

# FACIAL CLEANSERS

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## FEATURES :

### FOR SKIN

Developed to suit the most challenged, hyper sensitive skin types, MiVeda Skin Care regimes are uniquely aligned to the skin's natural chemistry and are highly suitable for continuous daily use, even on ultra-sensitive skin. Free from silicone and other undesirable ingredients, we believe that they are the only caring, anti-aging products to use on your skin.

**MiVeda products are free from synthetic preservatives, fragrances, colourants and free of raw materials derived from mineral oil.** · Greater than 99% plant derived, organically certified and/or wild harvested ingredients · Readily biodegradable · Waterway friendly · Nourishing moisturisers and gentle cleansing foaming agents derived from certified organic coconut oil – cleanse, condition and soften the skin · Algae Complex delivers ultra hydration and help boost skin's natural protective barrier · Certified Natural and Organic seed oils and butter to hydrate the skin naturally · Rich in Amazon Cupuaçu Seed Butter and Vitamin E as antioxidants and moisturisers · Certified Natural and Organic Aloe Vera Leaf Juice to soothe and nurture.

**Effects scientifically confirmed** · Activation in human keratinocytes (skin cells) (in-vitro test) · Activation of major lipid synthesis enzymes in the epidermis (in-vitro test) · Provides a binder to maintain cohesion strengthening the epidermal barrier function (in-vivo test) · Improves hydration, tension, elasticity and skin smoothness (in-vivo test) · Visibly reduces the depth of wrinkles in around the eyes (in-vivo test) · It noticeably improves the visual vitality of skin (consumer test)

### Key flower & plant ingredients :

- Aloe Vera Leaf Juice to soothe and nurture
- Cupuaçu Seed Butter for deep, lasting hydration
- Cistus Incanus extract strengthens the reduced anti-oxidative defence system found in skin - reactive oxygen species are neutralised, thus preventing further damage to the skin barrier
- Gynostemma Pentaphyllum extract stimulates the neosynthesis of the epidermal lipids and strengthens the skin barrier from within
- Ashwagandha - is an adaptogenic ingredient helping the body to resist environmental and pollution stressors
- Turmeric for powerful anti-oxidant and anti-inflammatory benefits
- Centella Asiatica for its cellular rejuvenation benefits

### MiVeda Skin Care products :

- Cleansers
- Eye Care
- Moisturisers
- Serums and Mists

## FEATURES :

### FACIAL CLEANSER CREAM ( MIV103 )

#### Caring for mature and dehydrated skin types

Certified Natural and Organic MiVeda *Facial Cleanser Cream* deeply hydrates as it cleanses. This milky formula balances, supplements and softens, leaving your skin feeling supple and smooth yet clean and fresh. This wonderful product is ideally suited for damaged and dehydrated skin type of all ages. It is particularly effective for gently cleansing skin prone to redness and irritation or dry, sensitive skin types. Exceptionally mild cleansing; it prevents dry skin, restores lipid balance, nourishes and leaves skin soft and fresh. Suitable for make-up removal – but avoid the eye area. Affirmed that it is skin-compatible (in dermatological tests) for skin that is sensitive or allergy-prone, *Facial Cleanser Cream* is suitable for everyday use morning and night.



#### HOW TO USE IT :

Gently press the face with a damp soft cloth to soften and prepare the skin for cleansing. Massage one or two pea-sized pearls of cleanser onto your face and neck. Cleanse with upward with circular motions paying particular attention to avoid the eye area. Remove with a damp cloth and plenty of water. Gently pat skin dry to prepare the skin for a serum and/or moisturiser. If wearing heavy make-up, a second cleanse may be necessary.

#### RECOMMENDED FOR :

- Delicate, fine and mature skin types
- Normal to dry skin types
- Skin prone to eczema and dermatitis
- Twice-daily use
- People of any age
- Ultra hydration and helps boost skin's natural protective barrier
- Restores lipid balance and maintains skin's moisture
- Contains pure vitamins and anti-oxidants
- Assists in the prevention of dry skin and redness
- Gentle cleansing of hyper-sensitive skin

**INGREDIENTS :** Aqua, Aloe Barbadensis (Aloe Vera) Leaf Juice\*, Decyl Glucoside, Cocamidopropyl Betaine, Theobroma Grandiflorum (Cupuaçu) Seed Butter, Lauryl Glucoside, Glycerin, Sodium Cocoamphoacetate, Coco-Glucoside, Glyceryl Oleate, Cetearyl Alcohol, Brassicyl Isoleucinate Esylate, Brassica Alcohol, Cocoglycerides, Cetearyl Oliviate, Sorbitan Oliviate, Glyceryl Stearate, Erythritol, Parfum, Centella Asiatica\*, Withania Somnifera (Ashwagandha) Root Extract\*, Curcuma Longa (Turmeric) Root Extract\*, Coco-Caprylate, Chondrus Crispus (Carrageenan) Extract, Undecane, Tridecane, Sodium Stearoyl Glutamate, Olea Europaea (Olive) Fruit Oil, Sodium Gluconate, Prunus Amygdalus Dulcis (Sweet Almond) Oil\*, Helianthus Annuus (Sunflower) Seed Oil\*, Butyrospermum Parkii (Shea) Butter\*, Lactic Acid, L'Arginine, Tocopherol (Vit E), Benzyl Alcohol, Salicylic Acid, Sorbic Acid, Citric Acid, Guar Hydroxypropyltrimonium Chloride, Xanthan Gum.

#### \*INGREDIENTS FROM ORGANIC FARMING

Natural and Organic Cosmetic certified by ACO under the COSMOS Standard (available at: <https://cosmos-standard.org>).

**COSMOS ORGANIC : 99.1% of the total ingredients are from natural origin. 10% of the total ingredients are from Organic Agriculture. 30.2% organic of total ingredients, minus water and minerals.**

## FEATURES :

### LIGHT FOAMING CLEANSER ( MIV102 )

Caring for normal to combination skin types

#### Refreshing as it cleanses

Certified Natural and Organic MiVeda *Light Foaming Cleanser*

refreshes as it cleanses. This gentle cleansing lather product is a natural face wash for normal and combination skin that does not dry out the skin even though it cleanses thoroughly. *Light Foaming Cleanser* is suitable for everyday use, morning and night. Carefully selected, mild cleansers from coconut and corn plant origins carry away grime, but leave your skin's moisture balance undisturbed. This cleanser rinses daily dirt, pollution, excess oil and make-up away in the kindest, most effective way. Organic moisturising seed and butter extracts are included, together with fresh, uplifting fragrances from essential oils. Your skin is left ready for the rest of your skin care routine – fresh, supple and soft. Providing exceptionally mild cleansing, *Light Foaming Cleanser* prevents dry skin, restores lipid balance, nourishes and leaves skin soft and fresh. Suitable for make-up removal – but avoid the eye area. It has affirmed skin-compatibility in dermatological tests, for skin that is normal to delicate.



#### HOW TO USE IT :

Gently press the face with a damp soft cloth to soften and prepare the skin for cleansing. Massage one or two pea-sized pearls of cleanser onto your face and neck. Cleanse with upward circular motions paying particular attention to avoid the eye area. Remove with a damp cloth and plenty of water. Gently pat skin dry to prepare the skin for a serum and/or moisturizer. If wearing heavy make-up, a second cleanse may be necessary.

#### RECOMMENDED FOR :

- Normal to combination skin types
- Normal to dry skin types
- Skin prone to mild acne
- Twice-daily use
- People of any age
- Light hydration and helps boost skin's natural protective barrier
- Restores lipid balance and maintains skin's moisture
- Contains pure vitamins and anti-oxidants
- Assists in the prevention of dry skin and redness
- Gentle cleansing of normal to combination skin

**INGREDIENTS :** Aqua, Glycerin, Aloe Barbadensis (Aloe Vera) Leaf Juice\*, Decyl Glucoside, Cocamidopropyl Betaine, Lauryl Glucoside, Sodium Cocoamphoacetate, Coco-Glucoside, Glyceryl Oleate, Chondrus Crispus (Carrageenan) Extract, Erythritol, Parfum, Prunus Amygdalus Dulcis (Sweet Almond) Oil\*, Helianthus Annuus (Sunflower) Seed Oil\*, Butyrospermum Parkii (Shea) Butter\*, Benzyl Alcohol, Salicylic Acid, Sorbic Acid, Citric Acid, Guar Hydroxypropyltrimonium Chloride.

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## FEATURES :

### ULTRA-SENSITIVE CLEANSING GEL ( MIV101 )

**Caring for ultra-sensitive irritated and acne and rosacea prone skin types**

Certified Natural and Organic *Ultra-sensitive Cleansing Gel* provides hypo-allergenic cleansing care. This gentle cleansing product works by an ultra-mild combination of Green Coconut Water infused with purifying Indian Moringa seed oil, to gently lift away grime, impurities and make-up whilst maintaining natural moisture and supporting your skin flora balance. Carefully selected, mild cleansers from coconut and corn plant origins carry away impurities but leave your skin's sensitive balance undisturbed. Therefore *Ultra-sensitive Cleansing Gel* is suitable for everyday use morning and night. This cleanser rinses daily dirt, pollution, excess oil and make-up away in the kindest, most effective way. Organic moisturising seed and butter extracts are included, together with fresh, uplifting fragrances from organic peach and cherry extracts. Your skin is left ready for the rest of your skin care routine – fresh, supple and soft. Providing exceptionally mild cleansing, *Ultra-sensitive Cleansing Gel* prevents dry skin, restores lipid balance, nourishes and leaves skin soft and fresh. Suitable for make-up removal – but avoid the eye area. It has affirmed skin-compatibility in dermatological tests, for skin that is normal to delicate.



#### HOW TO USE IT :

Gently press the face with a damp soft cloth to soften and prepare the skin for cleansing. Massage one or two pea-sized pearls of cleanser onto your face and neck. Cleanse with upward circular motions paying particular attention to avoid the eye area. Remove with a damp cloth and plenty of water. Gently pat skin dry to prepare the skin for a serum and/or moisturizer. If wearing heavy make-up, a second cleanse may be necessary.

#### RECOMMENDED FOR :

- Ultra-sensitive, irritated skin types
- Dry to fragile skin types
- Skin prone to acne or rosacea
- Twice-daily use
- People of any age
- Light hydration and helps boost skin's natural protective barrier
- Restores lipid balance and maintains skin's moisture
- Contains pure vitamins and anti-oxidants
- Assists in the prevention of dry skin and redness
- Gentle cleansing of ultra-sensitive and fragile skin

#### KEY FLOWER & PLANT INGREDIENTS :

Nourishing moisturisers and gentle cleansing agents (derived from certified organic coconut oil) condition and soften the skin · Certified Natural and Organic seed oils and butter to hydrate the skin naturally · Certified Natural and Organic Coconut Water to feed, soothe and nurture sensitive skin

**INGREDIENTS :** Glycerin, Cocos Nucifera (Coconut) Liquid Endosperm\*, Ethyl Palmate\*\*, Sucrose Cocoate\*\*, Aloe Barbadensis Leaf Juice\*, Moringa Oleifera Seed Oil, Prunus Persica (Peach) Fruit Extract\*, Cyamopsis Tetragonoloba (Guar) Gum\*, Mauritia Flexuosa (Buriti) Fruit Oil, Coconut Acid, Oryza Sativa (Rice) Bran Extract\*, Prunus Avium (Cherry) Fruit Extract, Xanthan Gum, Pentaclethra Macroloba (Pracaxi) Seed Oil, Theobroma Grandiflorum (Cupuaçu) Seed Butter, Euterpe Oleracea (Acai) Fruit Oil, Astrocaryum Murumuru Seed Butter.

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## FEATURES :

### EYE & LIP MAKE-UP REMOVER ( MIV104 )

Caring for ultra-sensitive, irritated and acne and rosacea prone skin types

Gentle Certified Natural and Organic *Make-Up Remover for Eyes and Lips* is an innovation from the MiVeda Laboratories which combines effective cleansing with gentleness. The ultra-sensitive formulation is hypo-allergenic and rich in pure natural oils which effectively remove waxy, waterproof and long-lasting make-up. The coconut derived cleansing actives combine to create a very gentle gel which adds a pleasant sensation of freshness. The result is quick and easy removal of make-up leaving no greasy film around the eyes. Please note that it is important to remove mascara and eye make-up with dedicated products to help stop lashes from weakening, becoming brittle and drying out. This is why it is important to use this product, rather than a general facial cleanser on the eye area in particular. This outstanding product is exceptionally mild cleansing, prevents dry skin, restores lipid balance, nourishes and leaves skin soft and fresh. It is suitable for rehydrating and nourishing eye-lashes. It has affirmed skin-compatibility in dermatological tests, for skin that is ultra-sensitive to delicate.



#### HOW TO USE IT :

Apply one or two pea-sized pearls to a damp cotton pad. Apply directly to the eye or lip area in a dabbing motion and begin to wipe the area towards the outer edge of the face. Remove excess with a fresh damp cotton pad and plenty of water. Gently pad skin dry to prepare the skin for a serum and/or moisturizer. If wearing heavy make-up, or stay-fast lipstick, a second cleanse may be necessary. It is suitable for everyday use morning and night.

#### RECOMMENDED FOR :

- Ultra-sensitive, irritated skin types
- Dry to fragile skin types
- Sensitive eyes
- Twice-daily use
- People of any age

#### FEATURES :

· Deep hydration and helps boost skin's natural protective barrier · Restores lipid balance and maintains skin's moisture · Contains pure vitamins and anti-oxidants · Assists in the prevention of dry skin and redness · Gentle cleansing of sensitive eye and lip areas · Nourishing moisturisers and gentle cleansing agents (derived from certified organic Coconut derivatives) cleanse, condition and soften the skin · Certified Natural and Organic seed oils and butter to hydrate the skin and eyelashes naturally · Certified Natural and Organic Coconut Water to feed, soothe and nurture sensitive skin .

**INGREDIENTS :** Glycerin, Cocos Nucifera (Coconut) Liquid Endosperm\*, Ethyl Palmate\*\*, Sucrose Cocoate\*\*, Aloe Barbadosensis Leaf Juice\*, Moringa Oleifera Seed Oil, Prunus Persica (Peach) Fruit Extract\*, Cyamopsis Tetragonoloba (Guar) Gum\*, Mauritia Flexuosa (Buriti) Fruit Oil, Coconut Acid, Oryza Sativa (Rice) Bran Extract\*, Prunus Avium (Cherry) Fruit Extract, Xanthan Gum, Pentaclethra Macroloba (Pracaxi) Seed Oil, Theobroma Grandiflorum (Cupuaçu) Seed Butter, Euterpe Oleracea (Acai) Fruit Oil, Astrocaryum Murumuru Seed Butter, Helianthus Annuus (Sunflower) Seed Oil\*, Butyrospermum Parkii (Shea) Butter\*, Xanthan Gum, Glyceryl Stearate, Benzyl Alcohol, Salicylic Acid, Sorbic Acid.

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