

EVERYTHING ABOUT HOBA

(pronounced - 'ho-buh')

WHAT IS HOBA?

Is not an oil after all..

...but is a liquid wax ester pronounced (ho-ho-ba). We named it Hoba to make is short and sweet. It is derived from jojoba plant seeds. Jojoba oil is a very popular **natural skin care product** known for its **anti-aging** benefits. Hoba helps skin retain moisture, and is therefore, great for **dry skin** and **dry hair**. It helps improve skin elasticity, prevent wrinkle formation, smooth out scar appearance, fight acne and other skin conditions of both skin and hair.

The reason Hoba is amazing, is exactly because it is NOT oil, but closest to human skin oils and if applied to skin, it is known to balance out natural skin oil production without clogging pores, including control of acne, breakouts and whiteheads. It is an incredible natural product for **clear skin** and a great **hair remedy**. It is safe and versatile to use for all, even for people with most sensitive skin and even for newborns. My baby and quite a few others of my friends saw nothing but Hoba on their skin - no soap, no shampoo, no powders or creams - just Hoba. And their skin was perfect.

Why use pure Hoba vs. products that contain jojoba oil as one of the ingredients?

That is simple: there is not enough jojoba oil in any of the moisturizing products to allow jojoba oil penetrate into your skin and hair and do its magic.

INGREDIENTS

100% pure cold-pressed jojoba oil.

ORIGIN

Jojoba shrub is native to southern climates and grows well in Arizona, California, Mexico and in parts of North Africa.

Katari Hoba comes from the seeds grown on small farms in the delta of Nile, in the most fertile soil in the world. Sediments from the entire African continent have been feeding the rich soil of Egypt for thousands of years.

There is nothing apart of loving hands of farmers that goes into growing of jojoba shrubs. There are no fertilizers or chemicals. Why? Simply put - when land is your only commodity, you treasure it with reverence. You don't contaminate it. You use what your ancestors use.

PRODUCTION

Hoba is made throughout the year out of seeds collected in October. Seeds are dried and stored until then. Since Katari Hoba is only made by process of cold-pressing, just imaging something absolutely dry and trying to extract some liquid from it. Correct, you don't get much. That is why it is so highly concentrated.

We don't use temperature or liquids to enhance the process and get more oil out of the seeds. That's how you get quality oil.

APPEARANCE

Pure, unfiltered and organic Hoba has clear bright yellow or golden color. It does not have any specific smell. It resembles consistency of olive oil. Since Hoba is not an oil but a wax, it does not have oily luster when applied to skin, it is more dull than shiny.

Hoba is derived from a seed of a jojoba plant. The oil itself is edible; however, it is not recommended for human consumption, as it does not provide any nutritional value (no calories are associated with the consumption). If you ingest jojoba oil, it is just going to go through your intestines and make its way out. So, even though it is not going to hurt you, don't eat it.

STORAGE

Hoba does not contain triglycerides like vegetable oils, so is very stable and can be used for many years if stored properly. It does not become rancid from sun or light exposure or time.

We do recommend to keep your Hoba in a cool, dry spot away from water (that means do not store it in the shower). Fridge is ok, but room temperature is all it needs.

If you store Hoba in the fridge or take in on the plane (in luggage compartment), it can solidify, similarly to other oils. Just thaw in room temperature if you prefer a liquid version when applying it to your skin. There is no damage to this oil with the change of temperature and with the change from liquid to solid state.

WARNINGS

It is hard to misuse Hoba. Hoba is not known to produce side effects or allergic reaction. There are no known restrictions on the frequency of use. Any skin and hair type will benefit from using Hoba regularly. Age or gender does not matter. Jojoba is a wonderful replacement for petroleum based baby oils.

BENEFITS

Hoba is a must have item in your home skin care arsenal. This is what it does really well:

- Helps skin retain moisture
- Balances out skin oil (sebum) production preventing acne breakouts, whiteheads and other skin ailments
- Improves flexibility and elasticity of skin
- Reduces wrinkles
- Lightens skin marks, scars and stretch marks
- Mends dry hair
- Naturally does not contain comedogenic ingredients, so it does not clog pores and hydrates skin while allowing it to breathe
- Perfect for pregnant women and newborns (most sensitive skin)
- Wonderful at priming skin before makeup and removing makeup, even mascara
- Carrier oil - add other oils to Hoba to allow them to get into skin even better

APPLICATIONS

Eye and face makeup remover:

Add a few drops of Hoba to a cotton ball and wipe your eyes, face or neckline. Hoba naturally takes care of eyeliners, waterproof mascara and all kinds of professional and day-to-day makeup beautifully.

Hoba cleanses and moisturizes and creates a wonderful base for a new layer of makeup if you are ready for it. If you applied a little too much and your face looks shiny, Hoba will absorb very quickly and any oily luster will disappear soon.

Body moisturizer:

For babies and adults alike, this completely hypo-allergenic wax ester will make skin soft and smooth. Apply a drop at a time all over body to slightly damp skin right after a shower or a bath. Hoba absorbs in no time and locks in the moisture.

Bath oil:

Add a few drops to the water while taking a bath for extra soft, smooth feel. Your skin will feel moisturized, even if you have very sensitive skin.

Massage oil:

Hoba is a great carrier oil. You can add essential oils to Hoba for a luscious massage oil that will not stain sheets and will wash off really well. Hoba does not clog pores and can be used for any skin type.

Feet and hands treatment:

Apply Hoba to feet and/or hands. It is great if you have an hour to allow jojoba to get into your skin and leave it feeling silky soft and smooth. Wrap your feet or hands in gauze and put mittens or socks (depending on the treatment area of course).

Hair treatment:

Massage a few drops of Hoba into roots of your hair to hydrate and replenish / lock-in moisture. You will know how much to use right away. It absorbs quickly. Just keep adding Hoba to your hair drop by drop.

You can do it to slightly damp hair after the shower, both to roots and to ends. In cold climates, especially in winter, you can rub a few drops in the ends of your dry hair as well and smooth a few drops throughout your hair to prevent dryness and static frizzy feeling.

If you are conditioning your hair before shower, wait at least 10 minutes to give jojoba oil time to penetrate and help moisturize and mend split ends and other hair problems caused by dryness, dyes, product use and environment. If you use Hoba on your scalp, it helps with dandruff issues. Why? Because dandruff is caused by dryness and jojoba keeps your skin well moisturized.

Lip conditioner:

Put a dab of Hoba on your lips any time you like. Don't be lazy – it is good for you!

Shaving:

Gentlemen, you can use Hoba as a skin softener prior to shaving. Apply to the area you are shaving before putting shaving cream on. After shaving, apply more Hoba to moisturize the skin.

Ladies, you can use that as well if you have sensitive skin or do not like the shaving aftermath of razor burn. Try it, you might be pleasantly surprised to find a new favorite shaving method.

TIPS

Hoba is very easy to use. Try a drop at a time, as Hoba spreads and absorbs easily. You will see how much you need very quickly. For hair mask / conditioning treatment you can use Hoba 'as is' or warm a teaspoon of jojoba in a small saucer in a water bath.

The best way to apply Hoba is on slightly wet skin. Try applying Katari Roseau or Geran first or just keeping skin wet after shower before you apply a few drops of Hoba. You will notice a difference.