

Morning Skincare Ritual

Start your day with a nourishing skincare routine to hydrate, plump & protect your skin.

Step	Ritual	Product	Application
Step 1	Cleanse your face for the day ahead.	Cleansing Balm	<i>Apply to dry skin, gently massaging in a circular motion as the balm turns to oil. Add water to create a milky texture as you rinse away.</i>
Step 2	Prep your skin for better absorption of serums & moisturisers.	Rose Hydrating Mist	<i>Spritz your whole face & wait for it to sink in to your skin.</i>
Step 3	Apply your serum.	Super Serum	<i>Add a few drops of serum to your skin & gently massage in. Allow it to dry before moving to the next step.</i>
Step 4	Moisturise your skin to nourish & protect it.	Intense Moisture Eye Cream	<i>Moisturise your face, neck & décolletage. Protect the delicate eye area by gently applying your eye cream.</i>
Step 5	Don't forget to apply SPF.		
Step 6	Apply makeup as the final step, if worn.		

Your morning routine should focus on simplicity & preparing your skin for the day ahead. A quick cleanse is all you need to refresh your skin after a good night's sleep. Serums rich in antioxidants & hydrators are essential for protecting your skin from pollution, UV rays, & environmental stressors throughout the day. Lock in moisture with a good moisturiser to prevent dehydration, & finish with a mineral-based sunscreen for optimal protection.

Evening Skincare Ritual

End your day with a deeply hydrating routine for overnight nourishment & rejuvenation.

Step	Ritual	Product	Application
Step 1	Double cleanse your face in the evening to remove makeup, dirt & impurities.	Cleansing Balm	<i>Apply to dry skin, gently massaging in a circular motion as the balm turns to oil. Add water to create a milky texture as you rinse away. Repeat.</i>
Step 2	Prep your skin for better absorption of serums & moisturisers.	Rose Hydrating Mist	<i>Spritz your whole face & wait for it to sink in to your skin.</i>
Step 3	Exfoliate: start using once a week, gradually increasing to 2-3 times a week based on your skin's tolerance.	Brightening Peel	<i>Apply generously over the face, neck, & chest using your hands. Wait at least 15 minutes for it to activate & work effectively before moving on.</i>
Step 4	Apply serum.	Super Serum	<i>Add a few drops of serum to your skin & gently massage in. Allow it to dry before moving to the next step.</i>
Step 5	Moisturise your skin to nourish & protect it.	Intense Night Repair Eye Cream	<i>Moisturise your face, neck & décolletage. Protect the delicate eye area by gently applying your eye cream.</i>
Step 6	Apply facial oil as the final step.	Renew Serum	<i>End your routine with our botanical facial oil, or alternatively add a few drops to your moisturiser & apply together.</i>

Skincare Tips: Layering Serums

Serums are concentrated solutions that target specific skin concerns with high potency & active ingredients. They are designed to penetrate deeply & layering them ensures they target different layers & concerns effectively.

How to Layer:

- Start with water-soluble serums as they absorb quickly & deeply into the skin. Super Serum is applied day & night with hydrating ingredients such as Hyaluronic Acid, Niacinamide & Pentavin® that all work to reduce the appearance of fine lines, enhance suppleness & retain moisture in the skin.
- Apply oil-based serums last to help seal in earlier serums & provide additional moisture. Our Renew Serum rejuvenates skin with a complex of 15 botanicals including bakuchiol, a natural retinol alternative.

