

ANNMARIE SKIN CARE

FDA COMPLIANCE PROTOCOL

The logo for Annmarie Skin Care, featuring the brand name in a white, lowercase, sans-serif font. A small, stylized circular emblem with a floral or leaf-like pattern is positioned to the left of the letter 'a'.



Pursuant to the Food, Drug & Cosmetic Act, the FDA and FTC require that we follow a very specific and detailed protocol about what we can say about our products online, over the phone and in person.

Anyone working for Annmarie Skin Care must adhere to this protocol to ensure that our company maintains good standing with the FDA and other regulatory agencies. As a team member, you are responsible for what you say about our products to others—more so than someone who is just a customer. What you say could affect our standing with the FDA, so if you're not sure if you can say something, please ask and we can help clarify.

In this document, you'll discover what you **can say** and what you **can't**—as well as our complete FDA Compliance Protocol.

FDA COMPLIANCE LEAD:

Rachel Pachivas



WHY IS FDA COMPLIANCE SO IMPORTANT?

Essentially, they can and will shut down any company that makes drug-like claims or “structure-function” claims for their products. This includes claims made by any team member on our website, over the phone or in person. Many companies continue marketing their cosmetic products by making illegal claims. Comparisons to what others may claim is not helpful, and in fact, can put our company in jeopardy.

WHAT ARE CLAIMS?

A DRUG-LIKE CLAIM:

- Suggests that the product is intended for use in the “diagnosis, cure, mitigation, treatment, or prevention of disease”
- A structure-function claim can be made for a dietary supplement, but NOT a cosmetic.
 - A structure-function claim suggests that products are “articles intended to affect the structure or any function of the human body.”

In addition to statements that expressly claim to diagnose, cure, mitigate, treat, or prevent disease, the FDA lists ten different ways that a company can make an **illegal, implied disease claim**.

THESE INCLUDE, FOR EXAMPLE:

- A statement that the product or ingredient has an effect on the characteristic signs or symptoms of a disease;
This can be as obvious as “our Citrus Stem Cell Serum helps cure your redness from rosacea” to the not so obvious “our Anti-Aging Facial Oil removes redness in the skin.”
- A statement about the product or ingredient, that cites a scientific publication that refers to disease treatment;
- Citations must NOT contain reference to what an ingredient or

product can do to treat a disease or symptom of a disease.

An example of this would be—We write an article on herbs for uneven skin tone, and cite an article that shows licorice root can help with hyperpigmentation. Even though we say that “studies show that licorice root can help even skin tone”—we

- 1) can't link to the study or show it and
- 2) it's a better approach to not even mention that studies show anything.

This should simply be stated that “licorice root can help with the appearance of uneven skin tone.”

- A statement that the product or ingredient is a substitute for a therapy for a disease;
Examples—our Kaolin Micro Exfoliant is a natural microdermabrasion treatment. Or vitamin E is a natural botox.
- A statement that the product or ingredient has a role in the body's response to a disease.
Products can't say they do anything to the response the body has when it has a disease. An example of this would be “our Citrus Mint Cleanser can help with the inflammation caused by acne.”
- And there is a catch-all: **Otherwise suggests an effect on disease.**

Additionally, the FDA gives the following as examples of claims cosmetics may not make. Here is a short list, please review the rest [**here**](#):

- Treats a disease (such as acne, eczema, hyperpigmentation, psoriasis, or rosacea)
- Increases collagen
- Revives cells
- Regenerates skin
- Increases cell turnover
- Stimulates circulation
- Anti-inflammatory
- Antimicrobial
- Anti-viral
- Antibacterial
- Antiseptic
- Heals burns
- Heals wounds
- Changes mood
- Anxiety
- Acne
- Breakouts
- Blemishes
- Blackheads
- Headaches
- Aphrodisiac
- Astringent
- Shrinks pores
- Cold
- Flu
- Hormone balancing
- Microdermabrasion
- Repair free radical damage
- Repair skin
- Heals scars
- Stimulates collagen production
- Stimulates hair growth
- Repairs sun damaged skin
- Sun spots
- Hyperpigmentation
- Supports cell communication
- Insomnia



WHAT ARE CLAIMS?

FDA WARNS THAT THE DRUG CLAIMS INCLUDE:

- claims that products reduce inflammation, regenerate cells, prevent facial muscle contractions, boost activity of genes, or give you the same results as injections or surgery.
- promise to treat medical conditions, such as acne, rosacea, eczema, and psoriasis.

Please keep in mind, this refers to not only the product over all, but **when talking about the specific ingredients in the products.**

WHAT CLAIMS CAN BE MADE?

The FDA gives the following as examples of claims cosmetics may make:

- Cleanses skin
- Enhances beauty
- Promotes attractiveness
- Alters or reduces or minimizes the appearance of
- Exfoliates



These are general examples, but as long as the claim falls into one of these categories, you should be safe. **If you're unsure, please ask the FDA Compliance lead.**

YOUR CLAIM RESOURCES

Because we want to completely adhere to the FDA standards, we have created two documents you can use and reference when talking about the products. We recommend that you look them over, study them and know them well. These are essential for writing.

- Please refer to **page 13** or **this document** for alternative, approved claims for all types of skin issues.
- Please refer to **page 27** or **this document** for all claims we can say about each individual product and some frequently used ingredients.

CUSTOMER SUPPORT, IN-STORE SUPPORT AND FDA COMPLIANCE

Whether you're writing an email, on the phone or in a chat session, you must adhere to FDA compliance. Please make sure you use the appropriate claims in the documents when talking to a customer about their skin.

Also, when someone asks about a skin condition, like acne, rosacea, hyperpigmentation and others, here's how you can respond.

"The FDA considers these diseases, so I can't give specific product or ingredient recommendations based specifically for those conditions. What I can tell you is that there are some products that [insert approved claims.] Would you like to hear about them?"

If in email, you can just continue with the products.

Instead of "Would you like to hear about them?"

you can say,

"These are..."

The FDA Compliance lead is always available to assist you with what you can and cannot say. Please discuss any claims or situations you have questions about with her to determine if the situation is/was appropriate.

WEB COPY, SOCIAL MEDIA, COPYWRITING, BLOG WRITING AND FDA COMPLIANCE

When writing for the public, we must be extremely careful not to make any illegal disease treatment or structure-function claims. So all emails, testimonials and blog articles that promote products must be reviewed by the FDA Compliance lead.

If you're writing about a product, please refer to the **Claim Resources** and use the approved claims from those documents. This way, you'll always be safe from violating the FDA policy.

Please keep in mind that anything we choose to publish containing claims on our web channels could potentially violate our FDA compliance program and place the company in jeopardy of FDA or FTC legal action—this includes comments, testimonials, questions, videos, Facebook Live, or someone else's article. So if a testimonial claims that the customer got rid of their acne using the product, we cannot publish that aspect of the testimonial—since it implies that you can use that product as a drug to treat a disease or condition (acne.) Anything our customer claims in a testimonial is ours. If we “like”, publish or link to a testimonial, the company is responsible for making that claim.

When writing—always—make sure that you review the claim sheets to ensure you’re not making any illegal claims. But for some mediums there are some additional things to review:

social media

- Make sure customers are not posting reviews with claims. If so, please either remove the post completely, or cut out the part of the claim that is in violation of the FDA regulations.
- Do not like a customer testimonial—on their page or ours—that has an illegal claim in it. This endorsement could imply that we agree the product can do the thing that they have claimed.

video production

- Review all scripts beforehand for claims.
- Review the video after editing and make editing adjustments if there are illegal claims.

blog writing

- We can talk about ingredients and what they do, but they must have the same “no structure and function” claims as the products.
- If we want to talk about the products in a blog post, we cannot have any structure-function claims regarding that product in that post at all.
- Please note that illegal claims cannot be made in the URL for the blog post as well.

Example: www.annmariegianni.com/cures-cancer.html

The FDA Compliance lead is always available to assist you with what you can and cannot write or post. Please err on the side of caution when writing and have someone review what you have written if you’re unsure.



RESOURCE
01



ACCEPTABLE
COMMON
COSMETIC CLAIMS

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ACCEPTABLE COMMON COSMETIC CLAIMS

A

To say **absorbs toxic matter**, use:

1. Formulated to protect
2. Provides a clean base for nutrients
3. Provides powerful antioxidant activity to help promote beautiful skin
4. Leave skin appearing luminous
5. Care for your skin with natural defenses
6. Infuse your skin with protective botanicals

To say **acne/breakouts/blemishes/blackheads**, use:

1. Clogged pores
2. Will help unclog pores to give your skin the appearance you desire
3. Balances natural oils
4. Helps remove build up from the surface of the skin
5. Decongest pores
6. Renew the look of beautiful skin
7. Create a smoother looking appearance
8. Creates the appearance of a brighter, smoother complexion
9. Leave skin appearing luminous

To say **age spots**, use:

1. Provides powerful antioxidant activity to help promote beautiful skin
2. Can help minimize the appearance of dark spots to promote healthy looking skin
3. Evens skin appearance
4. Creates an even, glowing complexion
5. Moisturizes aging skin
6. Helps reduce visibility of aging
7. Renew the look of beautiful skin
8. Creates the appearance of a brighter, even complexion

To say **alleviates tension and headaches**, use:

1. Relieves everyday tension
2. Feel mentally refreshed
3. Feel mental relief and clarity
4. Provides tension support
5. Soothes and refreshes your appearance and outlook

To say **anti-inflammatory/inflammation**, use:

1. Lessens appearance of temporary redness
2. Calming sensation
3. Has a gentle effect on the skin
4. Alleviates temporary redness or discomfort
5. Promotes an even skin tone
6. Renew the look of beautiful skin

To say **antimicrobial/antibacterial/anti-viral/anti-fungal**, use:

1. Purifies the skin/purifying/cleansing
2. Cleans the skin/cleansing
3. Decongest pores
4. Clears pores for a fresh glow
5. Cleans impurities for a brighter appearance
6. Clarify and balance your skin
7. Tones the skin
8. Minimize the appearance of large pores
9. Helps remove build up from the surface of the skin
10. Removes dirt, oils and impurities
11. Cleansing properties

To say **antiseptic**, use:

1. Cleans dirt, oils and impurities
2. Helps protect from environmental stressors

To say **aphrodisiac**, use:

1. Supports feeling sexy
2. Inspire your sexual center
3. Supports your inner frisky
4. Feel inner inspiration
5. Inspires your inner desires
6. Love potion
7. Heart opening
8. Sensual
9. Passion igniting

To say **astringent**, use:

1. Removes dirt, oils and impurities
2. Cleans dirt, oils and impurities
3. Naturally cleansing
4. Minimizes the appearance of large pores
5. Refines the appearance of pores

B

To say **balance skin oil production/balance oil production**, use:

1. Balance natural oils

To say **burns**, use:

1. N/A

C

To say **cancer**, use:

1. N/A

To say **cell regeneration**, use:

1. Plumps/creates a plumping effect
2. Beautifies
3. Fresh revitalized glow
4. Creates radiant, glowing complexion
5. Provides powerful antioxidant activity to help promote beautiful skin
6. Provides an instant glow
7. Leaves your skin soft and radiant
8. Reduces the appearance of dullness
9. Give your skin a fresh and revived look
10. Nourish and replenish your skin's appearance
11. Face rejuvenator

To say **cell turnover**, use:

1. Reawaken the skin
2. Encourages revitalized skin
3. Provides powerful antioxidant activity to help promote beautiful skin
4. Formulated to beautify your unique skin
5. Improve the appearance of skin tone and radiance
6. Face rejuvenator
7. Powered by phytonutrients and antioxidants, product x plumps the look of your skin for an ageless appearance
8. Gives a tighter, firmer look

To say **changes mood**, use:

1. Mood-elevating
2. Scents that inspire
3. Find peace and clarity
4. Positively affects mood with energizing and refreshing properties
5. Provides positive mental balance
6. Lift your spirits with this balancing, clarifying blend

To say **clear**, use:

1. Unclog
2. Clean
3. Minimize the appearance of large pores

E

To say **elasticity**, use:

1. Helps tighten and firm your look
2. Face rejuvenator
3. Provides a fresh and revitalized appearance
4. Renew the look of beautiful skin
5. Powered by phytonutrients and antioxidants, product x plumps the look of your skin for an ageless appearance
6. Inspires rejuvenated skin
7. Plumps and softens your look

F

To say **flush out toxins/removes toxins/removes contaminants**, use:

1. Cleanse
2. Removes impurities

To say **free radicals/oxidative damage/radiative damage**, use:

1. Environmental stressors
2. Outdoor elements

H

To say **healing**, use:

1. Nutritive herbs/ingredients

To say **help with depression**, use:

1. Inspiring scents
2. Helps to release negative energy
3. Mood-elevating
4. Positively affects mood with energizing and refreshing properties
5. Provides inner positivity

To say **help with anxiety**, use:

1. Help you remain heart-centered and calm
2. Find peace and clarity
3. Helps to release negative energy
4. Mood-elevating
5. Positively energizing and refreshing

To say **highly detoxifying**, use:

1. Removes dirt, oils and impurities
2. Helps remove build up from the surface of the skin
3. Deep pore decongestion
4. Washes away built up impurities
5. Leave skin appearing luminous
6. Leave your skin clean, smooth and glowing for hours

To say **hormone balancing**, use:

1. Helps you feel balanced and centered
2. Find balance
3. Mood-elevating
4. Infuse your skin with protective botanicals
5. Helps you feel synergized

I

To say **increases/stimulates circulation**, use:

1. Brings a brighter, even look to your face
2. Gives your face a glowing look
3. Brings radiance to your look

To say **irritation**, use:

1. Lessens appearance of occasional redness
2. Has an emollient effect
3. Hydrating
4. Has a calming effect
5. Replenishes moisture to combat temporary discomfort
6. Calming botanicals
7. Formulated with your skin's feeling in mind

M

To say **microdermabrasion**, use:

1. Exfoliation

P

To say **prevent and repair free radical damage**, use:

1. Natural skin protection
2. Defy your age
3. Calming botanicals
4. Leave skin appearing luminous
5. Care for your skin with natural defenses
6. Helps protect from environmental stressors

To say **protect collagen fibers**, use:

1. Temporarily firms and tightens
2. Enrich the skin with a moisturizing barrier
3. Powered by phytonutrients and antioxidants, product x plumps the look of your skin for an ageless appearance
4. Promotes ageless beauty
5. Care for your skin with natural defenses
6. Keeps your look firm and tight

To say **psoriasis relief/eczema**, use:

1. Has a calming effect
2. Replenishes moisture
3. Provides rejuvenating moisture
4. Calming botanicals
5. Formulated with your skin's feeling in mind

R

To say **re-mineralize**, use:

1. Provides a fresh and revitalized appearance
2. Clarify and balance your skin
3. Promotes skin's natural balance
4. Balances natural oils
5. Leaves a healthy complexion
6. Infuse your skin with antioxidants

To say **reduce wrinkles and fine lines**, use:

1. Visibly plumps fine lines temporarily
2. Diminish/reduces the appearance of wrinkles and fine lines
3. Revitalize appearance of mature skin
4. Helps prolong a more youthful appearance as it nurtures the skin
5. Formulated to improve the appearance of skin tone
6. Provides an instant glow
7. Leaves your skin soft and radiant
8. Formulated to give a boost of hydration
9. Reduces the appearance of dullness
10. Give your skin a fresh and revived look
11. Defy your age
12. Minimize the appearance of expression lines and wrinkles
13. Helps reduce the appearance of frown lines creating a happy, beautiful look

To say **remove dark circles under eyes**, use:

1. Lessen/reduces the appearance of dark circles under eyes
2. Rejuvenate tired eyes
3. Helps to temporarily reduce the appearance of pesky dark circles under the eyes
4. Minimize the appearance of expression lines and wrinkles
5. Reduce visible signs of fatigue temporarily
6. Keeps the delicate skin around your eyes looking hydrated and plump
7. Helps minimize the appearance of crow's feet
8. Helps reduce the appearance of frown lines creating a happy, beautiful look
9. Delivers hydration
10. Delivers a brighter look to the eye area
11. Give your eyes a youthful glow
12. Temporarily reduces the appearance of puffiness

To say **removes/sloughs dead skin cells**, use:

1. Exfoliates

To say **repair**, use:

1. Rejuvenate

To say **rosacea**, use:

1. Balances natural oils
2. Evens the look of your skin tone
3. Lessens appearance of occasional redness
4. Calming sensation
5. Has a gentle effect on the skin
6. Alleviates temporary redness or discomfort
7. Calming botanicals
8. Formulated with your skin's feeling in mind

S

To say **saggy skin**, use:

1. Visibly plums the look of beautiful skin
2. Renew the look of beautiful skin
3. Provides a fresh and revitalized appearance
4. Revitalize appearance of mature skin
5. Helps prolong a more youthful appearance as it nurtures and moisturizes the skin
6. Defy your age
7. Powered by phytonutrients and antioxidants, product x plumps and regenerates your skin for an ageless appearance
8. Promotes ageless beauty
9. Firms and tightens your look

To say **shrinks pores**, use:

1. Minimizes the appearance of large pores

To say **skin healing**, use:

1. Provides protective moisture
2. Skin loving
3. Gives your skin the love it deserves
4. Skin balancing
5. Calming botanicals
6. Care for your skin with natural defenses

To say **skin lightening**, use:

1. Brightens and lightens your look
2. Formulated to improve the appearance of skin tone
3. Provides an instant glow
4. Eliminates the appearance of dullness
5. Give your skin a fresh and revived look
6. Clarify and balance your skin
7. Provides powerful antioxidant activity to help promote beautiful skin
8. Leave skin appearing luminous

To say **sleep aid**, use:

1. Find peace and clarity
2. Promotes a quiet restful mind
3. Promotes the feeling as if you're with unicorns and fairies

To say **soothes sensitive skin**, use:

1. Creates a calming sensation
2. Emollient effect on the skin
3. Alleviates temporary redness or discomfort
4. Balances natural oils
5. Calming sensation
6. Has a gentle effect on the skin
7. Leaves skin feeling smoother and calmer

To say **stimulates collagen production**, use:

1. Face rejuvenator
2. Provides a fresh and revitalized appearance
3. Renew the look of beautiful skin
4. Powered by phytonutrients and antioxidants, product x plumps the look of your skin for an ageless appearance
5. Inspires rejuvenated skin
6. Firms and tightens your look

To say **stimulates hair growth**, use:

1. Optimal scalp health—cleansing and moisturizing

To say **stretch marks**, use:

1. Moisturizes
2. Temporarily firms and lifts

To say **sun damage**, use:

1. Helps improve the appearance of dull skin
2. Create the appearance of a more even skin tone
3. Brightening
4. Formulated with ingredients that soothe
5. Product for sun lovers
6. Moisturizes your inner sun goddess
7. Infuse your skin with moisturizing botanicals
8. Perfect for those that love the outdoors

To say **sun protection** (not referring to our SPF Sun Love), use:

1. The ultimate product for sun lovers
2. Creates a radiant, glowing complexion
3. Even the appearance of skin tone
4. Non-chemical skin moisturizer and barrier to the elements
5. Care for your skin with natural defenses
6. Infuse your skin with moisturizing botanicals
7. Perfect for those that love the outdoors

To say **sun sports and hyperpigmentation**, use:

1. Plumps up appearance of dull or sluggish skin
2. Revitalize appearance of mature skin
3. Tones
4. Even appearance of skin tone
5. Formulated to improve the appearance of skin tone
6. Clarify and balance your skin
7. Provides powerful antioxidant activity to help promote beautiful skin
8. Formulated for those who love the outdoors
9. Can help minimize the appearance of dark spots to promote healthy looking skin; the ultimate product for sun lovers
10. Care for your skin with natural moisturizers and barriers to the elements

To say **supports cell communication**, use:

1. Reawaken the skin
2. Encourages revitalized skin
3. Provides powerful antioxidant activity to help promote beautiful skin
4. Formulated to beautify your unique skin
5. Improve the appearance of skin tone and radiance
6. Face rejuvenator
7. Formulated to provide facial synergy

T

To say **toxins**, use:

1. Impurities

To say **treatment**, use:

1. Approach
2. Protocol
3. Method

To say **treats/treating**, use:

1. Helps with
2. Used for

To say **treats insomnia**, use:

1. Find peace and clarity
2. Promotes a quiet restful mind

W

To say **would healing/heals wound**, use:

1. Helps beautify

RESOURCE

02



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ACCEPTABLE AND APPROVED CLAIMS BY PRODUCT

A

aloe herb cleanser

Cleanse and lift excess oil with this pH-balanced, aloe vera-based cream cleanser. Infused with beautifying herbs and a light blend of natural oils containing essential fatty acids, to keep your skin naturally hydrated. Gently removes makeup and impurities without drying or leaving any residue. Leaves your skin feeling nourished, soft and beautiful.

CLAIMS:

- Gentle and cleansing blend of beautifying herbs and plants.
- A unique blend of oils and extracts.
- Soothes the skin.
- Features the antioxidant vitamin E.
- Enhance your skin's appearance.
- The complete relationship between herbs, oils and aloe enhances the benefits of this cleanser.
- Leaves your face clear and smooth.
- Synergistic blend of ingredients for maximum effectiveness.
- pH balanced.
- Protects the skin.
- Leaves skin clean and silky soft.
- Contains essential fatty acids, similar to those produced by your skin.
- Leaves your face clear and smooth.

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 the look of puffy eyes.

CLAIMS:

- A soothing and moisturizing cream.
- The formula features nourishing plant butters and antioxidant herbs.
- Rose supports fresh looking skin.
- Contains licorice root, which can brighten appearance of skin.
- Softens the look of fine lines.
- Soothes and calms.
- Lessens the appearance of dark circles.
- Helps reduce the appearance of dark circles.
- Helps smooth the appearance of fine lines and wrinkles around the eyes.
- Achieve visable results.
- Blend of beautifying herbs and plants.
- Sweet iris stimulates.
- Larch tree helps diminish the appearance of fine lines and wrinkles.

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—bio-identical to your skin's natural oil—softens and conditions mature skin. Your skin vibrates in perfect harmony.

CLAIMS:

- Pure "skin care nutrition."
- Chia seed oil and carrot seed oil are two of the best oils for moisturizing the skin.
- A combination of beautifying herbs, antioxidants and moisturizing oils.
- It also features plantain for a calming sensation.
- Softens the look of fine lines.
- Provides a powerful antioxidant boost.
- Ensure your complexion is supple and soft.
- Achieve visable results.
- Temporarily diminishes the appearance of fine lines.

anti-aging serum

This versatile, aloe vera-based serum provides active nutrients for all skin types, firming and tightening aging skin. Hyaluronic acid hydrates, while the herbal extracts *buddleja davidii* and *edelweiss* protect skin from environmental stressors. Life everlasting flowers soothe and refresh.

CLAIMS:

- Increases skin hydration.
- The Life Everlasting Flower Extract helps prolong a more youthful appearance as it nurtures the skin.
- Moisturizes.
- Soothes the skin.
- Sunflower Seed Extract adds essential fatty acids to the skin.
- Flaxseed is very high in lignans.
- Enhances your skin's appearance.
- Blend of beautifying herbs and plants.
- Achieve visable results.
- Softens the appearance of fine lines.

antioxidant lip balm

This creamy, all-natural balm moisturizes and fortifies both pucker and pout. Organic cocoa butter softens lips while antioxidant-rich, omega-heavy fruit oils of buriti and sea buckthorn fight free radicals. Rich cacao extract leaves kisses luminous and luscious—with a hint of chocolate.

CLAIMS:

- Moisturizes soothes the lips.
- Softens lips.
- Rich ingredients for a supple finish.
- Raw organic cacao butter hydrates and moisturizes.
- Antioxidant-rich, omega-heavy fruit oils of buriti and sea buckthorn fight environmental stressors.
- Rich in beta carotene.

ayurvedic facial scrub

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

CLAIMS:

- This exotic blend of Indian herbs, Moroccan Rhassoul Clay and traditional herbal ingredients are combined to act synergistically.
- Nourishes and cleanses your skin.
- A soft, gentle exfoliant.
- Deeply cleansing
- Fenugreek seeds are soothing and nourishing—they contain protein, vitamin C, niacin, and potassium, as well as diosgenin.
- Nourishes and balances the look of your skin.
- Absorbs excess oil and dirt from the skin for deep cleansing.
- Blend of beautifying herbs and plants
- Helps to exfoliate.
- Will leave skin with a fresh, revitalized glow.
- Leaves the skin looking young.

B

beauty blend tea

This heart-hugging potion is a soul sister to our herb-obsessed skin care, and they both agree that beauty is fleshed out by the nutrition and nourishment of nature's medicine.

Once brewed, it is a liquid ode to Earth's bounty, starting with organic, hand-selected yerba mate, nettle, and horsetail. They can all stimulate and support a healthy glow from within due to their rich quantities of antioxidants, phytonutrients, and bioflavonoids.

Then, there are the age-defying fruits. Organic goji berry and sea buckthorn berry are two ingredients we prize in our skin care for their vast array of minerals, fatty acids, and Vitamin C. Their remedial benefits are thousands of years in the making.

We finished the Beauty Blend with lemongrass, which is one of the first notes your nose will catch. It tastes vaguely floral with a hint of something citrus—the perfect topnotes to balance the blend's earthy essence. As for your mood, well...

You'll notice a subtle lift upon first sip. This full-bodied, lightly-caffeinated tea will promote energy and clarity as it enhances your morning ritual at the dawn of a new day, when beauty is a mere teaspoon away.

CLAIMS:

- Stimulate a healthy glow from within.
- Collagen-supporting herbs (nettle and horsetail).
- Age-defying fruits (goji berry and seabuckthorn berry).
- Refreshing.

botanical hydration mist with immortelle

Uplift and beautify with this timeless blend of botanical hydrosols, formulated to awaken skin with instant hydration and a veil of antioxidants. Anchored by the anti-aging prowess of Immortelle and blended with chamomile and frankincense, this divine Wild Alchemy elixir settles beautifully to reveal a calm, tightened complexion. It is finished with a hint of rose for radiant, refreshed skin.

CLAIMS:

- Soothing.
- Hydrating.
- Calming.
- Brightens appearance.
- Enhances absorption of products.
- Uplift.
- Beautify.
- Protects from environmental stressors
- Soothes the appearance of temporary redness.

C

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.

CLAIMS:

- Detoxifying.
- Restorative.
- Purifying.
- Cleansing.
- Tones and tightens skin's look.
- Helps removes impurities.
- Balance natural oils without drying your skin.

citrus mint cleanser

Gently lift excess oil with this pH-balanced, aloe vera-based gel cleanser. Removes makeup and impurities without harsh chemicals or leaving any residue. Witch hazel cleanses without stripping the acid mantle, the skin's protective barrier. Astringent herbs and oils keep your pores clear and skin refreshed.

CLAIMS:

- This cleanser is formulated specifically for oily and combination skin types.
- Balances natural oils.
- A great cleanser for oily skin.
- Helps maintain a healthy, balanced pH.
- Will help to unclog pores.
- Potent blend of supportive nutrients and skin cleansing ingredients.
- Will help give your skin the appearance you desire.
- Removes dirt.
- Removes excess oils, dirt and impurities without harsh detergents or chemicals.
- Nourishes and cleanses your skin.
- Leaves your skin feeling clean and fresh.

citrus stem cell serum

Increase the appearance of firmness and elasticity 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.

CLAIMS:

- Carefully formulated to boost the appearance of your skin naturally.
- Plumps up the appearance of dull or sluggish skin, temporarily.
- Evens the appearance of your skin, temporarily.
- Using vegan stem cells derived from oranges, we have created a new way to nourish your skin.
- Along with superoxide dismutase (SOD, a powerful antioxidant), the combined ingredients in this serum will help your skin to attain and maintain balance.
- Amla and sea buckthorn berries are natural sources of Vitamin C, and essential oils of Lavender and Sandalwood are both toning and balancing, with a lovely aroma.
- Brightens skin .
- Tones skin.
- We recommend using twice a day over the course of 30 - 40 days to give your skin a radiant glow.

coconut body oil

Nourish and soften your skin daily with a unique blend of oils infused with nutrient-rich herbs—milk thistle, life everlasting and calendula. This luxurious formula is rich in coconut oil (lauric acid) and finished with the aroma of lavender. Soothes the body and eases the mind.

CLAIMS:

- Infused with nutrient rich herbs to nourish and soften your skin.
- Coconut oil is rich in lauric acid, used in many cultures to protect and moisturize the skin's surface.
- It also contains essential oils that will help you stay heart centered and calm.
- The small molecular structure of our coconut oil provides deep moisturization.

- Milk thistle seed contains antioxidants and flavonoids to nourish dry skin.
- Gives your skin a soft, smooth texture.
- It makes an ideal ointment for the cosmetic relief of dry, rough and wrinkled skin.
- Achieve visible results.

coconut honey mask

Nourish your skin with this unique, vitamin-rich mask enriched with pure Colorado mountain wildflower honey. Live enzymes and amino acids keeping skin looking smooth and plump. Coconut oil, rich in lauric acid, gives a soothing feeling.

CLAIMS:

- This product is so natural it's good enough to eat!
- Honey is high in vitamin C, B vitamins, and amino acids—all of which nourish your skin.
- The live enzymes will nourish your inner and outer beauty.
- Our luxurious Coconut Honey Mask is the perfect moisturizing spa treatment for those who want the appearance of even skin tone and smooth, soft skin.
- It is naturally moisturizing and soothing.

concentrated boosting elixirs

Enhance your skin care ritual with Concentrated Boosting Elixirs. Highly active, MADE SAFE® approved ingredients work synergistically together to create luxurious treatments for hydrated, radiant, and renewed complexions. Each elixir is extremely active and has been formulated in the highest concentration to allow you to boost your pre-existing regimen with only 1-3 drops. Hydrate, Brighten, and Revitalize your skin with three simple, yet potent elixirs.

- Hydrate with hyaluronic acid—paired with vegan collagen prepeptides—to plump and strengthen.
- Brighten with pure Vitamin C—complemented by sea buckthorn berry—to target the look of dark spots and restore a youthful glow.
- Revitalize with bioactive A-Complex—derived from algae and infused with astaxanthin—to renew, firm, and tone skin's appearance.

CLAIMS:

- Resurface.
- Brighten and revitalize.

- Increase the appearance of toned skin.
- Activated formulas for renewed complexions.
- Reduce the appearanec of dark spots.
- Give a youthful glow.
- Forms and tones the appearance of your skin.

E

exfoliating dry body brush

This gentle yet firm, dry body brush works in tandem with the body's natural systems to stimulate lymphatic flow, increase circulation, and detoxify the skin. Use on dry skin to exfoliate and prime the body for products to follow. The Exfoliating Dry Body Brush can be used daily.

CLAIMS:

- Full body treatment.
- Exfoliating full body.
- Pre-shower treatment.
- Ritual to soften skin.
- Everyday use dry brush.

F

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.

CLAIMS:

- Pineapple derived ceramides provide radiance.
- Sake peptides reduce the appearance of lines and wrinkles.
- Rejuvenating.
- Revitalizing.
- Brightening.
- Lingonberry stem cells firm and soften.

G**gua sha lifting tool**

Gua Sha is an ancient Chinese technique known to promote radiance and ease facial tension. Handcrafted with true Xiuyan jade, our Gua Sha Lifting Tool is designed to beautify the look of skin, contour your features, and relieve negative energy. Each natural stone is unique and varies in pattern and color.

CLAIMS:

- Tone and tighten.
- Sculpt.
- Gently lift your appearance.
- Facial exercise.
- Cooling jade promotes revitalization.
- Your face feels alive and happy.

H**herbal facial oil for
normal & combination skin**

Nourish normal or combination skin with this gentle and calming herbal blend. Our unique balancing grapeseed-oil base helps regulate oil production. 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.

CLAIMS:

- This calming and gentle herbal oil is formulated for those who have normal or combination skin.
- Balances normal and combination skin.
- This potent blend of antioxidants and moisturizing oils are a pure delight for your skin and will leave you with a glow that others will envy.
- Our Herbal Facial Oil for Normal and Combination Skin will leave your face refreshed and hydrated.
- Soothes sensitive skin.
- Restores your youthful glow.
- Achieve visable results.

herbal facial oil for oily skin

Specially formulated with cleansing botanicals, white willow bark and neem, this slightly astringent 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 beautiful, clear complexion.

CLAIMS:

- This herbal oil is formulated for those who have oily skin.
- Lightly moisturizing.
- Minimizes the appearance of large pores.
- A blend of ingredients that will leave your skin feeling soft, smooth, and beautiful.
- Helps open clogged pores.
- Balances natural skin oils.
- Absorbs cleanly without leaving a greasy feel.
- Achieve visible results.

herbal facial oil for sensitive skin

This calm 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.

CLAIMS:

- This herb-infused oil is perfect for those who want to reduce the appearance of fine lines and wrinkles.
- Soothing.
- The light yet fully moisturizing formula penetrates into your pores, bringing with it powerful, nourishing antioxidants from seed oils like pomegranate, cranberry, and rosehip.
- The grapeseed oil based formula is suitable for all skin types.
- There are no essential oils in this formula, making it perfect for those with sensitive skin or who are sensitive to smell.
- With a gentle herb infusion of lavender, calendula, and helichrysum, this oil calms the skin.
- Unscented for those sensitive to scent.
- Restores your youthful glow.
- Achieve visible results.
- Leaves your skin nourished and glowing.
- Won't irritate sensitive skin.
- Helps reveal a more even-toned and radiant complexion.

I 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.

CLAIMS:

- Brightening.
- Hydrating.
- Plump.
- Soothes.
- Rejuvenates.
- Pick-me-up for dull skin.
- Gives skin a luminous glow.
- Achieve visible results.

K

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.

CLAIMS:

- Deeply exfoliating.
- Cleansing.
- Draws our impurities.
- Mini spa facial session.
- Absorbs excess oil and dirt from the skin for deep cleansing.
- Leaves the skin looking young.
- Provides a revitalized glow resurfacing.
- Prep for your following routine.

L

lotus wood exfoliating brush

Face brushes have soft bristles that are perfect for cleaning the delicate skin on your cheeks, chin, and forehead. You can use them to massage in your cleansers and slough off your face masks.

Face brushing helps you really massage your cleanser in, giving your pores a thorough clean and a bit of exfoliation. They're also helpful for rinsing off facial masks, like our Coconut Honey Mask and Purifying Mud Mask, all while helping to work these products into your skin so you can experience their full benefits.

The nylon bristles on our face brushes are gentle as well as cruelty-free. Over time, as you use your brush, you'll notice that the bristles will get even softer.

CLAIMS:

- Face brushing helps effectively massage your cleanser in.
- Helps deep clean pores.
- Exfoliates.
- Mini spa facial session.
- Gentle exfoliation.
- Leaves the skin looking young.

N

neroli toning mist

This delicate aloe vera infusion hydrates, softens and balances your skin, and enhances absorption of all serums and oils. The sweet, orange-blossom aroma of neroli oil calms and soothes the mind. Use throughout the day to instantly feel hydrated and refreshed.

CLAIMS:

- Our soothing, refreshing Neroli Toning Mist is now made with a base of aloe vera juice, helping to soothe and hydrate your skin with each spray.
- Aloe Vera has beneficial properties and is used traditionally for all skin types and conditions.

- Use anytime you want to feel cool, clean and refreshed.
- Helps calm.
- Naturally hydrating.
- Use aloe vera everyday to help your skin feel soft and look best.
- Naturally cleans and moisturizes.
- The scent is just as calming, soothing and inspiring to the spirit.
- Neroli essential oil is made from the distillation of orange blossoms.
- Refines pores.
- Increases the absorption of treatment products and moisturizers by prepping your skin.

O

oud révélé

Indulge, ground, and awaken with Oud Révélé. This all-natural perfume is carried by the rich and wooded essence of sustainably-harvested oud. Essential oils of sandalwood and vetiver bring balance and warmth, while varietals of rose and jasmine uplift the senses with sweet florals. Luxurious and long-lasting, it evokes nature at her most pristine.

CLAIMS:

- Warm and sweet.
- Smokey and tobacco undertones.
- Non-toxic perfume.
- High notes of jasmine.
- Balanced with sustainably sourced sandalwood.

P

palo santo body butter

Indulge in a luxurious body treatment created to enhance your senses and enrich your skin. This exquisitely nourishing formula combines shea butter and cocoa butter to naturally soften skin, and oils like jojoba, kukui nut and macadamia for optimal, concentrated moisture. Finished with hand selected essential oils—palo santo, cardamom, vetiver and nutmeg—to warm your soul. This thick, luscious creation melts into skin and absorbs easily without feeling oily or greasy.

CLAIMS:

- Tones and tightens skin's look.
- Provides essential minerals.
- Using our Purifying Mud Mask regularly will cleanse and provide essential minerals.
- Deeply purifies pores.
- Balances natural oils.
- A natural spa treatment straight from Mother Earth.
- Helps remove impurities from the pores.
- Won't destroy the skin's natural balance.
- Achieve visible results.

palo santo hair & body mist

Infused with crystals, the Palo Santo Hair & Body Mist is a non-toxic perfume that promotes healthy tresses and warms the senses. It's formulated with a sustainably-sourced blend of essential oils like palo santo, cardamom, peru balsam and myrrh for an earthy, grounding experience.

CLAIMS:

- Grounding.
- Rich and earthy aroma.
- Non-toxic perfume.
- Warming and heart opening.
- All over mist.

phytonutrient cleanser

Elevate your cleansing experience with this lavish concoction of nutrient dense herbs and moisture-binding mango seed butter. Apple extract, with its potent brightening properties, gently softens and renewes the look of the skin. Combined with our unique signature serum blend, this cleanser delivers essential hydration for a calm and more restored complexion. Finished with lavender, lemon, bergamot and litsea cubeba, your senses are uplifted and alive.

CLAIMS:

- Gentle and cleansing blend of healing herbs and plants.
- A unique blend of oils and extracts.
- Soothes the skin.
- Features acai oil for antioxidant benefits.
- Enhance your skin's appearance.

- The complete relationship between herbs, oils and aloe enhances the benefits of this cleanser.
- Leaves your face clear and smooth.
- Non-drying or stripping .
- Synergistic blend of ingredients for maximum effectiveness.

probiotic serum with tremella

Support your skin's natural defenses with this concentrated blend of skin-reviving probiotics. Olive leaf extract and astaxanthin work to shield skin from harmful elements with superior antioxidant activity. Tremella, an ancient Chinese beautifying mushroom, is nature's alternative to hyaluronic acid, immersing skin with deep hydration. Restorative herbs work together with biome-friendly extracts, to bring skin back to a state of balance.

CLAIMS:

- Protect from harsh environmental elements.
- Antioxidant rich astaxanthin.
- Calming and gentle.
- Hydrating tremella mushroom.
- Revitalizing.
- Skin-reviving probiotics.

purifying mud mask

Firm and tighten the look of your skin naturally with this powder-to-paste clay mask. Rhassoul clay, exclusive to the Atlas Mountains of Morocco, is rich in the minerals silica and magnesium. Chlorella algae provide phytonutrients, while rose clay absorbs excess oil. Each use will leave your skin feeling renewed and fresh.

CLAIMS:

- Tones and tightens skin's look.
- Provides essential minerals.
- Using our purifying mud mask regularly will cleanse and provide essential minerals.
- Deeply purifies pores.
- Balances natural oils.
- A natural spa treatment straight from mother earth.
- Helps remove impurities from the pores.
- Won't destroy the skin's natural balance.
- Achieve visable results.

radiant skin silk

This is our richest body moisturizer, formulated for dry and dehydrated skin. Sunflower seed oil provides a protective layer of moisture, aloe vera deeply hydrates and soothes sensitivities. Essential oils of rosewood and frankincense blend perfectly to give an earthy, floral finish. Each use will leave your skin feeling hydrated, fresh and silky smooth.

CLAIMS:

- Will leave your skin feeling hydrated, silky and smooth.
- Smoothes and richly moisturizes.
- Sunflower oil is highly nutritious with mono and polyunsaturated fats and vitamin E.
- The oils and herbs in this product soak into your skin to keep it nourished and protected, leaving you with a wonderful glow.
- Leaves your skin nourished and glowing.
- Protects your skin's surface from the elements.
- Helps minimize the appearance of fine lines and wrinkles.
- Achieve visable results.
- Gives your skin the essential fatty acids it needs to stay hydrated and soft.

radiate — facial moisturizing cream

Essentials Collection

This all-natural face oil promotes flawless, dewy skin with fourteen potent plant botanicals. High-vibration oils such as tamanu, argan, jojoba, and hemp revive sensitive and dry skin while antioxidant-rich sea buckthorn berry extract protects. Scented with invigorating notes of nature: cedarwood, geranium, myrrh, and lavender.

CLAIMS:

- Invigorating scent profile.
- Moisturizing.
- Calming.
- Revitalize dry skin.
- Antioxidant rich.

rejuvenating facial oil

Anchored by organic golden jojoba oil and infused with antioxidant-rich butterfly pea flowers, this intentionally-sourced elixir soothes, softens, and rejuvenates. A synergistic blend of moisture-binding mongongo oil and black cumin seed oil—combined with vitamin C-rich baobab—brightens and revitalizes. Potent, energizing oils of marula, copaiba balsam and andiroba deliver flawless skin. Finished with luxe essential oils of blue tansy and helichrysum for a vibrant experience and glowing skin.

CLAIMS:

- Rich and nourishing.
- Moisturizing.
- Concentrated formula.
- Rejuvenating.
- Potent plant botanicals.
- Gives your skin a powerful antioxidant boost.
- Energizing oils of marula, copaiba balsam and andiroba deliver flawless skin.
- Vitamin C rich ingredients.
- Calming blue tansy and revitalizing helichrysum.

renew — facial cream cleanser

Essentials Collection

A gentle, pH-balanced cream cleanser to nourish and refresh skin daily. Hydrate with organic aloe vera and uplift the senses with oils of citrus and spruce.

CLAIMS:

- Lively scented with citrus and spruce.
- Gentle cream cleanser.
- Ph-balanced.
- Non drying or stripping.
- Hydrating aloe.

restorative cleansing oil

This lightweight cleansing oil sweeps away impurities and removes makeup while strengthening the skin's delicate barrier. It harnesses antioxidant-rich manuka oil and the restorative properties of organic golden jojoba oil, clarifying tea tree oil, and nourishing castor oil for dewy, conditioned skin. Finished with uplifting notes of lemongrass, lavender, and geranium.

CLAIMS:

- Cleansing.
- Moisturizing.
- Detoxifying treatment.
- Restorative oil cleanser.
- Balance natural oils.

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.

CLAIMS:

- Resurfacing.
- Revive dull skin.
- Reduce the appearance of dark spots.
- At-home peel.
- Brightening.
- Hydrating.

rosemary peppermint hand & body wash

Cleanse and energize your skin with this aloe vera-based, herb-infused body wash. A pH-balanced cleanser, it contains rosemary and essential oil of peppermint combined to leave your skin feeling cool, refreshed and uplifted.

CLAIMS:

- This body wash is made with a blend of nourishing herbs that will cleanse without stripping your natural oils.

- Gently cleanses your skin.
- Rosemary is one of nature's most gentle and effective cleansing oils.
- Won't strip your natural oils.
- Hydrating.
- Stimulating for you and your senses.
- Achieve visible results.

rosemary toning mist

Invigorate skin with this refreshing herb-infused, aloe-based distillate. Replenishes skin with essential minerals and cleansing botanicals. White willow bark calms, while thyme and neem cleanse. Spritzed on hair near the roots, the mist revives and refreshes with rosemary's stimulating properties.

CLAIMS:

- Rosemary has been used for centuries as a topical stimulant.
- Balances natural oils.
- Rosemary Hydrosol is a distillate from the rosemary leaf.
- Rosemary has wonderful uplifting properties for both your skin and your hair.
- Uplifting.
- Tones the look of your skin.
- Achieve visible results.

S

superfood greens mask

Deeply nourish and revitalize your complexion with the Superfood Greens Mask. Turkish pine honey is featured (and known) for its ability to restore and soothe dry and compromised skin, while nutrient-rich superfoods of wheatgrass, moringa, kakadu plum and ashwagandha uplift your skin's vibrance. Hyaluronic acid, tremella extract, and freeze dried coconut powder give your skin the ultimate hydration boost for a supple glow, while also visibly improving your skin's tone and radiance. Transport your senses and complete your experience with a bright and wild aroma of sweet basil, sweet fennel and elemi.

CLAIMS:

- Coming soon.

sun love — everyday sheer sunscreen

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.

CLAIMS:

- Sheer and lightweight.
- Protect from harsh rays.
- Non nano zinc.
- Gentle and non-toxic.
- Moisturizing.

sweet sunrise conditioner

This lightweight conditioner combines antioxidant-rich herbs with pure essential oils for a natural restoration. Handcrafted extracts of horsetail and nettle—rich in minerals and protective antioxidants—deliver instant sheen and long-term strength. Carefully selected essential oils combine for a bright citrusy scent with herbaceous notes.

CLAIMS:

- Nutrient rich.
- Leaves hair soft and nourished.
- Delivers instant sheen and smooth appearance.
- Nourishing.
- Strengthening mineral rich.

sweet sunrise shampoo

Hydrate and purify hair with this gentle, herb-infused shampoo. Organic aloe vera hydrates and nourishes dry, damaged hair. Nettles restore the integrity of roots, while horsetail—rich in strengthening minerals—shields against free radicals. Essential oils of lemon fruit and orange peel pair beautifully with parsley and basil oil for a bright, luxurious experience. Leaves hair supple, fortified, and alive.

CLAIMS:

- Hair is left fortified and alive.
- Gentle hair cleanser.
- Non-drying or stripping.
- Nourishing.
- Strengthening mineral rich.
- Nourishes dry and damaged hair.

W

wild fruit serum

The ultimate skin elixir—this serum brightens, hydrates, and helps tone aging skin. Brightens skin tone with a concentrated dose of fruit, herb and plant-cell extracts. A dynamic blend of Kakadu plum and apple helps revive dull skin. Resveratrol-rich knotweed, plant-cell extracts and copper combine to help keep skin moist, plump and supple for an overall even-toned, luminous glow.

CLAIMS:

- Brightens.
- Hydrates.
- Rejuvenates.
- Helps tone the look of aging skin.
- Brightens the look of your skin tone and overall appearance.
- Revives the look of dull skin.
- Keeps skin moist, plump and supple.
- Gives skin a luminous glow.
- Achieve visable results.
- Restores a youthful glow.
- Leaves skin nourished.
- Infuses your skin with protective botanicals.



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