for deep nourishment. Apple exosomes, oat lipids, SOD, CoQ10, and pearl powder support skin's natural vitality and radiant appearance.

## 6 treatments

The final piece to your skin care routine is using **MASKS** as needed, **EXFOLIATING** regularly, applying **EYE CARE** if desired, and wearing natural **SUN PROTECTION** every day.

### MASKS

**For a brightening & hydrating treatment that's great for all skin types, use our Illuminating Pearl Mask.** This luxurious mask restores balance and harmony while creating the perfect beautifying ritual. Honey delivers complex nutrients and hydrating properties to visibly improve tone and radiance. Turmeric's bioactive compounds leave your skin feeling calm, making this mask ideal for sensitivities. Skin brightening pearl powder enhanced with uva ursi and licorice transforms your complexion to have an everlasting glow. The ingredients in this mask allow you to use it daily if you'd like, although you will see benefits using it twice a week.

**For a moisturizing & nourishing mask designed for mature and drier skin types, use our Coconut Honey Mask.** Nourish your skin with this unique, vitamin-rich mask formulated with pure Colorado mountain wildflower honey. Live enzymes and amino acids keeping skin looking smooth and plump. Coconut oil, high in lauric acid, soothes sensitive skin. We recommend using this mask two to three times a week if your skin is on the drier side.

**For a detoxifying & antioxidant-rich mask that's suitable for all skin types, try our Charcoal Cacao Mask.** This activated treatment mask infuses your skin with potent antioxidants, gentle clays and cooling botanicals to reveal a smooth and clear complexion. Hydrating aloe vera works to lock in moisture, while coconut charcoal draws out deep impurities. Turmeric's bioactive compounds leave your skin feeling calm, making this mask ideal for sensitivities. Cacao delivers complex nutrients for healthy skin, visibly improving texture, tone and radiance. For oily skin, we recommend using two to three times a week. If your skin is drier, use no more than once a week.

**For a brightening & rejuvenating mask for all skin types, we recommend the Radiant-C Mask & Polish.** This luxurious blend of antioxidant- and vitamin C-rich extracts—like acerola cherry, kakadu plum, camu camu, and goji berry—brightens and rejuvenates. Hibiscus helps firm, lift, and even skin tone while delivering moisture and protection. Wildcrafted red sandalwood and bamboo powder gently polish for a radiant, supple complexion. Offering dual-action, this product functions as both an exfoliant and mask. Mix with water or another cleanser to customize your exfoliation degree. Apply it to the skin and leave it on like a mask to allow the ingredients to work with the skin!



### EXFOLIANTS

**For sensitive skin and for a gentle, dry herb physical exfoliant, use Ayurvedic Facial Scrub.** This fragrant

Indian herbal treatment with horsetail and fenugreek seeds exfoliates and softens. Mineral-rich Rhassoul clay from the Atlas Mountains of Morocco absorbs excess oil. This gentle but powerful treatment leaves skin revitalized, fresh and alive.

**For all skin types, excluding sensitive skin, and for a cream-based physical exfoliant with slightly more grit, use our Kaolin Micro Exfoliant.** Cleanse and detoxify your skin with re-mineralizing green kaolin clay. Diatomaceous earth promotes a smooth, soft texture and creates a rich exfoliant that replenishes minerals, stimulates and removes impurities. This revitalizing treatment leaves skin polished, flawless and restored.

**For all skin types, excluding sensitive skin, and for a lactic acid-based chemical exfoliant, we recommend our Resurfacing Facial Exfoliant.** Renew the look of dull skin and elevate your ritual with this at-home resurfacing treatment. Honey-derived lactic acid targets the look of dark spots and wrinkles, while cooling notes of cucumber and blue tansy promote a soothing, herbaceous scent. Leaves your skin smooth, luminous, and clear, without dryness or irritation. We recommend patch testing before use.

### EYE CARE

**For hydrating the area around the eyes, use the Fruit Ceramide Eye Serum.** This transformative treatment

is formulated to enhance the resilience and radiance of the delicate skin around the eyes. Pineapple ceramides and sake peptides are blended with 12 sub-formulas to target the appearance of deep lines, while lingonberry stem cells and helichrysum firm and soften. Hand selected extracts of artemisia and sambucus soothe sensitivities, creating a luxe complex that protects against oxidative stress and illuminates skin.

**For moisturizing the area around the eyes, use the Anti-Aging Eye Cream.** Eyes look rested and more beautiful

with this luxurious eye cream containing soothing herbs and active plant cells. Antioxidant-rich green tea and goji berries reduce the appearance of fine lines and wrinkles, while cucumber extract and the herb eyebright temporarily ease puffiness.



### SUN PROTECTION

**For an everyday sheer sunscreen (Broad Spectrum SPF 20), use our Sun Love.** Formulated with non-nano zinc oxide, this lightweight daily sunscreen protects the skin from UV rays, while adding deep moisturization. Infuse your skin with antioxidant-rich buriti fruit, pumpkin seed, and hemp seed oil to nourish and visibly enhance your glow.