

MEDIA KIT



www.peaceofmindskincare.com

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A passionate purpose began with real life.

Founder Bio

For years Wendei Melnick Smith has been saying “my life is a movie” and in that spirit, her story begins here...

Becoming an esthetician was an accidental career for Wendei. She'd worked nine years in entertainment with her last job being a development executive in NY working for a large advertising agency developing movies for Proctor & Gamble, Kraft General Foods and Hallmark Hall of Fame. In 1994, she moved back to Los Angeles and thought about interviewing for network executive or studio VP jobs, but back in those days, entertainment was very much a man's world, and she didn't want to take on the persona women had to become to survive. She decided to independently produce but needed a way to support herself. One day while getting a facial at a well-known day spa, she began interviewing her esthetician to find out if she needed to be licensed, what her hours would be like, etc. Within a week she enrolled in school to become an esthetician. She still had projects in development and figured she could work nights and weekends giving facials and during the week continue to work on her projects.

Things changed the first time she gave a client at school a facial. She'd been nervous what it would be like to touch someone she didn't know, but as soon as she put her hands on her first client, she knew she was home. Crazy enough, while she was still in school, one of her projects sold, a CBS movie of the week titled Prophet of Evil starring Brian Dennehy. She has an IMDB with an associate producer credit.

She was a good student and got her license the first time she tested, and the next day began training to work at the spa that gave her the idea for her new career. It wasn't long before she'd built up a nice clientele. A few years later she met her first husband and had a beautiful daughter. Wendei started her own business, Peace of Mind Skin & Body Care after a racist boss asked if one of her Black clients had come in with a gift certificate. She quit that day and never looked back. She's now one of Los Angeles' best kept secrets and a five-star esthetician on both Google and Yelp. She loves studying about cell biology and new skin care ingredients and supplements to remain healthy and build a good immune system.

Wendei's journey continued with the founding on her own company, which she shares next...

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Wendei Melnick Smith
founder, formulator, esthetician
for 26+ years

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Company History

THE FOUNDING JOURNEY

In 2008, after divorcing the year before, she met a woman through an online parenting group she belonged to. Knowing Wendei was a skin care professional, the woman reached out to see if she knew how to do camouflage makeup. The woman explained she was in remission from AML (an aggressive form of leukemia which back then was a death sentence) and didn't feel beautiful anymore. One of the many side effects of her bone marrow transplants was Graft vs. Host disease which causes brown splotches all over the body. She went to Wendei's office one day and Wendei showed her how to apply the makeup – she was drop dead gorgeous even though she didn't feel it but once she looked in the mirror, she told Wendei she felt beautiful again, and told Wendei she needed to help other women like her. Sadly, her new friend's remission didn't last, and she passed away a week after her daughter turned three years old.

During that period, Wendei read a book called Oncology Esthetics and within a few months learned there were live classes where she could be certified. She took the next class and began serving many women and men undergoing treatment for cancer. She also began facilitating Look Good Feel Better classes via the American Cancer Society, which she found to be very rewarding; and was ultimately hired as an oncology esthetician at the Disney Family Cancer Center in Burbank, CA. A few years later, she partnered with the writer and educator who started the oncology esthetics movement and began teaching her classes in the U.S.

Wendei suffered from insomnia, migratory pain and chronic migraines most of her life and just assumed it was normal. She wasn't surprised in 2012 when she received a diagnosis of fibromyalgia, as her mother had been diagnosed with the same about 30 years prior and she'd heard it could be hereditary.

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A longtime friend who is an infectious disease doctor heard about her diagnosis and asked Wendei to let her test for Lyme disease. At that point in time, Wendei knew nothing about Lyme other than you got it by a tick bite. She refused, because to her knowledge to this day she's never been bit.

Turns out the joke was on Wendei, and when her friend saw her the end of 2016, Wendei's immune system had crashed, and she was down to 85 pounds. Her friend took one look at her and begged to test her for Lyme, so Wendei scheduled an appointment to humor her and get her off her back. She was right— Wendei was positive for Lyme. To make a very long story short, Wendei got Lyme and its co-infections from her mother and passed it to both her kids without knowing it.

Prior to finally getting the correct diagnosis and the answer to all her aches and pains, she had already begun formulating a nontoxic but efficacious skin care line that could safely be used on cancer patients and survivors. Wendei had even flown to Colorado to meet with the CEO of a CBD lab to begin formulating a face oil. After her diagnosis, she changed course and began formulating for herself and others like her. CBD is so anti-inflammatory it helped both with her pain as well as clinical depression and panic attacks. Her first product with CBD turned out to be Relief Balm, as she was always in pain. It helped immensely and soon her own clients were purchasing it for their own pain, even if it wasn't Lyme or cancer induced.

She remarried in 2012 to a man who coincidentally also has Lyme— he got tested a year after she had tested positive.

And then, Wendei's outreach to help even more people widened further in a quite unexpected way...

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Company History

GROWING INTO THE FUTURE

Prior to being diagnosed with Lyme, Wendei was invited to fly to Brazil and give a speech about her work with cancer patients at the second largest beauty show in the world. She flew to Sao Paolo where she spoke to over 800 people and demonstrated her oncology lymphatic drainage massage on stage with teleprompters translating her speech into Portuguese for those who didn't speak English. Little did she know back then that she was battling her own illnesses.

After being diagnosed, Wendei began treatment herself, but nothing seemed to work. She got a portacath and began IV antibiotics, but remission still evaded her. Finally in 2018 she got her one and only remission from a stem cell clinic in San Jose del Cabo, Mexico called Stermaid. Sadly she was knocked out of remission less than a year later by mold poisoning which triggered mast cell activation syndrome. She now lives a nontoxic life and treats naturally with stem cells and bee venom therapy. Since then, she's also been diagnosed with Ehlers-Danlos syndrome, an inherited connective tissue disorder and a cerebral spinal fluid leak in her back and cranial cervical instability.

Despite all her illnesses, Wendei continues to remain optimistic and refuses to let them control her life. Work is a huge part of her healing, as it keeps her distracted and her brain sharp. Wendei firmly believes she was meant to get sick to spread awareness about her illnesses and be a voice for others. During COVID she began using her skills as a researcher to become a health coach and a colon hydrotherapist, and offers colonics at her Studio City, California wellness center.

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During the pandemic, Wendei returned to formulating, and in 2020 during the first quarantine, she taught her first Lyme and Cancer Esthetics class.

Yes, Lyme affects the skin as it's an inflammatory disease, and inflammation can cause premature aging. Not to mention all the nontoxic products she'd already formulated were perfect for her once she was diagnosed with mast cell disease.

Wendei is happiest when she's educating, formulating, and spending time in the treatment room with her clients.

She considers herself the esthetician's esthetician, and for that reason only has a minimum order of \$100 as she started out as a solo esthetician working out of her house. She now owns a brick and mortar location and has wonderful employees who, like her, offer pampering yet efficacious treatments that actually show a visible difference in the skin. Her products are formulated to improve the health of the skin and healthy skin just happens to be even-toned without hyperpigmentation, firm, toned and glowing.

Wendei is lucky to have two beautiful grown children and a husband who loves her and is proud of her for holding her head high instead of giving up and staying in bed every day. She has a bright future ahead of her and looks forward to creating her own line of high quality supplements someday. She also has plans to expand Peace of Mind Naturals and her Wellness offerings across the United States and ultimately internationally. She's a dual citizen of the U.S. and Canada, and has temporary residency in Mexico.

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Company History

APPEARANCES & MEDIA COVERAGE

- **Presented in Sao Paulo, Brazil in 2014** about her work with cancer patients at **the second largest beauty show in the world.** (Beauty Fair, Estetica & Spa, Brazil)
- Online Teaching: **Oncology & Lyme Esthetics**
 - During the pandemic, Wendei returned to formulating and in 2020 during the first quarantine, she taught her first Lyme and Cancer Esthetics class.
 - Private Video Education Training for Professionals
- Publications: Over the years she's been interviewed by several media including:
 - New York Times
 - Daily News in Los Angeles
 - Day Spa Magazine
 - Pop Sugar
 - Local publications in Studio City, CA.



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SOCIAL MEDIA COVERAGE

- **Wellness Wednesdays with Wendei**
 - If you visit **peaceofmindhealth on Instagram**, you'll find Wellness Wednesdays with Wendei where she talks about everything from skin care to supplements and detoxing.
- Wendei is the author of a paper called **The Delights of Daily Detox** as even healthy people should be detoxing out toxic chemicals.
- Social Media Presence
 - **Instagram** :@peaceofmindhealth
 - **Twitter** : @peaceofmindskin
 - **Facebook** : PeaceofMindSkincare
 - 5-Star Esthetician on **Yelp and Google**

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Company History

WHAT IS UNIQUE ABOUT US

Wendei is a **Level II Reiki master** and **each Peace of Mind product aligns with a different chakra**; so while you're doing your skin care regimen, you're balancing your chakras. Please see next section to learn more about the Chakras.

Peace of Mind also offers a **chakra balancing facial**, as a balanced mind, body & spirit is key to looking and feeling fabulous.

This all elevates her work as a **Formulator**, creating new and unique products that as based a commitment to creating **Products that Perform** in ways clients can feel and see, while using the highest quality ingredients available.

Over the years Wendei has been interviewed for local, national, and international media and events. She is a naturally gifted educator who loves being in front of the camera and is happy to make herself available for interviews both virtually and in person as a skin care expert of over 26 years.

She's proud to have been in business over 24 years and has survived 2 recessions and a pandemic. She's proof that if you put your mind to something and never give up, anyone can achieve their dreams.

Who would've thought that over two decades ago when she named her business Peace of Mind, it would be the number one thing Wendei cherishes in her own life?

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OF SPECIAL NOTE:

- If you visit **peaceofmindhealth on Instagram**, you'll find **Wellness Wednesdays with Wendei** where she talks about everything from skin care to supplements and detoxing.
 - The paper she authored, called *The Delights of Daily Detox* is available on Facebook for all who want to learn more, since even healthy people should be detoxing out toxic chemicals.
- Peace of Mind's target clientele are consumers who want healthy, gorgeous skin but don't want to compromise by using unhealthy ingredients, and are serious about living a clean life. Wendei loves to share her own journey back to wellness with others through education and coaching, and of course her fabulous skin care line.
 - Please see our **TARGET CLIENTELE** section to learn more about who we serve.
 - Please see our **Product Quality Commitment** section to learn even more.

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our target clientele



BARBARA
Clean Warrior
Female
50s – 60+

Barbara is a consumer seeking clean skincare products without sacrificing results. Health issues have required her to live a non-toxic lifestyle and she has felt underserved in the beauty department. She is not price sensitive as long as the product satisfies her needs and she will remain brand loyal.



MARISA
New Mama
Female
30s – 40s

After having children, Marisa is incredibly vigilant about keeping toxins out of her body and home. She seeks skincare brands that are committed to clean, non-toxic ingredients that she can confidently use and even share with her family.



RACHEL
Clean and Green
Female
Early 20s – Early 30s

Rachel is a highly conscientious consumer. She not only cares about the ingredients in the products she uses, but wants to ensure the values of the brands she buys align with her own.



LUKE
Health Conscious Hubby
Male
30s – 60+

Luke knows the importance of taking care of his skin and has graduated from borrowing his wife's skincare products to seeking products of his own. He's starting to invest in skincare that fits his health and wellness goals.



Our Product Quality Commitment



Made with the highest quality ingredients, sourcing organic, gluten free ingredients whenever available.

Our products are 100% Vegan and cruelty free, with no parabens, no phthalates, no mineral oil, no silicones, no drying alcohols, no petroleum, no dyes, and made using organic and gluten free ingredients and essential oils whenever possible.



Leaping Bunny Approved
The most trusted cruelty free certification
for non-animal tested products.



Manufactured in the USA
for Peace of Mind Living, Inc.
Studio City, CA 91604 818-769-0302



Our Product Boxes
are Recycle-Ready

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Testimonials

OM OIL

"The OM Oil is a thing of beauty.

I'm so surprised. With just one use of the Om Oil I immediately feel a difference, after applying three drops before bed, I woke up this morning to a notably brighter, refined skin and complexion. I love the natural glow.

The formulas are great. They absorb so well and don't feel heavy at all. It leaves me feeling incredibly relaxed. It smells perfect. It's been very difficult for me to find the right product that leaves skin feeling hydrated.

I'm so excited to introduce Om Oil to all my clients." —Victoria Ramos Matsamura, Licensed Esthetician

...

"I call it a little miracle.

A face oil may sound to some of us like something we should avoid - and I'm definitely one of the skeptics.

However this Om oil I can call it a 'little miracle'. When trying this oil I assumed that it would leave my skin full of oil and shine so I tried it on at night. When I woke, I saw a significant difference to my skin; it felt hydrated but not heavy, glowy but not shiny.

Thank you so much. We will be ordering our next bottle soon. Good luck!" — Ima Matsamura

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CLIENTS PRAISE WENDEI'S EXPERTISE AND CARE...

"At my advanced age of almost 73 my skin looks great! Peace of Mind Skin and Body Care is amazing. Wendei is a magician in her various anti-aging treatments and products. I have been having, amongst other treatments, TCA peels for many years. I can assure you that at my advanced age of almost 73 my skin looks great. I will be having another peel very soon and while I am at Peace of Mind, I'll ask about what the latest and great anti-age fighter Wendei will recommend.

She is a totally qualified and trust worthy esthetician who really knows her stuff. In addition to all of this, she has become an oncology esthetician and helps cancer patients feel beautiful." — Ellen G.

...

"She is so genuine and deeply caring. I LOVE Wendei !!! Not only is she incredibly knowledgeable and skilled in all aspects of her work, but she is also so genuine and deeply caring and just a wonderful human being.

I also really LOVE her natural minded philosophy and knowing that the products she uses are all safe and non toxic.

I constantly refer her to friends and they all love her, as do I." — Vanessa Ryder

RELIEF BALM

"Relief Balm really helped me get through a very bad back episode with spazzing muscles & nerve zaps. It took the edge off enough so I could function. Combining it with the CBD oil is a great combo." — Lari Manz

...

"I've been using the relief balm for several months. I've developed Lyme Arthritis and the joints in my hands are excruciatingly painful. Relief Balm allows me to work during the day and sleep at night without painful throbbing in my hands. I'm so grateful for Relief Balm!" — Glenda Clayman

...

"Relief balm is the bomb! It has helped my aches and pains so much. I don't leave the house without it and it smells heavenly." — Julie Daniel

...

... and our newest products that we have just introduced are earning rave reviews, too!

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CLEAN
Pumpkin Alpha-Beta
Combination / Mature
8 oz / 237 ml

Heart Chakra - Green

Description: Anti-Aging and Anti-Acne. Reduces the appearance of fine lines and wrinkles while refining the pores for a smooth, clear and glowing complexion. This cleanser contains naturally derived alpha and beta hydroxy acids and anti-inflammatory agents to soothe and prevent irritation while removing excess oil and dead skin cells, promoting new cell production and collagen formation for a healthy radiant glow.

Directions: Apply small amount of cleanser adding water as needed. Massage in well and remove with warm water and a soft cloth. Use morning and evening for best results.

Gluten Free

Ingredients: Aloe barbadensis* (Aloe Vera) Leaf Juice, EcoCert Decyl Glucoside (and) EcoCert Sodium Lauroyl Lactylate, Vegetable Glycerin (and) Carnelia sinensis* (Green Tea) Leaf Extract, Glycolic Acid (Sugar) Fermentation, *Populus tremuloides* (Aspen) Bark Extract, Salicylic acid, *Vaccinium myrtillus* (Bilberry) Extract, Panthenol (ProVitamin B5), Lactic Acid (Corn) Fermentation * Saccharum officinarum* (Sugar Cane) Extract, Glycol Distearate, Linum catharticum (Meadowfoam) Seed Oil, Glycerin, Cucurbita Pepo (Pumpkin), Cucurbita Pepo (Pumpkin) Seed Oil Seed Oil, L-Lactic Acid, D-Beta-Carotene, Zingiber Officinale (Ginger) Root Oil, Eugenia Caryophyllus (Clove) Leaf Oil, Cinnamomum Cassia Leaf Oil (Xanthan) Gum, *Citrus limonum (Lemon) Extract, Citrus aurantium var. Dulcis (Sweet Orange) Fruit Extract, Acer saccharum (Sugar Maple) Extract.
*organic



CLEAN
For All
8 oz / 237 ml

Heart Chakra - Green

Description: A gentle nourishing cleanser that harnesses the power of cucumber and aloe to get your skin clean and moisturized in one enjoyable step!!

Directions: Apply small amount of cleanser adding water as needed. Massage in well and remove with warm water and a soft cloth. Use morning and evening for best results.

Gluten Free

Ingredients: Aloe Barbadensis* and Aloe Barbadensis Leaf Extract*, Cucumis sativus (cucumber) Seed Extract*, Helianthus Annuus (Sunflower) Seed Extract*, Cocamidopropyl betaine (from coconuts), salicylic acid*, and essence of oils of Citrus Grandis (Grapefruit)*, Citrus Medica Limonum* (Lemon) and Citrus Aurantium Dulcis* (Blood Orange).
*organic



CLEAN
Dry / Sensitive
8 oz / 237 ml

Heart Chakra - Green

Description: A gentle creamy cleanser for dry or sensitive skin, this hydrating complex includes soothing cucumber and aloe.

Directions: Apply small amount of cleanser to dry skin. Massage, adding water until cleanser has reached a liquid consistency. Rinse thoroughly. Keep out of eyes.

Gluten Free

Ingredients: Aloe barbadensis (Aloe Leaf) Leaf Extract*, Cucumis sativus (cucumber) Seed Extract*, Helianthus Annuus (Sunflower) Seed Extract*, Cocamidopropyl betaine (from coconuts) salicylic acid, and essence of oils of Fragaria x ananassa (strawberry)*.
*organic

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MOTHER EARTH SCRUB

2 oz / 60 ml

Root Chakra - Red

Description: This active scrub contains fossil minerals from the earth along with niacinamide and salicylic acid to gently remove dead skin cells.

Directions: Apply a pea sized amount to damp skin and work in gently with fingers and remove with a warm washcloth. Do not use over inflamed acne or sensitive skin.

Gluten Free

Ingredients: Aqua (Water), Glycerin, Cellulose Acetate, Diatomaceous Earth, Caprylic/Capric Triglyceride, Behenyl Alcohol, Kaolin, Niacinamide, Salicylic Acid, Allantoin, Passiflora Incarnata (Passionflower) Flower Extract, Tocopheryl Acetate (D-alpha), Citrus Reticulata (Tangerine) Peel Oil, Lonicera Caprifolium (Honeysuckle) Flower Extract, Lonicera Japonica (Honeysuckle) Flower Extract, Phytic Acid, Titanium Dioxide, Stearic Acid, Hamamelis Virginiana (Witch Hazel) Water, Alcohol, Carbomer, Dimethicone, Citric Acid, Cetyl Alcohol, Sucrose Stearate, Glycol Distearate, Potassium Sorbate, Caprylyl Glycol, Phenethyl Alcohol, Sodium Stearoyl Glutamate, Trisodium Ethylenediamine Disuccinate, Xanthan Gum, Dicaprylyl Ether, Sodium Hydroxide.

*organic



QUENCH

Hydrating Gel

2 oz / 60 ml

Heart Chakra - Green

Description: This hydrating gel is perfect for all skin types. The addition of lilac stem cells helps bring down inflammation, reduce oxidative stress, and aid in wound healing.

Directions: Apply once or twice daily.

Gluten Free

Ingredients: Aqua (Water), Glycerin, Syringa Vulgaris (Lilac) Leaf Cell Culture Extract, Tolarol, Sodium Hyaluronate (L), Phenyl 1-Butylinone (Spin Trap), Aloe Barbadensis Leaf Juice Powder*, Cananga Odorata (Ylang Ylang) Flower Oil, Santalum Austrocaledonicum (Sandalwood) Oil, Lavandula Angustifolia (Lavender) Oil, Cinnamomum Camphora (Camphor) Bark Oil, Citrus Aurantium Dulcis (Orange) Peel Oil*, Rosa Damascena Flower Oil, Lonicera Japonica (Honeysuckle) Flower Extract, Lonicera Caprifolium (Honeysuckle) Flower Extract, Chlorophyll, Hamamelis Virginiana (Witch Hazel) Water, Alcohol, Citric Acid, Maltodextrin, Trisodium Ethylenediamine Disuccinate, Carbomer, Alcohol Denat., Sodium Hydroxide, Sodium Metabisulfite, Acetyl Tributyl Citrate, Phenethyl Alcohol, Caprylyl Glycol, Potassium Sorbate.



DEW MIST

Micellar Water/All Skin Types

4 oz 118 ml

Third Eye Chakra - Indigo

Description: Soften and soothe your skin with this hydrating and calming blend of plant extracts enhanced with the addition of anti-inflammatory water soluble hemp extract.

Shake before use.

Directions: Spray lightly over cleansed skin before applying serums and moisturizer.

Gluten Free

Ingredients: RO Water, Polysorbate 20, Aloe Vera (Aloe Barbadensis), Vegetable Glycerin, Water Soluble Full Spectrum Hemp Extract, Laminaria (Algae) Extract, Cucumis Sativus (Cucumber) Fruit Extract, Rose Canina (Rose Flower) Extract, Limnanthes Alba (Meadowfoam) Seed Oil, Leucnostonoc/Radish Root Ferment Filtrate, Lonicera Japonica (Honeysuckle) Flower Extract, Lonicera Caprifolium (Honeysuckle) Flower Extract, Populus Tremuloides (Aspen Bark) Extract, Gluconolactone, Sodium Gluconate, Neroli Fragrance.

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CRACK CREAM
All Skin Types
2 oz / 60 ml

Throat Chakra - Blue

Description: Bathe your skin in this soufflé like moisturizer laden with peptides to hydrate and stimulate collagen production and relax facial muscles.

Directions: Apply to cleansed skin morning & night after toner & serums.

Gluten Free

Ingredients: Organic Aloe Vera Leaf Juice*, Organic Palm Oil†, Triglyceride, Stearic Acid, Organic Sunflower Seed Oil†, Vegetable Glycerin, Dimethyl MEA (DMAE), Arginine, Hyaluronic Acid, Matrixyl 3000, SNAP-8, Copper Peptide, Pentapeptide-18 (Leuphasyl), SYN-AKE, Syn-Coll, Syn-Tacks, Organic Argan Oil†, Organic Squalane Oil†, Grapeseed oil, Evening Primrose Oil, Jojoba Oil, CoQ10, Tremamontamine, Carbomer, Vitamin C Ester, Green Tea Extract, Retinol, Alpha Lipic Acid, Vitamin E, Vitamin B12, Pantothenic acid (vitamin B5), Pyridoxine (vitamin B6) Phenoxethanol, Ethylhexylglycerin.

* organic



MOISTURE
Beautifully Buzzed
2 oz / 60 ml

Heart Chakra - Green

Description: Moisturizer for dry skin. Organic red wine extract provides powerful antioxidant and anti-aging benefits to the skin.

Directions: After cleansing & toning, apply a small amount to face & neck and massage in gently.

Gluten Free

Ingredients: Aloe Vera Gel*, Sodium Hyaluronate, Butyrospermum Parkii* (Shea Butter), Mangifera Indica (Mango Butter) Seed Oil†, Olea Europaea (Olive) Oil†, Prunus Dulcis (Almond) Oil†, Simmondsia Chinensis (Jojoba) Seed Oil†, Organic Red Wine Extract†, Persea Gratissima (Avocado) Oil†, Helianthus Annuus (Sunflower) Seed Oil†, Vitis Vinifera (Grape) Seed Oil†, Capric/Capric Triglycerides (Coconut Oil)†, Vegetable Glycerin, Stearic Acid (Vegan)†, Glyceryl Stearate, Cetyl Alcohol.

*organic



MOISTURE
Combination / Oily
2 oz / 60 ml

Heart Chakra - Green

Description: Moisturizer with jojoba oil and vitamin E for combination/oily skin.

Directions: After cleansing & toning, apply a small amount to face & neck and massage in gently.

Gluten Free

Ingredients: Organic Aloe barbadensis (Aloe Vera) Leaf Juice*, Aloe Barbadensis (Aloe Leaf) Gel*, Persea Grattissima (Avocado Seed) Oil†, Simmondsia Chinensis (Jojoba Seed) Oil†, Vitis Vinifera (Grape Seed) Oil†, Vegetable Glycerine†, Capric/Caprylic Triglycerides, Butyrospermum Parkii* (Shea Butter), Stearic Acid (Vegan)†, Glyceryl MonoStearate†, Cyclomethicone (Silica), Tocopheryl (Vitamin E), Cetyl Alcohol, Aloe Barbadensis (Aloe) Leaf Juice*, Tocopherol (Vitamin E), Camellia Sinensis (Japanese Green Tea) Leaf Extract†.

* organic

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MOISTURE
Dry / Sensitive
2 oz / 60 ml

Heart Chakra - Green

Description: Moisturizer with chamomile & green tea for dry and/or sensitive skin.

Directions: After cleansing & toning, apply a small amount to face & neck and massage in gently.

Gluten Free

Ingredients: Water/Aqua, Aloe Barbadensis (Aloe Leaf) Gel*, Persea Gratissima (Avocado Seed) Oil*, Simmondsia Chinensis (Jojoba Seed) Oil*, Vitis Venerifera (Grape Seed) Oil*, Vegetable Glycerine*, Caprylic/Caprylate, Triglycerides, Butyrospermum Parkii* (Shea Butter), Stearic Acid (Vegan)*, Glycerol MonoStearate*, Cyclomethicone (Silica), Tocopheryl (Vitamin E), Palmitoyl Pentapeptide-3, Cucumis Sativus* (Cucumber) Fruit Extract, Chamomilla Matricaria Flower Extract* (Chamomile), Camellia Sinensis (Japanese Green Tea) Leaf Extract*, Quaternized Wheat Protein*, Ganoderma Lucidum (Mannentake Mushroom) Extract* & Lentinus Edodes (Shiitake Mushroom) Extract*, Cetyl Alcohol.

*organic

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OM Oil
1 oz / 30 ml

Crown Chakra - Violet

Description: Your skin's new best friend, Om Oil rejuvenates, brightens, firms and tones while keeping inflammation under control. Excellent for combination to dry skin.

Directions: Use 6 to 8 drops in the palm of your hand and apply to skin using a pressing motion. Use on face, neck and décolleté twice a day for best results. Apply under sun protection during the day and use over serums at night.

Ingredients: Cannabis Sativa (Hemp) Extract* flower, Olea europaea oil, Corylus avellana oil*, Rosa canina fruit oil*, Simmondsia chinensis oil*, Passiflora edulis oil, Punica granatum oil*, Pukkenetia Volubilis (Sachs Inch) oil*, Non GMO Cocos nucifera oil infused with Calendula officinalis* (flower), Persea americana oil*, Calophyllum inophyllum oil*, Hippophae rhamnoides oil*, Lavandula officinalis oil*, Rosmarinus officinalis oil*, Boswellia cartieri oil, Jasminum grandiflorum oil, Citrus aurantium oil, Daucus carota oil, and alpha Tocopherol oil.

*organic

EWG Certified



www.peaceofmindskincare.com



PROTECT
SPF 30 with Blue Light Protectors
2 oz / 60 ml

Solar Plexus Chakra - Yellow

Description: Optimal for sensitive or traumatized skin and safe for children. A true broad-spectrum UVA/UVB sunscreen perfect for daily use.

Directions: Shake well before each use to ensure even distribution of active ingredients. Apply daily to face, neck, and chest, and reapply before sun exposure. Reapply every two hours and after towel drying, swimming, or excessive perspiring.

Active Ingredient: Zinc Oxide - 18.6%

Inactive Ingredients: Water (Aqua), Cyclopentasiloxane, Butylene Glycol, Glycerin, Caprylic/Capric, Triglyceride, Glyceryl Stearate, PEG-100 Stearate, Polyglyceryl-3 Polydimethylsilyloxyethyl Dimethicone, Dimethicone, Sorbitan Stearate, Cyclohexasiloxane, Polyacrylamide, C13-14 Isoparaffin, Laureth-7, Phenoxethanol, Caprylyl Glycol, Ethylhexylglycerin, Hexylene Glycol, Imperata Cylindrica Root Extract, PEG-8, Carbomer, Triethoxysilyl ethyl Polydimethylsilyloxyethyl Hexyl Dimethicone, Cetyl Alcohol, Lecithin, Tocopherol, Ascorbyl Palmitate, Ascorbic Acid, Citric Acid, Xanthan Gum, Polysorbate-7, Neopentyl Glycol Diheptanoate, Tocopheryl Linoleate/Oleate, Tapenone, Phoenix Dactylopera (Date) Fruit Extract, Polygonum Aviculare Extract, Sodium Lactate, Disodium EDTA, nDipotassium Glycyrrhizate, Arabidopsis Thaliana Extract, Plankton Extract, Micrococcus Lysate, Triethoxycaprylylsilane, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Tetrahydrodecyl Ascorbate, Bis(Oxyano Butylacetate) Anthracenediylidene, Propylene Glycol, Cassia alpinosa splanosa Fruit Pod Extract, Helianthus Annuus(Sunflower) Sprout Extract, Sodium Benzoate, Potassium Sorbate, Rosa Damascena Flower Extract, 1,2-Hexanediol. (Nude tinted version includes Iron Oxide CI 77491)





FLOURISH

2 oz / 60 ml

Solar Plexus Chakra - Yellow

Description: For oily and acneic skin, this mask contains anti-inflammatory sulfur as well as peptides for prevention and reduction of scars, and stem cells for skin rejuvenation.

Directions: Use once or twice a week for 10 to 15 minutes. Can also be used as a spot treatment.

Gluten Free

Ingredients: Aqua (Water), Glycerin, Sulfur, Bentonite, Alcohol Denat., Limnanthes Alba (Meadowfoam) Seed Oil, Kasilin, Glycerol Ricinoleate, Stearic Acid, Titanium Dioxide, Glycerol Stearate, Totorol, Lonicera Japonica (Honeysuckle) Flower Extract, Phenoxyethanol, Cocamidopropyl Hydroxysulfinate, Dextran, Lonicera Caprifolium (Honeysuckle) Flower Extract, Alcohol, Potassium Sorbate, Citric Acid, Eucalyptus Globulus Leaf Oil, Bisabolol (L-alpha), Cymen-5-OL, Butylene Glycol, Palmitoyl Tripeptide-8, Chamomilla Recutita (Matricaria) Flower Extract, Melaleuca Alternifolia (Tea Tree) Leaf Oil, Mentha Arvensis (Common) Leaf Oil, Ethylhexylglycerin, Hamamelis Virginiana (Witch Hazel) Water, Arnica Montana Flower Extract, Phytic Acid, Calendula Officinalis Flower Extract, Maltodextrin, Syringa Vulgaris (Lilac) Leaf Cell Culture Extract, Asialic Acid.



GLOW
Brightening & Firming Mask
Box of 4

Third Eye Chakra - Indigo

Description: Our serum filled sheet mask is loaded with wrinkle softening peptides, plumped collagen and brightening and firming vitamin C.

Directions: Peel mask from paper backing. Apply gel side to face and leave on for 15 to 20 minutes and remove without rinsing and massage in excess serum. Apply moisturizer over.

Gluten Free

Ingredients: Hyaluronic Acid, Lavandula Angustifolia (Lavender) Flower Water, Camellia Sinensis (White Tea) Extract, Freeze-Dried Marine Collagen (proprietary formula), Acetyl Hexapeptide-8, Palmitoyl Pentapeptide-4, Magnesium Ascorbyl Phosphate, Panthenol (Vitamin B-5), Saxifraga Sarmientosa Extract, Vitis Vinifera (Grape) Seed Extract, Morus Alba (Mulberry) Root Extract, Scutellaria Baicalensis Root Extract, Glycyrrhizic Acid, Allantoin, Glucosamine HCl, Algae Extract, Saccharomyces Cerevisiae Extract, UGL Complex (Glucosamine HCl, Algae Extract, Yeast Extract, Urea), Fagus Sylvatica (Beech) Bud Extract, Enteromorpha Compressa Extract, Chitosan, Glucose, Lactoperoxidase, Glucose Oxidase



Relief Balm

2 oz / 60 ml

Root Chakra - Red

Description: Our unique combination of organic plants, herbs, and roots aids in reducing inflammation and relaxing the nervous system. (Made with Non-GMO MCT Oil.)

Directions: Apply liberally to any area experiencing pain, soreness or inflammation. Can also be used as a massage medium.

Gluten Free

Active Ingredient: Full spectrum hemp extract (550 mg. active phytocannabinoids)
Other: Grapeseed Oil (Vitis Vinifera), Candellila Wax (Euphorbia Cerifera), Beeswax*, Vitamin E (Tocopherol), Sunflower Seed Oil (Helianthus Annuus), Calendula Flower* (Calendula Officinalis), Mango Seed Butter (Mangifera Indica), Jojoba Seed Oil* (Simmondsia Chinensis), Essential Oil of Lemongrass (Cymbopogon Citratus), Herb extracts* (St. John's Wort, Arnica, Peppermint.)
* Organic

Not for internal use.

contact:
(818) 769-0302

wendei@peaceofmindwellness.com

www.peaceofmindskincare.com





RELIEF
Full Spectrum Hemp Extract 500 mg
Dietary Supplement
1 oz / 30 ml

Root Chakra - Red

Description: Our unique combination of organic plants, herbs, and roots aids in reducing inflammation and relaxing the nervous system. (Made with Non-GMO MCT Oil.)

Directions: Swallow 5-10 drops of oil, no more than twice per day.

Notes:

These statements have not been evaluated by the FDA.

This product is not intended to diagnose, treat, cure or prevent any disease.

FDA has not evaluated this product for safety or efficacy.

Caution: Keep out of reach of children.

Not intended for use by persons under the age of 18.

Supplement Facts		
Serving Size 10 drops (0.24ml)		
Servings Per Bottle about 90		
	Amount per Serving	% Daily Value
Total Calories per serving	2.8	
Calories from fat	2.8	
Total Fat	0.34g	0.67
Saturated fat	0.34g	1.67
Full Spectrum Hemp Extract	9.44mg	1
Phytocannabinoids	5.56mg	1
Turmeric root*	0	
Ginger Root*	0	
Tulsi*	0	
Chamomile*	0	
Cedron cinnamon*	0	
Black Pepper*	0	
Cinnamon oil*	0	

*Values are based on a 2000 calorie a day diet.
The Daily Value is not established. *organic.



Peace of Mind
For Your Hands
Hand Sanitizer
8 oz / 237 ml

Heart Chakra - Green

Description: Professional Grade Hand Sanitizer

Directions: Apply to hands as needed.

Gluten Free

Ingredients:
70% Isopropyl Alcohol, Aloe Vera Gel*, Vegetable Glycerine*, Essential oils of Thyme*, Eucalyptus*, Lavender*, Lime*, Tea Tree*, Cedar*, Lemon*, Lemongrass* & Oregano*, *organic



Peace of Mind
For Your Hands
Crystal Bottle • Hand Sanitizer
8 oz / 237 ml

Heart Chakra - Green

Description: Professional Grade Hand Sanitizer

These VitaJewel Happiness Blend crystal bottles are not only beautiful, but practical. When they run low, you may bring the bottle in and get a refill for only \$20.

Directions: Apply to hands as needed.

Gluten Free

Ingredients:
70% Isopropyl Alcohol, Aloe Vera Gel*, Vegetable Glycerine*, Essential oils of Thyme*, Eucalyptus*, Lavender*, Lime*, Tea Tree*, Cedar*, Lemon*, Lemongrass* & Oregano*, *organic

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Oncology & Lyme Esthetics

THE CURRICULUM FOCUS

- Understanding Oncology & Lyme And Ways They Parallel
- Sources of transmission for Lyme Disease and how genetics factor in
- Lyme Co-Infections, Mold Illness and Mast Cell Activation Syndrome
- Surgery
- Cancer Treatments
- The different stages of Lyme Disease and how the bacteria morphs
- Symptoms from Borrelia and co-infections like Bartonella, Babesia
- Mold Disease and MCAS
- Hormone Deficiencies

This live online course provides in-depth training designed for qualified professionals who offer customized esthetic treatments to clients living with Cancer and Lyme disease.

This is an intensive one-day 8 hour course. The curriculum is substantial. There will be a working lunch to facilitate maximum learning, with ample time throughout for questions and interaction with the Instructor Wendei Melnick Smith. Course delivery is via ZOOM. Two short breaks are planned and will be timed to suit group needs.

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Chakra Energies



The Energy Chakras of the Body

Peace of Mind Naturals are aligned with the with the Chakra energies of the body. Each product page lists the primary chakra for that product.



Crown Chakra Violet

Higher Self, Universal Energy, Spiritual Guidance



Third Eye Chakra Indigo

Awareness, Intuitive Ability, Inner Witness



Throat Chakra Blue

Communication, Intention, Patience



Heart Chakra Green

Love, Compassion, Empathy



Solar Plexus Chakra Yellow

Courage, Willpower, Readiness



Sacral Chakra Orange

Creativity, Sexuality, Intimacy



Root Chakra Red

(Base of Spine)

Survival Instinct, Endurance, Groundedness



Branding Statements



**skin care that takes care:
Mind, Body & Soul**

#peaceisthepathtobeauty

CLEAN

Clean is much more than a word to Peace of Mind.

Clean focuses our passion for sourcing the finest ingredients, then designing care regimens we know will make a difference.

Our products are 100% Vegan and cruelty free, made with no parabens, no phthalates, no mineral oil, no silicones, no drying alcohols, no petroleum, no dyes, and we always source organic and gluten free ingredients whenever available.

Clean is the welcome sense clients have when their skin feels replenished with what is most needed, most enlivening, most cherishing.

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PRODUCTS THAT PERFORM

Wendei never lets her products be passive.

She formulates to solve needs, provide what is missing, and replenish. Wendei is even an expert on the extraordinary benefits of peptides.

Wendei believes in using multiple peptides for softening fine lines and skin tightening, pumpkin enzymes for deep cleansing exfoliation, CBD for sensitive skin relief, carefully combining such oils as aloe vera, olive, fruit, jojoba, Vitamin E and others, using essential oils, organic, gluten free ingredients whenever possible, as well as natural seed, leaf and flower extracts and roots along with other calming or relaxing ingredients that soothe and nourish the skin.

Each formulation is rigorously tested and released only when ready to perform for clients.

**contact:
(818) 769-0302**

wendei@peaceofmindwellness.com



Images • Wendei Melnick Smith, Founder



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<https://www.peaceofmindskincare.com/pages/media-images>



Images • Peace of Mind SkinCare Logos



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Images • Products



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Images • Alternate choices available, please inquire



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