



The Rosewater Regimen

ELEVATE YOUR SKINCARE ROUTINE

Instantly increases skin's hydration and improves skin's barrier function after just one use.*



CLEAN | CRUELTY-FREE | VEGAN
DERMATOLOGIST TESTED | HYPOALLERGENIC

THE ROSEWATER REGIMEN

The Rosewater Collection is a culmination of over 50 years of work. We started in the 1970s with our original Rosewater, made with just two simple ingredients: Damask Rose and Vor-Mag™ Water. Today our full line of Rosewater products features more beneficial ingredients to provide soothing hydration and targeted skincare solutions. Heritage Store is the number one Rosewater in the Natural Channel[†] and it's no surprise — each year we sell more than 500,000 bottles of Rosewater.

The Rosewater Regimen features a Rosewater cleanser, toner and moisturizer that hydrate, soothe and refresh dry to combination skin. Each product features our signature Damask Rose and powerhouse ingredients such as Hyaluronic Acid, Squalane and Niacinamide for more hydration and to help minimize the appearance of pores, fine lines and wrinkles.

CLINICAL RESULTS:

Instantly **increases skin's hydration and improves skin's barrier function** after just one use.*

After 4 weeks of use, the Rosewater Regimen **improves redness, skin tone and the overall appearance of skin.****

SENSORY RESULTS:

After 1 use:

87% reported their skin felt **refreshed*****

87% reported their skin felt **nourished*****

87% reported their skin felt **soothed*****

83% reported their skin appeared **hydrated** and **rested*****

80% reported their skin looked **fresh** and **radiant*****



ROSEWATER CLEANSER

\$15.49

A milk wash that's gentle and pH balanced. Plant-derived squalane and grape seed oil melt away dirt and impurities without stripping the skin of its natural oils. Our signature Rose Complex, a blend of Damask Rose, French Rose and Rose Stem Cells, plus Hyaluronic Acid hydrate, soothe and refresh the skin.

PROD #: 77401

SRP: 15.49

CASE PACK QTY: 6

UPC: 076970774012

WHS: 7.75

CASE PACK UPC: 07697030250

SIZE: 4 oz



ROSEWATER TONER

\$15.49

This hydrating toner with our signature Damask Rose allows your skin to better absorb the rest of your skin care routine, all while helping reduce the appearance of fine lines and wrinkles with potent humectants Hyaluronic Acid and Sodium PCA.

PROD #: 40869

SRP: 15.49

CASE PACK QTY: 6

UPC: 076970408696

WHS: 7.80

CASE PACK UPC: 076970322114

SIZE: 8 oz



ROSEWATER MOISTURIZER

\$23.99

This lightweight gel cream offers a burst of soothing hydration with our signature Rose Complex. Hyaluronic Acid and Niacinamide work together to minimize the appearance of pores, fine lines and wrinkles.

PROD #: 79407

SRP: 23.99

CASE PACK QTY: 6

UPC: 076970794072

WHS: 12.20

CASE PACK UPC: 076970697274

SIZE: 2 oz



SCAN FOR PRODUCT
CLINICAL RESULTS AND
COMPLETE INGREDIENT LISTS

[†] SPINS US Natural Enhanced, 52 Weeks Ending January 1, 2023

^{**}Based on instrumental clinical testing of 28 participants and 30 participants, respectively.
^{***}Based on a consumer perception study of 30 participants.



Rosewater Mists & Toners

INSTANT HYDRATION

Instantly increases skin's hydration after just one use



CLEAN | CRUELTY-FREE | VEGAN | MINIMAL INGREDIENTS
DERMATOLOGIST TESTED | HYPOALLERGENIC

ROSEWATER MISTS & TONERS

The original Rosewater launched over 50 years ago. Today it is the #1 selling Rosewater in the Natural Channel[†]. Our line of Rosewater facial mists and toners provides options for every skin type and features our signature Damask Rose to hydrate, soothe and refresh skin.

Most other rosewaters on the market contain upwards of 15 ingredients that include synthetic dyes to make their products pink. Ours is made with minimal ingredients, no dyes or alcohol and calls on the power of nature to help uplift the senses and hydrate the skin.



ROSEWATER REFRESHING FACIAL MIST All Skin Types

This cult fave has two ingredients of versatility to refresh, hydrate, uplift and set. Damask Rose soothes and softens skin, while our Vor-Mag™ Water is vortexed and magnetized to raise the energy to a higher vibration that we believe to be more beneficial to the skin. Ideal for all skin types.

Clinical Results:

Instantly increases skin's hydration by over 300% after just one use. Improves the skin's barrier function after one use*

PROD #: 44612

SRP: 13.49

CASE PACK QTY: 6

UPC: 076970446124

WHS: 6.75

CASE PACK UPC: 076970302451

SIZE: 8 oz



ROSEWATER & GLYCERIN HYDRATING FACIAL MIST Dry To Combination Skin

This hydrating facial mist locks in moisture with ingredients like Damask Rose, Glycerin and Vor-Mag™ Water — for hydrated, dewy skin that naturally glows.

Clinical Results:

Instantly increases skin's hydration by over 200% after just one use. Improves the skin's barrier function after one use.*

PROD #: 20081

SRP: 13.49

CASE PACK QTY: 6

UPC: 076970200818

WHS: 6.75

CASE PACK UPC: 076970614790

SIZE: 8 oz



ROSEWATER TONER MOISTURIZING ESSENCE Dry To Combination Skin

This toner is specifically designed to hydrate dry skin types while allowing your skin to absorb the other products in your skincare routine. Made with Damask Rose and Aloe Vera, which help soothe and balance, plus potent humectants Hyaluronic Acid and Sodium PCA to help reduce the appearance of fine lines and wrinkles.

Clinical Results:

Instantly increases skin's hydration and improves skin barrier function after one use*

PROD #: 40869

SRP: 15.49

CASE PACK QTY: 6

UPC: 076970408696

WHS: 7.80

CASE PACK UPC: 076970322114

SIZE: 8 oz



ROSEWATER & VINEGAR EXFOLIATING TONER Oily To Combination Skin

This oil-absorbing toner leaves skin clearer and smoother. Damask Rose soothes and softens skin. Organic Apple Cider Vinegar exfoliates, removes debris, and absorbs excess oil.

PROD #: 50481

SRP: 16.99

CASE PACK QTY: 6

UPC: 076970504817

WHS: 8.70

CASE PACK UPC: 076970185825

SIZE: 8 oz

SCAN FOR PRODUCT
CLINICAL RESULTS AND
COMPLETE INGREDIENT LISTS





Rosewater Serum, Moisturizer & Rose Oil

HYDRATION & RADIANCE BOOSTERS



ROSEWATER SERUM, MOISTURIZER & ROSE OIL

The Rosewater Collection is a culmination of over 50 years of work. We started in the 1970s with our original Rosewater, made with just two simple ingredients: Damask Rose and Vor-Mag™ Water. Today our full line of Rosewater products features more beneficial ingredients to provide soothing hydration and targeted skincare solutions.

Our Rosewater Serum and Rose Oil make perfect additions to The Rosewater Regimen. Each product features our signature Damask Rose and powerhouse ingredients, such as Hyaluronic Acid in the Rosewater Serum and Squalane in the Rose Oil. Both help to lock in hydration and boost radiance while helping minimize the appearance of fine lines and wrinkles.



ROSEWATER SERUM Dry to Combination Skin

A deeply hydrating serum that locks in moisture for a radiant glow and fresh, plumper-looking skin. Damask Rose soothes and refreshes skin, while Sodium PCA and 1% Hyaluronic Acid work to minimize the appearance of fine lines and wrinkles.

Clinical Results:

Instantly increases skin's hydration and improves barrier function after 1 use.*

Ingredient List:

Purified Water*, Glycerin (Vegetable), Sodium PCA, Sodium Hyaluronate (Hyaluronic Acid), Aloe Barbadensis (Aloe Vera) Leaf Juice, Citric Acid, Potassium Sorbate and Rosa Damascena (Damask Rose) Flower Oil.

*Vor-Mag™ water has been vortexed and magnetized to raise the energy to a higher vibration

PROD #: 55439	SRP: 26.49	CASE PACK QTY: 6
UPC: 076970554393	WHS: 13.40	CASE PACK UPC: 076970816149
SIZE: 2 oz		



ROSEWATER MOISTURIZER Dry to Combination Skin

This lightweight gel cream offers a burst of soothing hydration with our signature Rose Complex. Hyaluronic Acid and Niacinamide work together to minimize the appearance of pores, fine lines and wrinkles.

Clinical Results:

Instantly increases skin's hydration and improves barrier function after 1 use.*

Ingredient List:

Squalane (Olive) Oil, Lactobacillus Ferment, Propanediol (from Sugar Cane), Niacinamide, Mangifera Indica (Mango) Seed Butter, Ethyl Macadamiate, Isoamyl Laurate, Cetearyl Oliviate, Vitis Vinifera (Grape) Seed Oil, Hordeum Vulgare (Barley) Seed Flour, Sorbitan Oliviate, Phenoxyethanol, Sclerotium Gum, Rosa Gallica (French Rose) Flower Extract, Lactobacillus/Olive Leaf Ferment Extract, Sodium PCA, Isoamyl Cocoate, Rosa Damascena (Damask Rose) Flower Oil, Organic Glycerin (from Flaxseed), Sodium Hyaluronate, Rose Stem Cells (Rosa Damascena [Rose] Callus Culture Extract, Rosa Rugosa [Rose] Callus Culture Extract, Glycerin, Aqua).

*Vor-Mag™ water has been vortexed and magnetized to raise the energy to a higher vibration.

PROD #: 79407	SRP: 23.99	CASE PACK QTY: 6
UPC: 076970794072	WHS: 12.20	CASE PACK UPC: 076970697274
SIZE: 2 oz		



ROSE OIL All Skin Types

A radiance-boosting beauty oil formulated with Damask Rose, Squalane and Rosehip Seed Oil. Together these ingredients work to hydrate and smooth skin, help balance uneven skin tone and minimize the appearance of fine lines and wrinkles.

Ingredient List:

Prunus Armeniaca (Apricot) Kernel Oil, Squalane (Olive) Oil, Organic Rosa Canina (Rose Hip) Seed Oil, Rosa Damascena (Damask Rose) Flower Oil, Rosa Damascena (Damask Rose) Flower Extract.

PROD #: 68568	SRP: 20.49	CASE PACK QTY: 6
UPC: 076970685684	WHS: 10.30	CASE PACK UPC: 076970278466
SIZE: 1 oz		

CLEAN | CRUELTY-FREE | VEGAN | MINIMAL INGREDIENTS
DERMATOLOGIST TESTED | HYPOALLERGENIC

*Based on instrumental clinical testing of 30 participants.



Rosewater Masks

ONE PURIFIES & CLARIFIES. THE OTHER INVIGORATES & HYDRATES.
BOTH DELIEVER GOOD VIBES & GREAT SKIN.



CLEAN | CRUELTY-FREE | VEGAN | MINIMAL INGREDIENTS
DERMATOLOGIST TESTED | HYPOALLERGENIC

ROSEWATER MASKS

The Rosewater Collection is a culmination of over 50 years of work. We started in the 1970s with our original Rosewater, made with just two simple ingredients: Damask Rose and Vor-Mag™ Water. Today our full line of Rosewater products features more beneficial ingredients to provide soothing hydration and targeted skincare solutions.

Experience both sides of the rose. We took our best-selling signature Rosewater and created two distinct facial masks that deliver beautiful results. When used in tandem with the full Rosewater skin care routine, your skin is hydrated, smooth and glowing with good vibes.



ROSEWATER JELLY MASK HYDRATING TREATMENT Dry to Combination Skin

This ultra-hydrating gel cream mask deeply nourishes skin with Hyaluronic Acid and our signature Rose Complex. Planet-friendly and 100% biodegradable Konjac Beads revitalize, invigorate and smooth skin for a fresh, natural glow.

Ingredient List:

Aqua†, Rosa Damascena (Damask Rose) Flower Water*, Cocos Nucifera (Coconut) Fruit Extract, Vitis Vinifera (Grape) Seed Oil, Lactobacillus Ferment, Glucomannan, Squalane Oil (Olive), Cetearyl Oliviate, Sorbitan Oliviate, Sclerotium Gum, Propanediol, Glycerin*, Rosa Gallica (French Rose) Flower Extract, Lactobacillus/Olive Leaf Ferment Extract, Rosa Damascena (Damask Rose) Flower Oil, Sodium Hyaluronate, Rose Stem Cells (Rosa Damascena [Rose] Callus Culture Extract, Rosa Rugosa [Rose] Callus Culture Extract, Glycerin, Aqua), Caprylhydroxamic Acid.

*Organic

†Water (Vor-Mag™) has been vortexed and magnetized to raise the energy to a higher vibration.

PROD #: 29381

SRP: 17.49

CASE PACK QTY: 6

UPC: 076970293810

WHS: 8.90

CASE PACK UPC: 076970248469

SIZE: 2 oz



ROSEWATER CLAY MASK CLARIFYING TREATMENT Dry to Combination Skin

A non-drying, clarifying clay mask made with gentle Kaolin Clay to draw out impurities and help improve the appearance of skin texture. Rose Complex, Gluconolactone and Organic Aloe Vera hydrate, balance and refresh.

Ingredient List:

Aloe Barbadensis (Aloe Vera) Leaf Juice*, Kaolin, Montmorillonite, Rosa Damascena (Damask Rose) Flower Water*, Lactobacillus Ferment, Propanediol, Titanium Dioxide, Isoamyl Laurate, Cetearyl Oliviate, Gluconolactone, Phenoxyethanol, Sorbitan Oliviate, Cellulose Gum, Rosa Gallica (French Rose) Flower Extract, Rosa Damascena (Damask Rose) Flower Oil, Algin, Isoamyl Cocoate.

*Organic.

PROD #: 31795

SRP: 17.49

CASE PACK QTY: 6

UPC: 076970317950

WHS: 8.90

CASE PACK UPC: 076970724406

SIZE: 2 oz



Introducing The Aura Glow Collection

Meet Heritage Store's brand new skincare regimen that's powered by brightening actives, clear quartz, and so much positive energy.



CLEAN | CRUELTY-FREE | VEGAN | POSITIVE ENERGY
DERMATOLOGIST TESTED | HYPOALLERGENIC

HOW TO MAKE YOUR AURA GLOW

The magic of Heritage Store is the experience – it's the journey of elevating everything. Since 1969 we've aimed to bring together the joyful with the mystical, creating beauty rituals that nourish the skin and the soul.

The Aura Glow line originally launched as radiant body oils in the 1970s – paired with aura photography to showcase how one's aura becomes brighter after use. We've captured the spirit of this with the new Aura Glow Regimen, developed to brighten and hydrate the skin with potent, minimal ingredients and the use of clear quartz crystals.

Aura Glow brings forward your most-brilliant skin and self.



AURA GLOW CLEANSER \$14.99

This gentle gel cleanser works to exfoliate, smooth and balance uneven skin, and hydrate with ingredients like Glycolic Acid and Niacinamide – all while removing makeup and impurities.

PROD #: 97316 SRP: 14.99 CASE PACK QTY: 6
UPC: 076970973163 WHS: 8.90 CASE PACK UPC: 076970570638
SIZE: 6 oz



AURA GLOW MOISTURIZER \$22.99

This lightweight gel cream brightens, hydrates and renews with ingredients like Bakuchiol and Nasturtium – delivering visibly plumper skin and improving the appearance of tone and texture.

PROD #: 11084 SRP: 22.99 CASE PACK QTY: 6
UPC: 076970110841 WHS: 13.80 CASE PACK UPC: 076970251513
SIZE: 1.9 oz



AURA GLOW EYE CREAM \$18.99

This whipped eye gel cream illuminates, hydrates, and visibly firms and plumps skin with ingredients like Bakuchiol, Silk Tree and Kelp – all while helping to reduce the look of fine lines, wrinkles, and puffiness. Ophthalmologist Tested.

PROD #: 91061 SRP: 18.99 CASE PACK QTY: 6
UPC: 076970910618 WHS: 11.40 CASE PACK UPC: 076970192472
SIZE: 0.5 oz



AURA GLOW MASK \$15.99

This luminous gel face mask revitalizes, refines, and uplifts the look of your skin with ingredients like AHA & Fruit Acids – helping to tighten skin and boost radiance.

PROD #: 97117 SRP: 15.99 CASE PACK QTY: 6
UPC: 076970971176 WHS: 9.60 CASE PACK UPC: 076970676446
SIZE: 2 oz



SCAN FOR
COMPLETE AURA GLOW
INGREDIENT LISTS



The Castor Oil Collection

YOUR DAILY BEAUTY & WELLNESS RITUAL



CLEAN | CRUELTY-FREE | VEGAN | COLD-PRESSED
DERMATOLOGIST TESTED | HYPOALLERGENIC

THE CASTOR OIL COLLECTION

Cold-pressed and hexane-free, Castor Oil is your clean go-to for daily wellness and beauty rituals. First launched in the 1970s, Castor Oil provides numerous benefits ranging from hydrating dry areas of the skin to nourishing and strengthening your hair, lashes, and brows. Fast-forward to today, and we offer an extensive collection of Castor Oil products for different hair types, wellness, and beauty rituals to help you look and feel your best.



CASTOR OIL *

The perfect beauty oil that can do it all. This single-ingredient oil is made from 100% cold-pressed castor beans — high in omegas, minerals, and ricinoleic fatty acids, very beneficial to hair and skin. Use it as a nourishing hair treatment for stronger, fuller-looking hair and added shine. Castor Oil doubles as a nourishing brow and lash oil and can also be used on dry areas of the skin.

Ingredient List: Ricinus Communis (Cold Pressed Castor) Oil.

PROD #: 22109	SRP: 9.49	CASE PACK QTY: 6
UPC: 076970221097	WHS: 4.85	CASE PACK UPC: 076970973651
SIZE: 8 oz		



ORGANIC LAVENDER CASTOR OIL

Moisturize and mellow out with our Organic Lavender Castor Oil. We took our much-loved, single-ingredient Castor Oil and added Lavender for soothing relaxation. Nourish your hair and body while soothing your skin and mind.

Ingredient List: Organic Ricinus Communis (Cold Pressed Castor) Oil, Organic Lavandula Angustifolia (Lavender) Oil.

PROD #: 26582	SRP: 15.99	CASE PACK QTY: 6
UPC: 076970265824	WHS: 8.05	CASE PACK UPC: 076970432554
SIZE: 8 oz		



BLACK CASTOR OIL

This beauty oil is made using the traditional African method of pressing roasted castor beans, creating a naturally occurring ash that gives the oil a rich, dark color. Like our Castor Oil, Black Castor Oil is rich in omegas, minerals, and ricinoleic fatty acids that help nourish and strengthen for fuller-looking hair, lashes and brows. Its ash content also helps to clarify and draw out impurities from the skin and scalp.

Ingredient List: Ricinus Communis (Cold Pressed Castor) Oil.

PROD #: 22135	SRP: 20.49	CASE PACK QTY: 6
UPC: 076970221356	WHS: 10.40	CASE PACK UPC: 076970634217
SIZE: 8 oz		



ORGANIC CASTOR OIL **

Same amazing moisturizing properties and nutrient-rich oil as our Castor Oil in its organic form. Apply to lashes and brows for a thicker, fuller appearance, use it as a moisturizer for dry skin and scalp, or try it in wellness packs.

Ingredient List: Organic Ricinus Communis (Cold Pressed Castor) Oil.

PROD #: 22131	SRP: 34.99	CASE PACK QTY: 6
UPC: 076970221318	WHS: 17.60	CASE PACK UPC: 076970271108
SIZE: 32 oz		



Castor Serum

GO FORTH & BE BOLD

Enjoy bold brows and luscious lashes with our Castor Serum Volumizing Treatment



CLEAN | CRUELTY-FREE | VEGAN
OPHTHALMOLOGY TESTED | DERMATOLOGIST TESTED | HYPOALLERGENIC

CASTOR SERUM

Cold-pressed and hexane-free, Castor Oil is your clean go-to for daily wellness and beauty rituals. First launched in the 1970s, Castor Oil provides numerous benefits ranging from hydrating dry areas of the skin to nourishing and strengthening your hair, lashes, and brows.

Fast-forward to today, and we offer an extensive collection of Castor Oil products for different hair types, wellness, and beauty rituals to help you look and feel your best. Our newest launch, Castor Serum, is specifically formulated for lashes and brows and features our new Hair Complex, plus our much-loved, cold-pressed Organic Castor Oil and Black Castor Oil to take your look to new lengths.



CASTOR SERUM VOLUMIZING TREATMENT Brows & Lashes

This nighttime serum features our signature Castor and Black Castor Oils, plus our new Hair Complex, a blend of biotin, bamboo, pumpkin, amla and a keratin-supporting blend for thicker, longer-longer looking lashes and fuller-looking brows.

Use nightly as a last step in your skin care routine by brushing onto brows using our targeted spoolie. For lashes, use the eyeliner wand portion of the brush and apply to the base of lashes.

Ingredient List:

Ricinus Communis (Castor) Seed Oil*, Glycerin, Ethyl Macadamiate, Emblica Officinalis Seed Oil, Aqua, Ricinus Communis (Castor) Seed Oil†, Lactobacillus Ferment, Cucurbita Pepo (Pumpkin) Seed Oil*, Sambucus Nigra Fruit Extract, Panicum Miliaceum (Millet) Seed Extract‡, Lactobacillus/Arundinaria Gigantea Leaf Ferment Filtrate, Bisabolol, Quillaja Saponaria Bark Extract, Helianthus Annuus (Sunflower) Seed Oil, Triticum Aestivum (Wheat) Seed Extract‡, Saponaria Officinalis Leaf/Root Extract, Yeast Extract‡, Maltodextrin, Arginine HCl, Biotin, Rosmarinus Officinalis (Rosemary) Leaf Extract.

*Organic

†Black Castor Oil

‡Keratin-Supporting Blend

PROD #: 72974

UPC: 076970729746

SIZE: 0.42 oz

SRP: 19.99

WHS: 11.95

CASE PACK QTY: 6

CASE PACK UPC: 076970666485

SENSORY STUDY:

82% of subjects reported their lashes and brows looked **healthier***

82% of subjects reported their brows seemed **fuller***

71% of subjects reported their lashes seemed **thicker***

88% of subjects reported the product as **non-irritating***



BASELINE



WEEK 8