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*This is the brand that defined  
what it means to be organic.*

- THE GUARDIAN



THE SENSITIVE SKIN EXPERTS SINCE 1997

**GREEN PEOPLE**  
*Organic Lifestyle*



Charlotte with Saffie

GREEN PEOPLE *Organic Lifestyle*

# WELCOME TO OUR WORLD

It's been more than 25 years since I began my adventure into the world of organic skin care. My journey began when my two-year-old daughter, Alexandra, was suffering with skin allergies and eczema. Alexandra reacted to everything but I quickly discovered that even so-called 'natural' skin care products contained up to 99.99% synthetic ingredients and were loaded with skin-irritating man-made chemicals.

With a background in nursing, knowledge of natural medicine and nutrition and more than 11 years' experience in the pharmaceutical industry, I set out to find the answer. This inspired me to create pure, organic products and in 1997 Green People was born. In 1999, I was invited to be on a Soil Association committee to help write the world's first standards for organic health and beauty.

At Green People, we're proud to be the true pioneers of natural and organic products for the whole family, having championed the cause long before it became mainstream, and we continue to enjoy creating innovative products using natural and organic ingredients. It's not just about the feel of the products on your skin - it goes much deeper. Together we are creating a legacy of products imbued with nurturing and caring values.

Charlotte Vøhtz



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CELEBRATING 25 YEARS  
OF PIONEERING NATURAL &  
ORGANIC BEAUTY PRODUCTS

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THE SENSITIVE SKIN EXPERTS SINCE 1997



In place of water, Green People uses certified organic **Aloe Vera inner gel.**

Ideal for all skin types and rich in nutrients, vitamins and minerals, this gently soothes, nourishes and hydrates.

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## NATURE & SCIENCE IN BALANCE

What goes on your skin goes in your body. Your liver breaks down harmful toxins in your food, but chemicals applied to your skin can pass directly into your bloodstream, bypassing the liver, and can accumulate in your organs and fatty tissue.

Tens of thousands of synthetic chemicals are used in personal care products and, whilst many of these have been tested in isolation, very little is known about how they react when combined – the so-called 'cocktail effect'.

When it comes to making organic beauty products, nature and science go hand in hand. Our products contain clinically proven natural plant actives that promote healthy, balanced skin.

## NATURALLY FREE FROM

You will not find any of the following ingredients in our products:

SLS/SLES, parabens, MCI, triclosan, phthalates, lanolin, propylene glycol, alcohol denat, harsh foaming agents, pore-blocking aluminium, irritating emulsifiers, synthetic fragrances and colourants, PABA-sunscreen, gluten, mineral oils, silicones, ethoxylated ingredients, formaldehyde and formaldehyde-donors, EDTA, octyl methoxycinnamate, camphor-derived UV filters, urea, DEA, TEA or PEGs.



# PIONEERS OF ORGANIC SKIN CARE

By choosing pure and organic ingredients, you can be sure that our products deliver plant-based goodness whilst being gentle on even the most delicate skin.

It's been over 25 years since Charlotte first called for the organic skin care market to be standardised and Green People remains committed to being a certified organic brand.

Our certifications mean that every organic ingredient we use can be traced from farm to formulation, so our products are perfect for those that are mindful both about what they apply to their skin and how it impacts the planet.

# PERFECTING OUR PACKAGING

By choosing to use organically grown and sustainably sourced plant-based ingredients, we help protect the health of the soil for future generations. We also continue to do our bit to tackle our planet's plastic problem.

In addition to using sugar cane plastic tubes, we are also incorporating recycled plastic into our packaging mix. We avoid using plastic altogether where possible and our innovative ONE Balm is presented in a wood pulp pot that biodegrades after use.

This year we are pleased to be introducing a new fully recyclable toothpaste tube, whilst also moving almost all of our product samples into biodegradable sachets.

We are registered with the following certification bodies:





**It left my skin feeling soft, calm and completely nourished.**

Eva T



## TRUFFLE NIGHT CREAM

### Nordic Roots Truffle Night Cream

The luxurious night cream for all skin types features Northern Truffle. Found in Finnish forests, this has been clinically tested and shown to help skin find its 'feel-good' state.

Discover more on page 44.

[www.greenpeople.co.uk](http://www.greenpeople.co.uk)



**A luxurious peel. Easy to apply and leaves the skin feeling silky soft afterwards. This really is a must have product.**

Rosemary S



## AHA RADIANCE PEEL MASK

A true spa treat for all skin types

Restore your skin's natural glow with this AHA peel mask for velvet-soft skin. 5 natural AHAs promote cell renewal to restore a healthy skin glow.

Discover more on page 60.

01403 740 350





**The perfect way to ease the day's stress away!**

Katherine H



## WELCOME TO NATURAL WELLBEING

Alexandra Kay is the daughter of Charlotte Vøhtz, founder of Green People. With personal experience of living with the chronic condition, Ehlers-Danlos, she created a natural wellbeing range to deliver a moment of calm and harmony.

Discover a new world of wellbeing with Alexandra Kay. Find out more at [www.greenpeople.co.uk](http://www.greenpeople.co.uk)





**Portable and practical, perfect for diffusing a lovely scent.**

*Benedicte M*



## MADE FOR PURE ME-TIME

Made for a moment of mindfulness, Alexandra Kay's deluxe handheld diffuser helps you to achieve 'me-time' whenever and however you need it.

Gently twist the device to open, and then add 3 drops of your preferred essential oil blend and half fill with water. Seal and shake the device to blend. Spritz your soothing scent as and when you need it.

Discover more on page 74.

01403 740 350







# organic skin

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NATURE & SCIENCE IN BALANCE

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FOR A PERFECT COMPLEXION



# THE POWER OF NATURE

## BALANCING SKIN CARE

Each product is fortified with certified organic ingredients and clinically proven plant actives to nurture and balance your skin.

We carefully select and blend these ingredients to optimise product performance, creating cosmetics that nourish the skin and promote a healthy, youthful complexion.

we guarantee a very high level of biologically active plant extracts to soothe, nurture and renew your skin, helping to maintain a healthy skin balance

Our pure, gentle products are packed with over 90% natural, active ingredients and are free from gluten, skin-drying alcohol and any harmful additives.

# CLEANSE & PURIFY

Cleansing and exfoliating are vital for clear skin. Containing natural ingredients such as organic Jojoba and Aloe Vera, our purifying cleansers and scrubs remove impurities and leave your skin feeling beautifully soft.

## GENTLE CLEANSE & MAKE-UP REMOVER

### Aloe Vera, Calendula & Shea Butter

- 2-in-1 cleanser/make-up remover
- Gently removes all eye make-up
- Rich in moisture-binding and anti-inflammatory actives

B055 150ml



### did you know...

Skin-drying alcohol and harsh detergents, found in many facial care products, can aggravate spot-prone skin by upsetting the sebum balance.



## FRUIT SCRUB EXFOLIATOR

### Bamboo, Cranberry & Bergamot

- Gently exfoliates to remove impurities and brighten the skin
- For soft, hydrated skin, follow with serum or moisturiser of your choice

B004 50ml



## FOAMING FACE WASH

### Green Tea, Larch & Clary Sage

- Sage cleanses without drying
- Balancing and soothing plant actives from Larch and Green Tea
- Soap-free and alcohol-free

B032 100ml



new



## DISCOVER PORE PERFECTION!

Activated Charcoal is a highly absorbent material which binds itself to environmental pollutants, oil and dirt in the skin.

This detoxifying ingredient is excellent for combination skin and complexions prone to spots and blackheads, helping to reduce excess oil.

## PURIFYING FACE MASK

### **Activated Charcoal, Bentonite Clay, Alpine Willow & Oat Lipid\***

- Absorbs dirt and pollutants to reduce pore size
- Mattifies skin and balances oil production
- Sustainably produced using by-product coconut shells
- Winner of 'Best Detox Face Mask' in Cosmopolitan's Summer Beauty Awards 2022

B070 50ml



\*gluten free

# HYDRATE & RENEW



*The Facial Oil is fantastic. After one week my skin is definitely looking smoother and even radiant! Combined with the Hydrating Firming Serum, I can honestly say that these are some of the best products that I have used. Reassuring to know that you only use organic/natural ingredients.*

Wendy P



best duo

&



## HYDRATING FIRMING SERUM

Chamomile, Everlasting Flower & Seaweed

- Locks in moisture, firms and plumps
- Reduces wrinkles and boosts collagen
- Blend with Anti-Ageing Facial Oil for the ultimate skin feel

B030 50ml



## ANTI-AGEING FACIAL OIL

Rosehip, Avocado & Almond

- Rejuvenates, plumps and nourishes
- Light and easily absorbed for silky smooth skin with improved elasticity
- Combine with Hydrating Firming Serum to prime skin for mineral make-up

B034 30ml



# MOISTURISE & BALANCE

Bring blemish-prone skin back into balance with the wonders of nature.



Nº1  
for spot  
control

## DAY SOLUTION MOISTURISER

### Prebiotics, Willow Bark & Pineapple

- A light, skin-balancing day cream with anti-blemish properties
- Supports healthy skin flora to prevent breakouts
- Calming, soothing and nourishing

B006 50ml



best  
seller

## DAY SOLUTION CREAM SPF15

### Aloe Vera, Green Tea & Chamomile

- Skin defence with broad-spectrum UVA/UVB protection
- Rich in antioxidants and nutrients
- Moisturises and rebalances skin

B022 50ml



### did you know...

80% of UV light still penetrates through clouds on a partly overcast day.





# MOISTURISE & RESTORE

Replenish your skin's radiance with nutrient-rich skin care that restores a natural skin glow.

## VITA MIN FIX 24-HOUR CREAM

### Baicalin, Avocado & Seaweed

- Delivers an instant moisture infusion
- Baicalin is clinically proven to extend cell life and reduce skin ageing
- Rich in vitamins, minerals and free radical fighting antioxidants

B010 50ml



## BEAUTY BOOST SKIN RESTORE

### Wakeame, Seaweed & Everlasting Flower

- A highly nutritious cream with Wakame
- Rich in flavonoids to fight free radical damage
- Green Marine Algae delivers intense hydration

B054 50ml



### did you know...

You can make a luxurious skin treat by combining Vita Min Fix with Fruitful Nights Night Cream.

## FRUITFUL NIGHTS NIGHT CREAM

### Rosehip, Hibiscus & Raspberry

- Delivers deep hydration to prevent night-time water loss
- Dry skin regains a soft texture, oily skin is refined, pigmentation marks are improved
- Beautifully scented with Raspberry, Apple and Vanilla

B011 50ml





# ONE BALM

Cocoon skin in a protective layer of replenishing plant actives with this multi-purpose beauty balm.



## ONE BALM

### Myrrh Oil, Frankincense, Rosehip

- Organic multi-purpose balm for instant skin rescue
- Restorative Cranberry, Rosehip and Myrrh soothe dry skin
- Reparative actives help calm inflamed skin
- The UK's first 100% biodegradable pot

B072 30ml



### Brilliant for:

- ✓ Soothing dry lips
- ✓ Caring for cuticles
- ✓ Taming eyebrows
- ✓ Tattoo aftercare
- ✓ Cleansing make-up
- ✓ Nourishing dry skin anywhere
- ✓ Softening elbows, knees and heels



*A multi-tasking  
eco skin saviour*

Metro



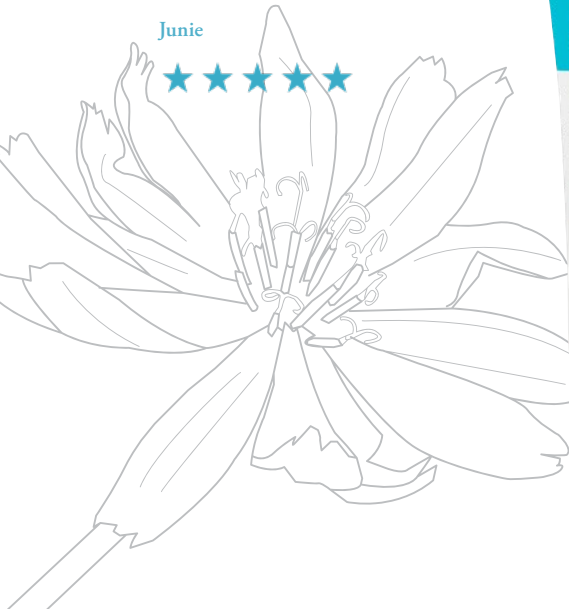
# EYE CARE

Ideal for the delicate, sensitive skin around your eyes, these ultra-gentle formulations are enhanced with a natural anti-ageing complex. Chicory instantly firms, reducing wrinkles and fine lines. Anti-inflammatory Chamomile and Marshmallow soothe and brighten puffy eyes.



*I have to admit I love this stuff.  
Makes my eyes feel wonderful  
- cool, refreshed, comfortable  
& awake.*

Junie



## FIRMING EYE SERUM

### Chicory, Marshmallow & Tara Bush

- Cools and refreshes tired, puffy eyes
- Instantly firms, reduces wrinkles and increases skin elasticity
- Anti-inflammatory and soothing

B012 10ml



## REJUVENATING EYE CREAM

### Avocado, Seaweed & Baicalin

- Rich in moisture-retaining and soothing plant actives
- Baicalin is clinically proven to extend cell life and reduce wrinkles
- Highly concentrated active formula

B013 10ml





**GREEN PEOPLE**  
*Organic Lifestyle*

body care

**QUINOA &  
CALENDULA  
SHOWER GEL**

refreshing  
GLUTEN-FREE  
92% ORGANIC

ENERGISE



**GREEN PEOPLE**  
*Organic Lifestyle*

body care

**QUINOA &  
CALENDULA  
HAND/BODY  
LOTION**

hydrating  
GLUTEN-FREE  
91% ORGANIC

NOURISH



**GREEN PEOPLE**  
*Organic Lifestyle*

body care

**QUINOA &  
PREBIOTICS  
DEODORANT**

natural  
NON-IRRITATING  
89% ORGANIC



# organic hair & body

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NATURE & SCIENCE IN BALANCE

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TO NURTURE & NOURISH

# PLANT-POWERED HAIR CARE

powerful botanical actives  
for naturally healthy hair

## **Aloe Vera, Yucca, Coconut & Corn**

- Soothe irritation and inflammation
- Increase blood flow to the scalp and regulate skin acidity (pH)
- Clean hair without stripping or drying it out
- No aggressive detergents such as sodium lauryl sulphate (SLS)

## **Shea Butter, Quinoa, Olive, Jojoba & Avocado**

- Nourish and protect
- Balance and restore the health of the scalp
- Nurture and rebuild the hair structure, strength and vitality

## **Green Tea, Artichoke, Olive Leaf & Rosemary Extract**

- Effective protection against free radicals
- Protect against damage caused by pollution and sun exposure
- Protect against damage caused by salt and chlorine

## **Pineapple Enzyme, Chamomile & Tea Tree**

- Remove flaky, dry skin and prevent itching
- Soothe scalp irritation
- Dual anti-fungal and antibacterial effect

## GLUTEN-FREE

All of our hair care products are naturally gluten-free, the safer option for allergy sufferers.

## A LITTLE GOES A LONG WAY

- Award-winning and pH-balanced organic hair care
- Rich in natural active ingredients to soothe, restore and protect the hair and scalp
- No SLS - just mild natural foaming agents derived from Yucca, Coconut and Corn

## ITCHY OR SENSITIVE SCALP?

Turn heads with healthy, glossy hair without the use of sodium lauryl sulphate (SLS) or harsh chemical additives - just pure Aloe Vera, Yucca, Quinoa, Avocado and other powerful, yet gentle natural ingredients. Thorough rinsing and the avoidance of styling products with silicones or alcohol can also help to keep your scalp soothed and calm.

# REVIVE COLOURED / DAMAGED HAIR



## DRY, COLOURED OR HEAT-DAMAGED HAIR?

With our colour-lock system, the Intensive Repair Shampoo and Conditioner keep colours vibrant and strengthen damaged hair to leave it looking shiny and nourished.

## INTENSIVE REPAIR SHAMPOO

### Green Tea & Orange Peel

- Strengthens damaged hair
- Rich in nutrients and proteins
- Natural colour-lock system
- Quinoa Protein helps limit colour fade

C030 200ml



## INTENSIVE REPAIR CONDITIONER

### Green Tea & Orange Peel

- B vitamins strengthen damaged hair
- Avocado boosts shine and nourishes scalp
- Can also be used as an intensive hair mask

C031 200ml



# QUINOA HAIR CARE



## QUINOA & ARTICHOKE SHAMPOO

### Quinoa, Artichoke & Avocado

- Shiny, sleek and frizz-free locks
- Volume and vitality for thicker hair
- Exotic aroma from Sweet Orange and Ginger

C059 200ml



## QUINOA & ARTICHOKE CONDITIONER

### Quinoa, Artichoke & Avocado

- High gloss and enhanced softness
- Intense nourishment and UV repair
- Exotic aroma from Sweet Orange and Ginger

C060 200ml



### did you know...

Quinoa penetrates into the hair shafts for powerful protection and improved strength. It soothes irritated scalps and increases volume for fuller, thicker hair.

## QUINOA & AVOCADO HAIR SERUM

### Quinoa, Avocado & B Vitamins

- Provides light hold and volume
- Perfect to tame frizz and curls
- Ideal as a leave-in conditioner

C057 100ml





# SUPERFOOD FOR YOUR HAIR AND BODY



## QUINOA & PREBIOTICS ROLL-ON DEODORANT

### Prebiotics, Aloe Vera & Orange

- Refreshing, effective odour control
- Antibacterial and antiseptic
- Free from parabens, pore-clogging aluminium and alcohol denat

C073 75ml



## QUINOA & CALENDULA SHOWER GEL

### Quinoa, Calendula & Citrus

- Gentle and pH-balanced to leave skin clean and nourished
- Boosts skin health and hydration
- A little goes a long way

C066 200ml



## QUINOA & CALENDULA HAND/BODY LOTION

### Quinoa, Calendula & Citrus

- Moisture-locking complex
- Squalane softens and soothes dry skin
- Light, uplifting citrus aroma

C077 200ml



# EVERYDAY FAMILY ESSENTIALS

## did you know...

Our natural hair care products are designed to bring the hair and scalp back into balance.



family hero



## DAILY ALOE SHAMPOO

### Aloe Vera & Lavender

- Soothing, everyday family shampoo
- Gentle, non-irritating formula
- A little goes a long way
- On average, lasts 3 months

C001 200ml



## DAILY ALOE CONDITIONER

### Aloe Vera & Lavender

- Soothing, family conditioner
- Enriched with vitamins and proteins to add shine to your hair
- Leaves hair healthy and revitalised

C002 200ml



## DAILY ALOE SHOWER GEL

### Aloe Vera & Lavender

- Gentle and soothing for all the family's daily shower or bath
- A little goes a long way

C003 200ml



# RESCUE FOR DRY / CURLY HAIR

## did you know...

Plant proteins and Lecithin work natural miracles on hair shafts, leaving hair glossy and lustrous.



## MOISTURISING CONDITIONER

### Neroli & Marshmallow

- Detangling and moisturising
- Smoothing formula to promote silkiness and shine
- Rich in Avocado & plant proteins

C039 200ml



## MOISTURISING SHOWER GEL

### Neroli & Marshmallow

- Luxurious, gentle shower gel to soothe and hydrate
- Rejuvenates the skin
- Protects your skin from irritation

C034 200ml

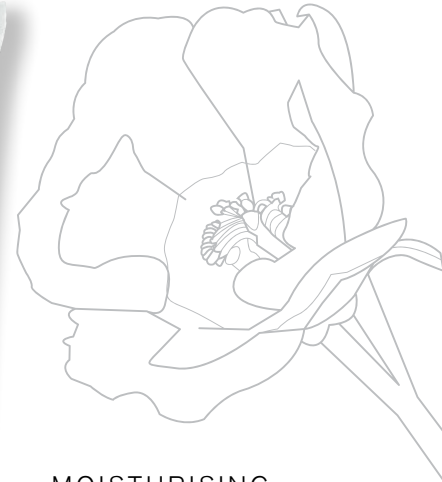


## MOISTURISING SHAMPOO

### Neroli & Marshmallow

- Conditioning formula perfect for normal, thick or tangled hair
- Leaves hair soft and manageable
- Refreshing citrus aroma

C033 200ml



# ITCHY SCALP OR OILY HAIR



## did you know...

Sodium lauryl sulphate (SLS) is a foaming ingredient which can cause an itchy scalp. We make our shampoos with gentle, natural bubbles that are kind to your skin and hair.

## IRRITATED SCALP SHAMPOO

### Lavender & Rosemary

- Stimulating shampoo to help keep your hair flake-free
- Super-concentrated, a little goes a long way
- Gentle cleansing action for oily hair
- On average, lasts 3 months

C004 200ml

## IRRITATED SCALP CONDITIONER

### Lavender & Rosemary

- Stimulating conditioner
- Rich in protein and B vitamins
- Gives hair a natural sheen

C005 200ml

# NATURAL HAND CARE



*Lovely hand cream.  
Smells lovely and is quickly  
absorbed. Has immediately  
relieved the chapping that I  
always get on my hands in  
cold winds.*

**Fiona B**



## MANUKA & LEMON TEA TREE HAND CREAM

### Manuka & Lemon Tea Tree

- Restorative organic hand cream for dry, hard-working hands
- Tea Tree and Manuka are blended for their natural antimicrobial activity
- Squalane (from Olive) improves moisture balance and elasticity

C084 50ml



## MANUKA & LEMON TEA TREE HAND WASH

### Manuka & Lemon Tea Tree

- pH-balanced and non-drying
- Tea Tree and Manuka are blended for their natural antimicrobial activity
- Leaves hands clean and moisturised

C037 300ml



# DEODORANTS THAT REALLY WORK

## TOUGH ON ODOUR

Our deodorants are tough on odour and gentle on skin, with tried and tested results.

See for yourself how our blend of natural minerals and plant extracts can keep you fresh, with no need for harsh chemicals.

93% of testers  
experienced  
24-hr protection\*

\*15 participants over a 9-week period



## QUINOA & PREBIOTICS ROLL-ON DEODORANT

### Prebiotics, Aloe Vera & Orange

- Refreshing, effective odour control
- Antibacterial and antiseptic
- Free from parabens, pore-clogging aluminium and alcohol denat

C073 75ml



## HIGHLY EFFECTIVE 3 WAY ACTION



**1) Prebiotics** support the skin's good natural bacteria



**2) Alum** prevents odour-forming bacteria from multiplying



**3) Zinc Ricinoleate** traps any odours like a sponge

# 24-HOUR PROTECTION

## did you know...

All Green People natural deodorants are based on certified organic Aloe Vera juice. This ultra-soothing and moisturising ingredient balances your skin's natural pH levels, leaving your underarms naturally healthy, smooth and fresh.



NATURAL ROSEMARY  
ROLL-ON DEODORANT

### Rosemary, Lavender & Aloe Vera

- Refreshing, effective odour control
- Antibacterial and antiseptic
- Free from parabens, pore-clogging aluminium and alcohol denat

C024 75ml



NATURAL ALOE VERA  
ROLL-ON DEODORANT

### Aloe Vera, Chamomile & Sandalwood

- Refreshing, effective odour control
- Antibacterial and antiseptic
- Free from parabens, pore-clogging aluminium and alcohol denat

C032 75ml



SCENT FREE  
ROLL-ON DEODORANT

### Prebiotics, Aloe Vera & Olive

- Scent-free for sensitive skin
- Antibacterial and antiseptic
- Free from parabens, pore-clogging aluminium and alcohol denat

H009 75ml









# organic sensitive

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NATURE & SCIENCE IN BALANCE

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FOR ULTRA-SENSITIVE SKIN

# THE SENSITIVE SKIN EXPERTS SINCE 1997



## BRINGING YOUR SKIN INTO BALANCE

Dry and sensitive skin is often linked with low levels of Squalene, your skin's in-built moisturiser.

The Sensitive collection features plant-derived Squalene, a natural skin-softener, moisturiser and skin antioxidant that converts to Squalene when it comes into contact with the skin.

balance moisture and  
sebum levels for healthy  
and hydrated skin

### **Support and protect**

Squalene helps to support and protect the skin's barrier, keeping irritants out and moisture in.

### **Hydrate and soften**

Squalene boosts hydration levels so that skin feels soft and comfortable.

### **Eczema-friendly**

Eczema-prone skin requires extra care to soothe irritated skin and repair the skin barrier. Packed with natural, skin-balancing properties, Squalene is ultra-gentle, anti-inflammatory and a natural emollient.

This makes it perfectly placed to calm redness and irritation and the ideal ingredient for those prone to sensitive skin, eczema or psoriasis.

# CLEANSE & HYDRATE ULTRA-SENSITIVE SKIN

## YOUR SKIN WILL LOVE THESE SKIN CARE ESSENTIALS

Sensitive skin needn't compromise on effective, luxurious skin care.



### SCENT-FREE CLEANSER

Shea Butter, Jojoba & Calendula

- Jojoba gently unblocks pores and Squalane balances moisture levels
- Anti-inflammatory and scent-free
- Shea Butter softens and soothes

H033 150ml



### SCENT-FREE CALMING SERUM

Everlasting Flower, Algae & Irish Moss

- Scent-free soothing and regenerating serum for ultra-sensitive skin
- Green Marine Macro Algae increases collagen production
- Clinically-proven, firming age-confidence actives

H029 50ml



# MOISTURISE & RENEW

## did you know...

An estimated 10 million adults suffer from more than one allergy.



## SCENT-FREE DAY MOISTURISER

Prebiotics, Chamomile & Willow Bark

- Lightweight, balancing day cream to calm, soothe and nourish
- Scent-free and rich in vitamins
- Prebiotics support the good bacteria to help keep your skin blemish-free

H030 50ml

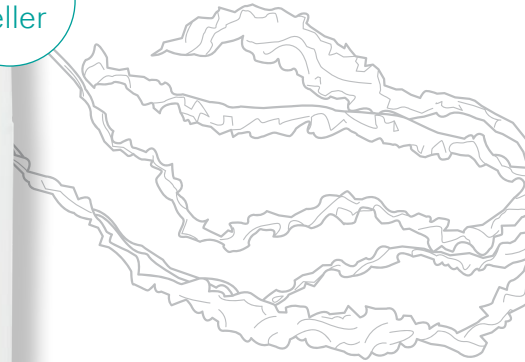


*This has transformed my skin and adds an instant boost of hydration.*

Emma P



best seller



## SCENT-FREE 24-HOUR CREAM

Avocado, Seaweed & Baicalin

- Scent-free, soothing face cream
- Packed with vitamins, minerals and botanical extracts
- Supports the skin's natural moisture balance

H002 50ml



# EYE CARE



## SCENT-FREE EYE CREAM

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### **Avocado, Seaweed & Evening Primrose**

- Rejuvenating, anti-ageing eye cream
- Scent-free for very sensitive eyes
- Nourishing treat, rich in anti-ageing actives and essential fatty acids

H027 10ml



# ULTRA-GENTLE HAND AND BODY CARE

Enjoy soft hands and nourished skin with pure, unscented products developed especially for sensitive skin.



## SCENT-FREE SHOWER/BATH GEL

Aloe Vera, Marshmallow & Yucca

- Gentle and non-irritating
- Rich in antioxidants
- Frequent use for all the family
- A little goes a long way

H006 200ml

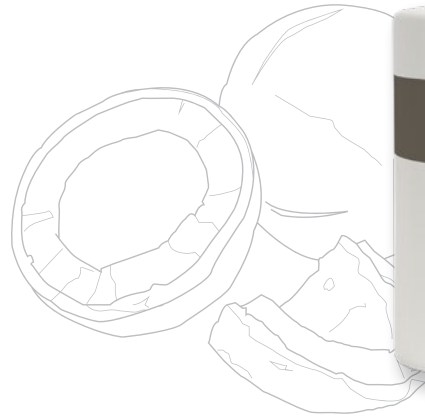


## SCENT FREE BODY LOTION

Perilla, Evening Primrose & Shea Butter

- Soothing, scent-free lotion to nurture and moisturise
- Rich in nutritive plant oils to protect
- Contains high levels of antioxidants

H035 150ml



## SCENT-FREE HAND WASH

Aloe Vera, Coconut & Olive

- pH-balanced and non-drying
- Free from SLS and triclosan
- Leaves hands clean and moisturised
- Highly concentrated

H008 300ml



# HAIR CARE FOR ULTRA-SENSITIVE SCALPS

We create bubbles that are kind to your skin and add Green Tea extract to boost the strength and shine of your hair.

## SCENT-FREE SHAMPOO

Aloe Vera, Green Tea & Pineapple

- Soothes sensitive scalps
- Green Tea helps strengthen and improve shine
- Frequent use for all the family

H004 200ml



### did you know...

More than 5,000 different fragrance ingredients are in products that are used on a daily basis. A survey by Allergy UK reported that 68% of people with allergies say they are sensitive to perfume.

best seller



## SCENT-FREE CONDITIONER

Aloe Vera, Green Tea & B Vitamins

- Leaves hair with a silky shine and easy to style
- Green Tea helps strengthen and repair damaged hair

H005 200ml



NATURE + SCIENCE IN  
BALANCE







# N O R D I C R O O T S



Inspired by the Scandinavian love of purity

# NORDIC ROOTS

## SIMPLE, CONSCIOUS, NORDIC SKIN CARE

Take pleasure from the beauty of nature with pure, hard-working skin care from Nordic Roots.

This scent-free, unisex collection inspired by the Scandinavian love of purity, simplicity and functionality. The range delivers powerful results with a synergistic blend of sustainably sourced, honest ingredients.

### KEY ACTIVES

#### **Atlantic Seaweed Extract**

Increases firmness through protection of elastin and collagen tissues.

#### **Apple Cellular Water**

Improves skin elasticity and tone and reduces the appearance of wrinkles.

#### **Oat Kernel Oil – gluten-free**

Contains antioxidant-rich flavonoids and polyphenols to help reduce redness and irritation.

#### **Hyaluronic Acid**

Intensively hydrates, protects and repairs skin.

#### **Hop Flower Extract**

Hops target hyperpigmentation and age spots to enhance skin tone.

#### **Northern Truffle**

Clinically tested to instantly soothe skin and protect against irritation.



# FIRM & HYDRATE

An innovative natural skin care concept drawing on our founders Nordic roots.



## MARINE FACIAL OIL (SCENT-FREE)

### Atlantic Seaweed, Hop Flowers & Oat Kernel Oil

- A vitamin E-rich, unscented facial oil that locks hydration into the skin
- Hop Flowers control pigmentation for a more even skin tone
- Atlantic Seaweed boosts collagen and firms the skin, making fine lines appear less prominent
- Suitable for all skin types, even very sensitive skin

R103 28ml



## HYALURONIC BOOSTER SERUM (SCENT-FREE)

### Hyaluronic Acid, Sugar Beets & Hop Flowers

- A fast-absorbing serum that plumps the skin and reduces the appearance of fine lines
- Concentrated with intensely hydrating plant extracts that work in harmony with your natural pH-balance
- Hop Flowers target hyperpigmentation and age spots to enhance skin tone

R102 28ml



# CLEANSE & MOISTURISE

Refresh and replenish with pure products inspired by Nordic nature.



## CRANBERRY MICELLAR FOAM

### Apple Cellular Water, Cranberry Extract & Glycerine

- A skin-refreshing foaming micellar face wash to gently dissolve dirt and most make-up
- Concentrated with antioxidant-rich Cranberry extracts
- Juicy Apple Cellular Water leaves skin refreshed and hydrated

R101 150ml



## APPLE COMPLEX MOISTURISER

### Sugar Beets, Apple Cellular Water & Oat Kernel Extract

- A skin-calming face cream that hydrates, protects and balances
- Concentrated with naturally nourishing plant extracts that work in harmony with the skin's pH-balance
- Juicy Apple Cellular Water boosts skin elasticity and gives a natural glow
- Suitable for all skin types, even very sensitive skin

R104 50ml



# TRUFFLE NIGHT CREAM

A midnight feast of skin nutrients to soothe, repair and hydrate for glowing skin.



NEW

## TRUFFLE NIGHT CREAM

### Northern Truffle, Ceramides & Hemp Seed Oil

- Blends moisture-binding Ceramides and Hemp Seed Oil with the indulgent Northern Truffle
- Provides a nourishing feast of skin actives that soothe and protect against dryness
- Helps support and protect the skin's barrier

R109 50ml







# organic sun

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NATURE & SCIENCE IN BALANCE

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GENTLE FOR SENSITIVE SKIN



## PRICKLY HEAT OR SENSITIVE SKIN?

Natural antioxidants and skin vitamins A, C and E from Avocado, Green Tea and Rosemary extract support your skin's immune system and protect against cell damage. We use Aloe Vera juice as the water component in our products as it is rich in mucopolysaccharides. This has a powerful moisturising and soothing effect on the skin and helps to bring the natural moisture levels back into balance.



## REEF-SAFE SUN CREAM

Up to 25% of sun cream can be washed off during a 20-minute dip in the sea. Ingredients in many mainstream lotions can have a dramatic effect on aquatic life and 10% of the world's coral reefs are under threat from sunscreen-induced coral bleaching.

Ethical responsibility is at the heart of what we do and we are proud that our SPF15 and SPF30 sun creams are reef safe because they do not contain these ingredients. We use non-toxic UV filters that are kind to corals and other marine life.







## SUSTAINABLE PACKAGING

One of the few sun care brands worldwide whose products are reef-safe and non-toxic to marine life, we also use recyclable packaging derived from sugar cane which is sustainably grown. For every kilo of sugar cane plastic produced, three kilos of CO<sub>2</sub> is removed from our atmosphere.

## WE SUPPORT OUR OCEANS

We donate 20p to The Marine Conservation Society every time we sell a full-size Scent Free Sun Cream.

So far we have raised over £100,000 for this amazing charity, which campaigns to restore the health of our oceans and combat climate change.



[www.mcsuk.org](http://www.mcsuk.org) (Registered Charity Number 1004005, England and Wales and SC037480, Scotland).



# NATURAL SUN PROTECTION

## THE SCIENCE OF SUN CARE

Our award-winning sun care range offers broad-spectrum UVA/UVB protection and is rich in a synergistic blend of natural antioxidants, skin vitamins and anti-inflammatory ingredients to support the skin's immune system and protect against irritation.

soothing and  
hydrating for  
sensitive skin

## PRICKLY HEAT & ECZEMA FRIENDLY

Our gentle sun lotions are eczema-friendly and may be suitable for prickly heat sufferers and skin allergies. We do not use pore-clogging silicones and mineral oils, synthetic fragrances, artificial colours or skin-drying alcohol. Natural Beeswax and Berry wax provide natural water-repellent properties to our sun creams, without blocking pores.

## THE WONDER OF EDELWEISS

The tiny mountain flower Edelweiss has evolved to withstand intense ultraviolet radiation exposure, growing at high altitudes of up to 3,000 metres. In order to survive at such altitudes, Edelweiss has developed its own natural sun protection system. We use an extract of Edelweiss in our sun care range that is rich in protective antioxidants, which has shown in trials to extend skin cell life when exposed to free radical activity.

# AWARD-WINNING NATURAL SUNSCREENS

Protect your skin with our skin-friendly, natural sun creams, featuring reef-safe, non-toxic UV filters and a blend of antioxidant-rich Green Tea, Rosemary and Edelweiss.



## EDELWEISS SUN CREAM SPF15

### Aloe Vera, Edelweiss & Avocado

- Natural tan accelerator
- UVA/UVB protection
- Suitable for all skin types
- Helps you tan almost 25% faster

G034 200ml / G035 100ml



## SCENT FREE SUN CREAM SPF30

### Aloe Vera, Edelweiss & Green Tea

- Perfect for prickly heat sufferers
- UVA/UVB protection
- Scent-free for sensitive skin
- Water-repellent with Beeswax

G037 200ml / G031 100ml



## SCENT FREE FACIAL SUN CREAM SPF30

### Aloe Vera, Edelweiss & Avocado

- Non pore-clogging, soothing and skin-softening
- Synergistic blend of antioxidants
- UVA/UVB protection
- Suitable for sensitive skin

G032 50ml



# SUN PROTECTION FOR CHILDREN'S SENSITIVE SKIN

enjoy summer with confidence  
knowing that your child's sun  
care is gentle yet effective



# AWARD-WINNING NATURAL SUNSCREENS

Protect your skin with our skin-friendly, natural sun creams, featuring reef-safe, non-toxic UV filters



## HYDRATING AFTER SUN

### Aloe Vera, Calendula & Mint

- Cooling and moisture-binding after sun rescue
- Will help maintain your tan and minimise peeling

G006 200ml / G020 100ml



## SELF TAN LOTION

### Rosehip, Geranium & Sandalwood

- Quick-drying and non-greasy
- Create a natural tan appearance without exposure to sunlight
- No fake tan smell!

G046 150ml



### did you know...

Our broad-spectrum sun creams for children apply easily and offer peace-of-mind protection. They can be used on babies from 6 months. For children's sun cream and after sun please see page 104.



**Pure Luxe Body Oil**

*I feel like I'm finally really 'taking care' of my skin and allowing it to recover its own inner strength*



CV

CHA VØHTZ

**Age Defy<sup>+</sup>** by Cha Vøhtz

science based skin care for those **aged 30+**



## welcome to **Age Defy<sup>+</sup>** by Cha Vøhtz

*"In Age Defy<sup>+</sup> I have created a unique collection of organic and natural youth-boosting skin essentials dedicated to delivering radiance, clarity and vitality."*

*These cutting-edge botanicals are designed to improve your complexion and skin tone through your 30s, 40s, 50s and beyond."*

**Charlotte Vøhtz**  
founder of Green People

### my heritage

It is more than twenty five years since I founded Green People and my passion for organic beauty is as strong as ever. Creating Age Defy<sup>+</sup>, my signature range, is a celebration of the beauty of ageing. Age Defy<sup>+</sup> reflects where I am in my life and the personal investments I've made in the creation of this range.

### my philosophy

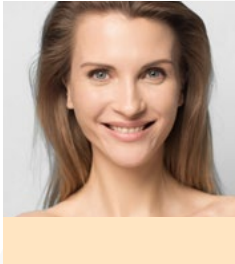
I believe that nature and science should work in balance. Age Defy<sup>+</sup> products are enriched with scientifically proven phyto-actives to enhance the beauty of the skin and to protect, nourish and renew, achieving a refined skin balance.

### my promise

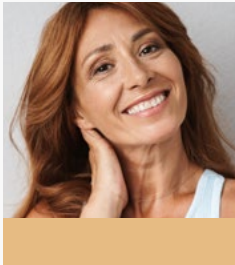
In Age Defy<sup>+</sup> I have created a unique organic skin care regime for those aged 30+, with powerful youth boosting botanicals and scientifically proven plant actives. A range that promotes collagen synthesis, targets uneven pigmentation and cell breakdown, whilst diminishing wrinkles.



# DAILY DEFENCE WITH A NATURAL TINT



**Light**  
N044 30ml



**Medium**  
N045 30ml



## discover our natural dd creams

Alongside our 'Daily Defence' promise of SPF protection and a unique anti-ageing action, there comes blendable coverage and unique colour correction, wrapped up in a lightweight moisturiser. This is one-stop skin care with maximum beauty-boosting benefits.

### Tinted DD SPF15 Moisturiser

#### Sea Fennel Stem Cells, Tiare Tahiti & Sweet Almond

- Tinted daily defence moisturiser for lightweight coverage
- Broad-spectrum UVA/UVB protection
- Sea Fennel plant stem cells stimulate cell renewal and give intense hydration
- Spanish Needle stimulates collagen synthesis, promoting skin rejuvenation
- Blendable shades reduce redness and balance skin tone

# DELUXE DOUBLE CLEANSING

did you know...

Without exfoliation, even the most premium facial care products will underperform and be partly wasted as their active ingredients are unable to penetrate the skin.



## Soft Buff Skin Exfoliator

### Pineapple, Bamboo & Orange Peel

- Deep, gentle exfoliation - no microbeads
- Improves skin smoothness and speeds up cell renewal
- Increases penetration of active ingredients
- 24 beauty-enhancing actives

N012 30ml



## Ultimate Wonder Balm

### Perilla Oil, Rosehip & Pomegranate

- Multi-tasking skin nourishment
- SOS beauty balm to soothe and protect dry skin, melt away make-up and improve elasticity
- 16 beauty-enhancing actives

N010 50ml



## Purify & Hydrate Cream Cleanser

### Hibiscus, Jojoba & Cranberry

- Gently cleanses impurities, removing all traces of make-up
- Improves skin tone and elasticity
- Hibiscus naturally firms, lifts and reduces wrinkle formation
- 23 beauty-enhancing actives

N011 150ml



# REDUCE AGE SPOTS, FINE LINES & WRINKLES



## Brightening Moisturiser

### Cucumber, White Mulberry & Hibiscus

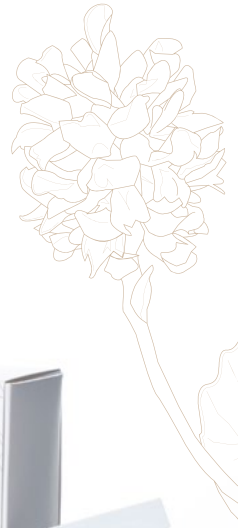
- Reduces hyperpigmentation
- Increases hydration and reduces wrinkles
- Stimulates collagen synthesis
- 32 beauty-enhancing actives
- Perfect Partner: Soft Buff Skin Exfoliator

N016 30ml



## skin lightening

A complex of Cucumber, Mulberry and Hibiscus showed: **22% reduction in melanin production and 18% reduction of tyrosinase activity**, which is linked to the formation of the skin pigment melanin.



# CAPTURE THE ESSENCE OF YOUTH

## intense hydration

10% wrinkle reduction, 40% increase in protein synthesis and a 30% increase in skin hydration was observed in a 28 day trial



best  
duo



### Hydrate & Renew Serum

#### Beech Bud, Willow Bark & Green Tea

- Intense skin hydration
- Increases firmness and elasticity
- Increases skin regeneration
- 21 beauty-enhancing actives

N013 30ml



### Cell Enrich Facial Oil

#### Rosehip, Perilla & Blackcurrant

- Restores skin suppleness and elasticity
- Promotes cell regeneration, reducing the appearance of wrinkles
- Soothes and reduces inflammation
- 20 beauty-enhancing actives

N014 30ml



### Collagen Boost Vitamin C Serum

#### Vitamin C, Bakuchi Oil & Hyaluronic Acid

- Promotes a glowing, even skin tone
- Rich in slow-release Vitamin C to support collagen production
- Swathes skin in intensely plumping hydration
- Especially beneficial for brightening mature or dull skin

N060 30ml



# REJUVENATE & GLOW



best  
seller

## Line Eraser Serum

### Sea Holly Stem Cells, Argan Seed & Baicalin

- Immediate firming effect within 15 minutes
- Powerful long term effects to significantly reduce deeper wrinkles
- Increased hydration and skin elasticity
- Enriched with 22 beauty-enhancing actives
- A must-have beauty rescue to target and diminish fine lines around the lips and eyes

N031 10ml



## Hydra-Glow Sleep Mask

### Neroli, Green Algae & Mandarin

- Deeply moisturises and rejuvenates overnight for a nourished, youthful complexion
- Green Macro Algae is rich in penta-saccharides to stimulate collagen production
- Caesalpinia Spinosa delivers intense skin hydration and long-term firmness
- A silk-textured cream face mask suitable for mature and sensitive skin

N054 50ml



## AHA Radiance Peel Mask

### Bilberry, Cranberry & Sugar Maple

- A luxury skin treat for velvet-soft skin
- 5 natural AHAs gently exfoliate to promote cell renewal and restore a healthy skin glow
- Infused with replenishing Aloe Vera to safeguard skin from irritation
- Perfect for home-spa pampering

N067 30ml



# CUSTOMISED SKIN CARE

Offering a personalised, luxury approach to skin care, the deluxe Age Defy+ Oil Serums blend cutting-edge age-confidence botanicals with skin-balancing phyto-actives.

## did you know...

Our oil serums can be applied neat to problem areas or combined with day creams to provide an extra radiance-restoring boost.



## Purifying Balancing Oil Serum

### Black Cumin Oil, Jojoba & Sunflower Oil

- A complexion-calming organic oil to bring balance to spot-prone skin
- Skin-refining Ginger Stem Cells mattify skin whilst helping to prevent water loss and dryness
- Clarifying Black Cumin Seed Oil fights blemishes, clogged pores and inflammation
- Balancing Jojoba Oil tones the skin and helps to balance sebum levels
- Ideal for those experiencing blemishes in their 30s, 40s and post-menopause

N063 10ml



## Soothing Anti-Redness Oil Serum

### Apricot Stem Cells & Sweet Almond Oil

- Redness relief for skin prone to dryness and irritation
- Skin feels instantly calmer and is nourished by plant oils and emollients
- Apricot Plant Stem Cell technology reduces redness
- Camellia leaves skin smooth, plump and firm
- Ideal for proactively preventing the redness associated with perimenopausal and menopausal skin dryness

N064 10ml



# BODY BEAUTIFUL



*Pomegranate (Punica granatum)*



## key benefits of astaxanthin

- Antioxidant properties that are 550 times stronger than vitamin E
- 10 times stronger than beta-Carotene
- Protects against the damaging effects of pollution and ultraviolet light

## Green Beauty with Astaxanthin

### Astaxanthin & Green Food Complex

- Improves skin elasticity from within
- Aids detoxification and protects against the damaging effects of pollution and UV light
- Nutrient rich blend of superfoods: Wheatgrass, Barley Grass, Seaweed, Chlorella and Spirulina

N036 60 Vegan capsules



## Fight wrinkles and improve skin elasticity from within.

Green Beauty with Astaxanthin is a synergistic blend of age-defying nutrients with exceptionally strong antioxidant properties to help fight the signs of ageing.



### **Volumising Mascara**

*Anyone embracing organic beauty should leap for this knockout by Green People*

The Independent







# organic make-up

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NATURE & SCIENCE IN BALANCE

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FOR A NATURAL COMPLEXION

# COMPLEXION PERFECTION

## BEAUTY INSPIRED BY THE HUES OF NATURE

Say hello to your new daily essential for smooth, even coverage and sun protection. Available in two flattering shades derived from natural earth minerals, our Tinted DD Moisturiser is a luxuriously light cream that blends perfectly for a flawless natural glow that lasts all day long.

### So much more than foundation

1. **Perfect cover:** Blendable coverage with a dewy finish
2. **Even colour:** Colour correction for a healthy skin glow
3. **Sun protection:** Broad-spectrum UVA & UVB protection
4. **Skin rejuvenation:** Youth-boosting hydration with innovative plant actives

Its unique, nutrient-rich formula goes the extra mile for your skin, with powerfully rejuvenating and hydrating Sea Fennel Plant Stem Cells and Spanish Needle to stimulate collagen production.

# SO EASY TO APPLY

Simply blend into skin with your fingertips or our Kabuki Brush, whilst enjoying the beautiful exotic aroma of the Tiare Tahiti flower.



best seller



light



medium

## TINTED DD SPF15 MOISTURISER

### Sea Fennel Stem Cells, Tiare Tahiti & Sweet Almond

- Tinted daily defence moisturiser for lightweight coverage
- Broad-spectrum UVA/UVB protection
- Sea Fennel plant stem cells stimulate cell renewal and give intense hydration
- Spanish Needle stimulates collagen synthesis, promoting skin rejuvenation
- Blendable shades reduce redness and balance skin tone

N044 30ml (light) / N045 30ml (medium)



## KABUKI POWDER BRUSH

### Eco-friendly Vegan Brush

- Cruelty-free fibres are super soft against skin
- Professional results
- Environmentally friendly bamboo handle
- Dome shape to create a flawless finish
- Suitable for vegans

J015

# MAKE-UP FOR SENSITIVE EYES

Our natural eye make-up offers rich colours whilst being gentle on the sensitive skin around your eyes. A blend of nourishing Jojoba Oil, Argan Oil, Vitamin E and Beeswax cares for your skin and strengthens your eyelashes.



## HIGH DEFINITION EYELINER

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### Marula, Shea Butter & Jojoba

- Soft, creamy and blendable texture
- Intense black pigment for high impact
- Long-lasting, water-resistant formula
- Glides on without dragging the skin

J071



## VOLUMISING MASCARA

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### Vitamin E, Sunflower & Beeswax

- All day volumising and conditioning
- Rich, non-smudge mascara
- Brush lengthens and loads lashes
- Vitamin E nourishes and conditions

J012 7ml (Black) / J021 7ml (Black/Brown)



# NATURAL LIP CARE

Restore comfort to cracked, dry lips with our naturally nourishing lip care products. Made with Vitamin E-rich Sunflower Seed Oil, our replenishing lip balms soothe away dryness and protect from chapping.



## ENRICH & ENHANCE LIP PRIMER

### Sunflower & Beeswax

- Enhances the brilliance of your lipstick shade
- Locks in hydration and lasts all day
- Unique conditioning formula
- Prevents lipstick fading or bleeding

J067



## ONE BALM

### Myrrh, Frankincense, Pomegranate & Roschip

- A light balm for use on dry skin anywhere
- Gently conditions to leave lips soft with a natural sheen
- Rich in soothing plant oils with naturally reparative properties
- Presented in UK's first 100% biodegradable pot

B073 30ml



### top tip

Perfect your pout with **Enrich & Enhance Lip Primer**. This will enhance your lipstick's natural hue and condition your lips for fresh, vibrant colour that lasts much longer.





ak

ALEXANDRA KAY

Natural wellbeing

Expertly blended for a moment of pure 'me-time'

# ALEXANDRA KAY PURE ESSENTIAL OIL BLENDS

Made for 'me-time', Alexandra Kay's pure essential oil blends are designed to be customised to your wellbeing preferences. Add to a diffuser, use in homemade pillow sprays or combine a few drops with a base oils or bath gel to create a relaxing massage or bath experience.



## TIME TO RELAX

### A serene blend of tranquillity

- Use in the evening to unwind the mind and help the body relax
- Can also be used to help calm feelings of anxiety and a fractious mind
- Suitable for vaporising, inhalation and massage when used with a carrier oil
- Perfect for use in the bath

AK04 10ml



## TIME TO SLEEP

### Supports good rest and peaceful sleep

- Use before bed to calm the mind and help you drift off naturally
- Suitable for vaporising, inhalation and massage when used with a carrier oil
- Perfect for use in the bath

AK03 10ml



## TIME TO SMILE

### Capturing happiness in a bottle

- Use in the morning to enliven the senses
- Top up at any time to boost the mood and uplift the soul
- Suitable for vaporising, inhalation and massage when used with a carrier oil
- Perfect for use in the bath

AK05 10ml



# HANDHELD DIFFUSER FOR HOME & AWAY

Stylish and discreet, Alexandra Kay Time to Inhale Handheld Diffuser disperses a delicate fine mist of water vapour and essential oils for whenever and wherever you need a moment of calm.

## TIME TO INHALE

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- A handheld diffuser that's discreet and convenient for travel
- Use to top up self-care when away from home
- Compatible with all Alexandra Kay essential oil blends

AK02



# ME TIME SCENTS

Create your own scent oasis with this 100% natural essential oil wellbeing gift set.



## ME TIME SCENTS

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### Pure essential oil collection

- Features Time to Sleep, Time to Relax and Time to Smile
- Ideal for wellbeing gifting and self-care support

AK17 3x10ml

# FOR MIND AND FOR BODY

Feel comfortable in your skin with Alexandra Kay's deluxe body and massage oils which blend the breakthrough active CB2-Skin™ Biofunctional with naturally skin-nourishing plant actives.

Made with luxurious oils that linger on the skin long enough to create effective slip for body massage, Alexandra Kay's natural body oil blends feature a synergistic complex of plant actives, each chosen for their soothing and relaxing properties.



## did you know...

CB2-Skin™ Biofunctional is made from Patchouli. This ingredient stimulates the skin's CB2 cannabinoid receptors and calms the skin by reducing irritation and itchiness.



## TIME TO SOOTHE

### Hemp, Rosehip & CB2-Skin™ Biofunctional

- A soothing, moisture-retaining body oil blend for skin barrier comfort
- Features a blend of seed oils that provide the perfect balance of Omega fatty acids
- Scent free and suitable for blending with Alexandra Kay essential oils

AK06 100ml



## TIME TO EASE

### Ginger, Black Pepper, Peppermint, Eucalyptus & CB2-Skin™ Biofunctional

- Ideal for aches, pains and relieving tired muscles
- Ginger and Black Pepper provide warming heat relief
- Peppermint and Eucalyptus soothe and calm

AK07 100ml

# TIME TO RESTORE MAGNESIUM LOTION

Discover a soothing place with a hydrating natural Magnesium lotion to ease muscle fatigue and reinforce the skin barrier.



A matrix of Rice Amylopectin with an extract of Red Algae makes Time to Restore so hydrating.

Their properties reinforce the skin barrier to defend against water loss and external aggressions.

They also support the skin's ability to generate its own ceramides and have been shown to increase skin hydration, softness and resilience.

## TIME TO RESTORE

### Magnesium, Red Algae & CB2-Skin™ Biofunctional

- Magnesium is essential for wellbeing and helps support good rest
- The phyto active CB2-Skin™ Biofunctional gently soothes skin
- Scented with signature blend of 10 relaxing essential oils
- Omega-rich plant oils nourish and replenish

AK08 200ml



# ORGANIC PET SHAMPOOS, PH-BALANCED & PET-APPROVED

allPaws dog shampoos provide faithful, four-legged companions with a pH-balanced wash that gently cleanses their coat without irritating sensitive skin.

## ALLPAWS WILD MINT CLEANSING SHAMPOO

### Aloe Vera, Yucca & Eucalyptus

- Freshens musty mongrel smells with a soothing blend of Mint & Eucalyptus
- Leaves fur soft & fragrant
- Suitable for all breeds and pups aged 12 weeks or older

K020



## ALLPAWS SENSITIVE SHAMPOO

### Aloe Vera, Yucca & Chamomile

- Designed for dogs with extra sensitive skin
- Does not contain any fragrance
- Suitable for all breeds
- The perfect choice for a puppy's first bath

K023





**allPaws**

allPaws offers fur-freshening grooming products that transform mucky pups into pristine pooches and is the UK's first certified organic range of pet grooming products.



*Cooling and calms the skin.  
Good for me and great for  
the planet*

Simon M





# **organic men**

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NATURE & SCIENCE IN BALANCE

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FOR PURE PERFORMANCE

# PURE PERFORMANCE FOR MEN



## POWER-PACKED NATURAL MEN'S PRODUCTS

Our certified organic men's range is packed with clinically proven natural actives. It is suitable for all skin types, even the most sensitive.

Every ingredient is carefully selected for its high performance properties. We have chosen plant actives from Seaweed, Tara Bush and a special variety of the herb Skullcap for their intense rejuvenating effects on the skin.

We offer everyday bathroom essentials to keep you feeling fresh and comfortable. We use gentle formulations that do not sting, as they are free from irritating alcohol.

high performance  
products to calm  
and protect



# DO YOU SUFFER FROM AN ITCHY, FLAKY SCALP?

Harsh detergents, such as SLS, are the main cause of an itchy, flaky scalp.

Itch Away Shampoo contains highly effective but gentle foaming agents to effectively clean the hair and scalp without irritation or dryness. We add the enzyme Bromelain from Pineapple stems to loosen the protein bonds holding excess dead cells onto the surface of the scalp so they can be rinsed away effortlessly.

We also add Marshmallow and Chamomile extracts to soothe scalp irritation and to help lock in moisture to further reduce scalp dryness.

## NO. 10 ITCH AWAY SHAMPOO

### Yucca, Pineapple & Tea Tree

- Antibacterial and antiseptic Tea Tree
- Pineapple enzymes control irritation and rebalance a flaky scalp
- Yucca extract gently cleanses

M110 150ml



*First class product. I have used this for many years and it is the only shampoo I've found that reliably keeps my itchy scalp at bay. A little goes a long way so a bottle lasts for ages*

Website Customer



best seller



# 3-STEP SHAVE REGIME

Our soothing products help to prevent ingrown hairs, razor bumps and blemishes.



## NO.1 EXFOLIATING FACE SCRUB

### Grapefruit, Bamboo & Bentonite Clay

- Advanced deep-cleansing
- Renews and brightens dull skin
- Natural exfoliators remove dead cells and draw out impurities
- Shea Butter for smooth skin

M101 100ml



## NO.2 SOOTHING SHAVING GEL

### Grapefruit, Aloe Vera & Seaweed

- Non-irritating face wash
- Prepares the skin for a close shave
- Seaweed helps prevent razor burn
- Aloe Vera calms and soothes

M102 100ml



## NO.3 COOLING MOISTURISER

### Aloe Vera, Black Willow & Mint

- Calendula & Aloe Vera combine to hydrate and calm
- Aloe Vera naturally soothes and hydrates the skin
- Mint & Eucalyptus cool the skin

M103 100ml





# AGE REVERSAL FOR MEN

No.7 Antioxidant Repair Serum is our leading age-reversal product for men. With ingredients that actively reduce the signs of ageing, it is an easy addition to your every day wash and shave routine. Also suitable for men who may be prone to eczema, psoriasis, acne or blemishes.



## NO.7 ANTIOXIDANT REPAIR SERUM

### Baicalin, Tara Bush & Seaweed

- Extraordinary age-reversal formula
- Baicalin is a cell rejuvenator, proven to actively reduce wrinkles
- Caesalpinia Spinosa is a Seaweed with excellent moisture-retaining properties
- Olive Leaf is rich in antioxidants

M007 50ml



*I have been using this product for years and friends have asked me why I never seem to age!*

Chris N





GREEN PEOPLE  
Organic Skincare

ANTIOXIDANT  
REPAIR SERUM

7

100% ORGANIC

performance  
for visible  
healthy skin



FOR MEN

# NOURISH, STIMULATE AND REJUVENATE



## NO.5 ENERGISING SHOWER GEL

### Yucca, Mint & Eucalyptus

- Stimulating hair and body wash
- Pineapple enzymes reveal healthy skin
- Yucca extract gently cleanses
- Minty fresh scent

M105 150ml



# EFFECTIVE, LONG-LASTING ODOUR CONTROL

Our men's deodorants have a powerful 3-way action against odour. This comes from mineral salts, prebiotics and plant actives which naturally tackle bacteria and keep you feeling fresh. Made without irritating ingredients like pore-clogging aluminium and drying alcohols, our deodorants are ideal for sensitive skin.



## NO.8 THYME & PREBIOTICS ROLL-ON DEODORANT

### Citrus, Rosemary & Thyme

- Refreshing roll-on deo
- No pore-clogging aluminium
- Citrus, Rosemary & Thyme with powerful antiseptic properties

M008 75ml



93% of testers experienced 24-hr protection\*

\*15 participants over a 9-week period



## NO.9 MINT & PREBIOTICS ROLL-ON DEODORANT

### Mint, Eucalyptus & Aloe Vera

- Cooling roll-on deodorant
- Eucalyptus & Peppermint deliver a cool, fresh scent
- No pore-clogging aluminium

M009 75ml



*"Love this stuff it's so kind on her skin, I feel so much better knowing it's not jammed packed with chemicals"*

Website Customer







**organic babies**

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NATURE & SCIENCE IN BALANCE

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GOODNESS YOU CAN TRUST

# NATURALLY NURTURING FOR BABIES UP TO 3 YEARS

## GOODNESS YOU CAN TRUST

Our gentle Organic Babies range is packed full of age-old herbs such as Chamomile, Calendula and Lavender, all famed for their therapeutic properties to soothe and relax.

kind to your baby's skin  
and suitable for little ones  
prone to eczema, skin  
allergies and cradle cap

Your little one's skin is thinner and more absorbent than your own, so is a less effective barrier against chemical toxins. We carefully select the gentlest plant extracts and oils to nurture your baby's skin.

The early introduction of harsh toiletries onto delicate skin may be a factor in the rising rates of eczema and allergies in children. Our Organic Babies range is perfect for sensitive skin, as it is free from harsh detergents, fragrances, drying alcohol and other irritants.



# DISCOVER OUR WONDER BALM

"After trying prescribed hydrocortisone creams and antibiotics to treat my son's eczema, I decided to try your **Soothing Baby Salve**. Here is a before photo (he has been worse) and a photo taken after three days of use twice daily. I've even stolen some for myself!" **Kelly Y**



## SOOTHING BABY SALVE LAVENDER

Shea Butter, Hemp & Calendula

- Wonder salve for dry and irritated skin and cradle cap
- Soothing for baby's bottom, hands and scalp
- Suitable for sensitive skin prone to eczema, psoriasis & dermatitis

F011 100ml



## BABY WASH & SHAMPOO LAVENDER

Aloe Vera, Mandarin & Lavender

- Non-irritating (SLS-free) shampoo for daily use
- Gentle, skin-friendly bubble bath
- Suitable for sensitive skin

F012 100ml



# PROTECT AGAINST DAMPNES AND NAPPY RASH

*"We call this magic cream in my house! I started using it 6 years ago for my baby. Now, on occasion, if ever there's a dry or sore patch anywhere on anyone, out comes the magic!"* **Kerry F.**



## CALMING NAPPY CREAM - CHAMOMILE

Hemp, Calendula & Zinc Oxide

- Soothing bottom rescue balm
- Multi-purpose for all areas of soreness - not just for baby!
- Suitable for sensitive skin
- Compatible with cloth nappies

F054 50ml



## MUM & BABY RESCUE BALM - SCENT FREE

Shea Butter, Hemp & Calendula

- Soften the perineum before birth
- Ideal for dry and irritated skin
- Fragrance-free and gentle for frequent use
- Perfect for mum and baby

F038 100ml



# SCENT FREE FOR BABY'S DELICATE SKIN

Protect and care for your baby's delicate skin with our scent-free baby range. Made without fragrance for the most sensitive little ones, these natural products are designed to promote calm, healthy skin.

best  
seller

## BABY WASH & SHAMPOO - SCENT FREE

Aloe Vera, Yucca & Chamomile

- Scent-free, SLS-free shampoo for daily use
- Gentle, skin-friendly bubble bath
- Suitable for sensitive skin

F032 150ml



## SOFTENING BABY LOTION - SCENT FREE

Aloe Vera, Shea Butter & Calendula

- Non-greasy, light moisturiser
- Dry skin relief
- Suitable for sensitive skin

F030 150ml



# THE GIFT OF GOODNESS YOU CAN TRUST

If you're celebrating a baby shower, the arrival of a newborn or a special first birthday, you'll find plenty of gift inspiration in our Organic Babies gift set collection.

## Perfection

*"Absolutely adore green people products. I now buy my daughter's shower gel and sun cream from here and expecting our second baby I have just treated her to the entire newborn range."* **Lisa O.**



## NEWBORN COLLECTION

### Chamomile, Hemp & Calendula

This mother and baby gift set contains 4 full-size natural skin care products from our best-selling Organic Babies range.

#### **Baby Wash & Shampoo - Scent Free, 150ml**

A gentle, eczema-friendly bath wash for baby's first baths

#### **Softening Baby Lotion - Scent Free, 150ml**

A creamy, comforting natural baby lotion for baby-soft skin

#### **Mum & Baby Rescue Balm - Scent Free, 100ml**

An organic rescue balm for mum and baby to share.

#### **Calming Nappy Cream - Chamomile, 50ml**

A soothing Chamomile nappy cream to help protect little bottoms

F082 1x100ml 2x150ml 1x50ml

# SKIN RELIEF

Our comforting skin care set for babies and their mums: made with goodness you can trust

## Lovely gift for new mum and baby!

"Lovely gift for new mum and baby! This was a well received gift for my new grand daughter and mum. Unfortunately needed rapidly to ease a very sore little bottom. So pleased that this natural soothing cream was there for them." **Elseline W.**



## SKIN RELIEF KIT

### Scent free/neutral

This natural and organic mother and baby skin care gift set contains:

#### Scent Free Baby Wash & Shampoo - 150ml

A gentle, eczema-friendly bath wash for baby's first baths and washing sensitive skin after childbirth. No SLS or fragrance.

#### Scent Free Mum & Baby Rescue Balm - 100ml

A gentle, organic rescue balm for mum and baby to share. It can be used pre-birth for perineal massage or post-birth on sore nipples and baby's dry skin.

F083 1x100ml 1x150ml



"You won't find a more earth-friendly kids' sunscreen" [The Independent](#)







**organic children**

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NATURE & SCIENCE IN BALANCE

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GOODNESS YOU CAN TRUST

# TOTS AGAINST TOXINS

A young girl and boy are playing with bubbles in a park. The girl is in the foreground, wearing a white dress and holding a white stuffed rabbit. The boy is behind her, wearing a white t-shirt and blue jeans. They are both looking at the bubbles. The background is a blurred green park with trees and a fence.

## THE BEST START IN LIFE

Organic Children is a collection of gentle products formulated especially for kids, packed with natural ingredients that care for your child's delicate skin and hair through the early years.

Organic Aloe Vera and natural bubbles from the stem of the Yucca plant soothe the skin, whilst delicious aromas of Lavender, Raspberry and Mandarin create a sensory bath time experience.

Green People does not use any harsh foaming agents or preservatives, drying alcohol, synthetic fragrances, colourings or hormone-disrupting ingredients.

**A little goes a long way with our gentle, organic formulations**



# THE REFRESHINGLY FRUITY SCENT OF CITRUS



## QUICK CLEAN HAND FOAM - CITRUS

Organic Aloe Vera, Tea Tree, Orange & Mandarin

- Sweetly scented with citrus oils
- Each bottle provides 200 pumps of freshness
- Use with or without water to clean hands, faces, toys and surfaces

F039 100ml





did you know...

In the UK 1 in 5 children have eczema.  
Although some grow out of it, it  
continues to affect 1 in 12 adults.





# A DELICIOUS BLEND OF BERRY GOODNESS



## SHAMPOO BERRY SMOOTHIE

Aloe Vera, Raspberry & Pineapple

- Ultimate shine shampoo
- Nutritive plant proteins for super soft hair
- Fruity – smells good enough to eat
- Bursting with natural goodness for healthy hair and scalp

F046 200ml



## CONDITIONER BERRY SMOOTHIE

Aloe Vera, Raspberry & Vanilla

- No-tangle conditioner
- Natural strengthening complex for softness and shine
- Ideal for fine and flyaway hair

F047 200ml



## BATH & SHOWER BERRY SMOOTHIE

Aloe Vera, Raspberry & Vanilla

- Moisturising to protect from dryness, leaving skin super soft
- A little goes a long way - more than 150 fruity bubble baths per tube

F053 200ml





# A CALMING LAVENDER BEDTIME ROUTINE

The essence of organic Lavender makes every bath a dreamy experience, ideal for calming your child before bedtime.



## BATH & SHOWER LAVENDER BURST

Aloe Vera, Yucca & Lavender

- Gently foaming bath and shower gel
- Non-irritating with calming Yucca extract and soothing Lavender
- Gentle on children's sensitive skin

F014 200ml



## SHAMPOO LAVENDER BURST

Aloe Vera, Chamomile & Lavender

- SLS-free and gentle on children's sensitive skin
- Suitable for all hair types
- Can be used regularly

F016 200ml



## CONDITIONER LAVENDER BURST

Aloe Vera, Mandarin & Lavender

- Daily conditioner for fine and long hair
- Vitamin-packed for glossy hair

F017 200ml



\*Recommended by the Dept. of Health.



*"This is the first sun cream in 6 years that hasn't aggravated my son's sensitive skin into an itchy rash"*

**Louise B**



### LOTION & AFTER SUN - ALOE VERA

#### Aloe Vera, Calendula & Lavender

- Gentle with soothing properties to help protect young, sensitive skin
- Ideal for irritated and dry skin
- Use after sun exposure or bathing

F078 150ml



best  
seller



### SUN CREAM SPF30 SCENT FREE

#### Aloe Vera, Edelweiss & Beeswax

- Broad-spectrum UVA/UVB protection
- Perfect for children with sensitive skin
- Scent-free and non-greasy
- Naturally water-repellent

G039 150ml







best  
seller

## MADE WITH AND WITHOUT FLUORIDE

Some parents want a fluoride toothpaste for their children, whilst others prefer it to be fluoride-free. We offer both fluoride and fluoride-free toothpastes to support you in making the right choice for your child.



### MANDARIN & ALOE VERA TOOTHPASTE

#### Aloe Vera, Mandarin & Orange

- 100% natural and certified organic
- Safe for babies' gums and milk teeth
- Safe if swallowed, natural Mandarin taste
- Ideal when homeopathy is routinely used

F001 50ml



### SPEARMINT & ALOE VERA TOOTHPASTE

#### Spearmint, Peppermint & Aloe Vera

- Removes plaque & reduces bacteria
- 100% natural and certified organic
- Safe for babies' gums and milk teeth
- Safe if swallowed, natural Spearmint taste

F007 50ml



### MANDARIN & ALOE VERA TOOTHPASTE - WITH FLUORIDE

#### Mandarin, Aloe Vera & Myrrh

- A certified organic alternative to mainstream fluoride toothpastes
- 1000ppm fluoride toothpaste especially formulated for babies & children
- For parents advised by dentists to use fluoride

F072 50ml





“

*I love the fact that it's doing its job without harming her young, delicate skin*

Mrs T.





**o'y!**

ORGANIC YOUNG  
by GREEN PEOPLE

**organic young**

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NATURE & SCIENCE IN BALANCE

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FOR A CLEAR COMPLEXION

# DISCOVER CLEAR SKIN CONFIDENCE WITH THESE ANTI-BLEMISH ACTIVES:



## Green Tea

Green Tea Extract naturally reduces inflammation of the skin and is a rich source of antioxidants which offer powerful protection from free-radical damage. This helps to control the bacteria that can lead to acne.



## Black Willow Bark

Ideal for acne-prone skin, Black Willow Bark gently unplugs follicles and clears pores with naturally high levels of salicylates. This natural ingredient has a powerful activity against acne-forming bacteria and balances sebum production.



## Omega-3&6

Rosehip, Sunflower and Hemp oils are excellent sources of Omega-3&6 fatty acids, which are essential for skin health. They are also known to nourish and speed up healing.



## Alum

Alum prevents bacteria from forming. A mineral salt found in volcanic rock, Alum boasts a powerful antibacterial action, whilst still allowing the skin to breathe.



## Prebiotics

Young skin can become clogged with dirt, other factors like stress and hormones imbalances can also cause sebum (oil) to build up under the surface of the skin. Bacteria starts feeding on this sebum and spreading. Oyl uses Prebiotics to rebalance the skin by supporting good, skin-friendly bacteria.



## Tea Tree

With a long tradition in maintaining spot-free skin, Tea Tree essential oil unblocks sebaceous glands and disinfects pores. This naturally antibacterial and highly concentrated extract helps to control the bacteria that can lead to acne.



## Zinc Ricinoleate

Traps odour-forming bacteria when used in deodorants. This salt comes from ricinoleic acid, extracted from Castor oil, working just like a sponge by absorbing smells. Odour molecules produced by bacteria are absorbed, preventing them from entering the air.

# BREAK THE CYCLE OF SPOTS

Discover clear skin confidence with this natural teenage skin care set from Organic Young. This 3-step teen gift set is packed with soothing organic botanicals for clear skin confidence.



## OY! SKIN GOALS

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### Clear skin confidence

- **Clear Skin Foaming Face Wash** (100ml)  
Foaming antibacterial face wash
- **Clear Skin Cleansing Moisturiser** (50ml)  
Light, purifying natural moisturiser
- **Clear Skin Purifying Serum** (30ml)  
Daily use anti-blemish serum to target spots and promote a clear complexion

T042



# Oy! Clear skin confidence

No gunk, no junk, just pure, natural goodness

Discover skin care brimming over with natural active ingredients selected for their punch in the fight for a clear complexion. We blend the nutrients young skin needs to stay healthy with a unique combination of spot-zapping actives to control breakouts.

Our Oy! products are rich in nourishing Omega-3&6 from Rosehip, Sunflower and Hemp oils. Rosehip has excellent skin regeneration properties and can help reduce blemishes and scarring.

## Spot-zapping ingredients

**Black Willow Bark** extract balances and calms your skin, as well as fighting bacteria.

**Green Tea** extract from the leaves of organic Green Tea reduces inflammation and protects your skin cells from damage.

**Prebiotics** derived from natural sugars, support the good bacteria that live on your skin and fight the bad bacteria that cause spots.

**Tea Tree** extract is highly concentrated and helps to control the bacteria that can lead to acne.



## OY! CLEAR SKIN FOAMING FACE WASH

### Tea Tree, Green Tea & Willow Bark

- Willow Bark & Tea Tree Extract fight bacteria
- Green Tea provides antioxidants and reduces inflammation

T002 100ml



## OY! CLEAR SKIN CLEANSING MOISTURISER

### Green Tea, Prebiotics & Willow Bark

- Green Tea reduces inflammation
- Willow Bark helps fight bacteria
- Prebiotics support the good bacteria to help keep your skin blemish-free

T001 50ml



## did you know...

Avoid drying alcohol in skin care products as your skin may counteract the imbalance by producing even more oil.

best seller

Keep spots away with a potent burst of nature. Oy! Clear Skin Purifying Serum contains a dynamic blend of Black Willow Bark, Lavender, Lemongrass, Geranium and Tea Tree to zap spots and balance your skin.

## NATURAL GOODNESS



### OY! CLEAR SKIN PURIFYING SERUM

#### Tea Tree, Willow Bark & Lemongrass

- Instantly soothes and controls spots
- Reduces redness and irritation
- Strong antibacterial action
- Powerful fight against bacteria

T039 30ml



### OY! CLEAR SKIN BLEMISH CONCEALER

#### Tea Tree, Zinc Oxide & Pineapple

- Conceals and mends spots
- Rosehip and Hemp are bursting with Omega-3&6 fatty acids to feed your skin and keep it blemish-free

T005 30ml



### OY! ROLL-ON DEODORANT

#### Alum, Prebiotics, Orange & Vanilla

- Strong odour control
- Antibacterial and antiseptic
- Free from parabens, pore-clogging aluminium and irritating alcohol

T008 75ml





*This is fantastic!  
My gums are not sore, it was SLS  
that was causing the discomfort and  
probably the receding gums*

Carol R.







# organic dental

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NATURE & SCIENCE IN BALANCE

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FOR HEALTHY TEETH & GUMS

# NATURAL TOOTHPASTES FOR SENSITIVE TEETH AND GUMS

**We offer a broad choice of 100% natural toothpastes and offer toothpaste with fluoride and without.**

All of our organic toothpastes are packed with soothing natural ingredients and are gentle on your teeth and gums.

**free from harsh chemicals and great for sensitive gums**

Organic Aloe Vera, Olive Leaf and aromatic Myrrh resin offer natural antibacterial protection and soothe the gums, helping to maintain a healthy balance.

Our dental care is particularly suitable if you have sensitive teeth or gums as we do not use sodium lauryl sulphate (SLS), triclosan, alcohol, colourants, artificial sweeteners or preservatives.

For children's toothpastes please see p.104

## Protective natural plant actives



**Aloe Vera** is rich in actives to support your gums and reduce soreness.



**Olive Leaf** extract is a powerful antioxidant with antibacterial activity that helps to control the growth of plaque.



**Myrrh** has strong antiseptic and antimicrobial action, and stimulates blood circulation in your gums.



**Betaine** helps to relieve Dry Mouth Syndrome.

## MINTY COOL TOOTHPASTE

### Spearmint, Peppermint & Myrrh

- Suitable for sensitive gums with effective antibacterial action
- Spearmint and Peppermint create a cooling mouth sensation

D008 50ml  



## PEPPERMINT & ALOE VERA TOOTHPASTE

### Peppermint, Olive Leaf & Myrrh

- Suitable for all the family with effective antibacterial action
- Traditional Mint flavour - a favourite with both adults and children

D004 50ml  



## FENNEL & PROPOLIS TOOTHPASTE

### Fennel, Myrrh & Propolis

- Suitable for gingivitis or bleeding gums with effective antibacterial action
- Propolis is known for its strong antimicrobial action
- Ideal when homoeopathy is used

D002 50ml  



## FRESH MINT TOOTHPASTE WITH FLUORIDE

### Mint, Aloe Vera, Myrrh, Olive Leaf

- A mouth-freshening natural toothpaste with fluoride
- Suitable for adults and teenagers advised by dentists to use fluoride
- Made with 1500ppm fluoride and without SLS

D013 75ml  





## CHARITABLE GIVING

Green People was founded on a strong set of beliefs and values to give something back and to help others. Naturally we do this by using fairly traded ingredients with the support this provides to the individuals and companies we work with. Always looking to do more each year, 10% of our net profit is donated to charitable causes. Since 1997 we have been proud to work with some incredible charities. Our commitment is to offer certified organic products that are sustainable and kind to the skin and the environment. Without your help, this would not be possible. **Thank you!**

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10% OF OUR NET PROFIT IS DONATED  
TO CHARITABLE CAUSES

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# OVER 250 AWARDS

Since 2001, Green People has won over 250 awards from magazines, organisations and health care professionals. But it's not just a select few hero products that have brought in the accolades.

Many products in every single range have won multiple awards, demonstrating the outstanding quality and attention to detail Green People delivers across such a wide variety of organic products.

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WE ONLY USE INGREDIENTS THAT ARE PURE,  
SAFE AND KIND TO YOUR SKIN

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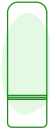


## WE KEEP IT CLEAN

Many synthetic ingredients are used to manufacture cheap beauty products. They may make your skin and hair feel nice but they offer few, if any, benefits. In addition to this, 60% of what your skin comes into contact with can potentially end up in your bloodstream.

Our products are made with safe ingredients that are derived from nature and organically produced wherever possible. These ingredients imbue your skin and hair with plant-powered nourishment that is kind to even the most sensitive skin.

You won't find any of the ingredients below in our products:



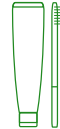
### DEODORANT **NO**

Pore-clogging aluminium  
Artificial fragrance  
Parabens  
Zirconium salts



### SHOWER GEL **NO**

Artificial fragrance  
Parabens  
Phthalates  
Propylene glycol  
SLS/SLES



### TOOTHPASTE **NO**

Phthalates  
Triclosan  
SLS/SLES



### MAKE-UP **NO**

Artificial colourants/carmine  
Lanolin  
Mercury & heavy metals  
Phthalates  
Triclosan  
Parabens  
Silicones/dimethicone



### HAIR STYLING PRODUCT **NO**

Isobutane  
Phthalates  
Polyvinylpyrrolidone  
Propane  
Silicones/dimethicone



### BODY LOTION & FAKE TAN **NO**

Artificial fragrance  
Ethyl alcohol/ethanol  
Parabens  
Petrochemicals  
Phthalates  
Silicones/dimethicone



### SHAMPOO & CONDITIONER **NO**

Artificial fragrance  
Parabens  
Phthalates/propylene glycol  
SLS/SLES  
Silicones/dimethicone



### SKIN CARE PRODUCTS **NO**

Artificial colourants  
Mercury & heavy metals  
Parabens  
Artificial fragrance  
Ethyl alcohol/ethanol



## KEY INGREDIENTS TO AVOID

1

### PARABENS

This is a range of five or six compounds commonly used as preservatives, found in up to 90% of cosmetics."

Some parabens have shown weak oestrogenic activity which could effect the behaviour of living cells they come into contact with.

2

### SODIUM LAURYL SULPHATE (SLS)

This foaming agent is a known skin irritant which is added to products such as shampoos, shower gels and toothpastes to produce a rich lather and bubbles.

3

### PHTHALATES

Phthalates are used as plasticisers in cosmetics and some plastic packaging to stop them from becoming hard and rigid. Exposure to phthalates is also linked to increasing reports of allergies in children.

Known to adversely affect the central nervous system, particularly when it is developing. Phthalates can affect hormone levels and cause female traits in male animals.

4

### ETHYL ALCOHOL/ETHANOL

It is a solvent that dissolves the fats that form the protective layer on the surface of the skin.

It has a drying and sensitising effect on the skin and can transport otherwise inert substances through the skin and into the body.

5

### PETROCHEMICALS

Petrochemicals are derived from crude oils and are used in products to make skin and hair feel soft and give water resistance.

This is like wrapping the skin in cling film and can cause pores to be clogged. Skin may feel dry as petrochemicals have little or no affinity with human skin. They may also be contaminated with impurities known to cause irritation and eczema.

6

### SYNTHETIC COLOURS & FRAGRANCES

Synthetic fragrances are the most common cause of all skin reactions and sensitivities. Often listed as 'parfum' or 'fragrance' in ingredient lists.

The most common synthetic colours are azo-dyes and these are strongly irritating to the skin, especially eyelids, lips and mucous membranes.

Evidence shows that both synthetic colours and fragrances are readily absorbed through the skin.



## OUR PROMISE

We make products for people of all ages, from babies to grandparents and everyone in-between. We take care to make sure that our products are safe and nurturing for even the most sensitive skin.

We offer anti-ageing, anti-blemish and scent-free ranges for ultra-sensitive skin, as well as products that are suitable for individuals prone to eczema, psoriasis and skin allergies.



- ✔ NATURAL & CERTIFIED ORGANIC
- ✔ AWARD-WINNING PRODUCTS
- ✔ KIND TO THE ENVIRONMENT
- ✔ KIND TO YOUR SKIN
- ✔ RESPONSIBLY SOURCED
- ✔ CRUELTY-FREE



## PRODUCTS YOU CAN TRUST

We believe it is important for companies claiming to produce organic cosmetics to have independent certification to back up their claims. This guarantees to consumers that products are genuinely made with high levels of organic ingredients, and are free from a wide range of synthetic ingredients that are prohibited from use in certified organic cosmetics.

We have over 100 certified organic products for skin, hair, sun and teeth, for babies and adults, children, teenagers, make-up, mature skin and men.

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### SUSTAINABLE PRODUCTS FOR THE WHOLE FAMILY

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## ORGANIC CERTIFICATION

Organic certification guarantees that a product does not contain harsh chemicals, is not tested on animals and that it contains sustainable ingredients grown without harmful pesticides.

Green People stands for product quality and performance with ethical practices throughout, supporting nature and ecology is inherent in our founding values. We strongly believe that ethics and the environment play a vital part in protecting the good things in the world. Equally, we protect your skin with our allergy-friendly, gentle formulations which emerge out of the principle of nature and science in balance.







## FREQUENTLY ASKED QUESTIONS

### WHAT IS THE SHELF LIFE OF YOUR PRODUCTS?


Our skin care products have a shelf life over 30 months unopened and 6-12 months opened (see label for details).

### HOW MUCH PRODUCT SHOULD I USE?

The high level of plant actives within our products mean that you only need to use a small amount to feel the benefits.

### WHERE SHOULD I KEEP MY PRODUCTS?

We recommend storing your products away from direct sunlight and avoiding extreme temperatures.



## WE'RE HERE TO HELP

Receive personal advice from our friendly and knowledgeable customer care team.

Happy to help via phone **01403 740 350** Monday to Friday 9am - 5pm.

Alternatively, you can send us an email at:

**[organic@greenpeople.co.uk](mailto:organic@greenpeople.co.uk)**

You can also find out more about our organic beauty products at:

**[www.greenpeople.co.uk](http://www.greenpeople.co.uk)**



# PURE & PROVEN PLANT EXTRACTS



## SEA HOLLY STEM CELLS

Powerful regenerative properties  
Firming, revitalising and moisturising  
Stimulates and protects Elastin, Fibrillin and Collagen  
Reduces photo-induced irritation and inflammation



## CHICORY

Reduces the appearance of fine lines and wrinkles  
Effects of a single application can be seen within 5 minutes  
90% of women had an immediate tightening effect  
Collagen increases by up to 25%

## SUNFLOWER SEED OIL

Protective Sunflower calms, soothes and softens the skin  
Rich in Omega-6 to nourish and fortify the skin barrier  
Naturally occurring antioxidants from Vitamin E help fight free radicals



## POMEGRANATE

Moisturising, nourishing and pH-balancing properties  
Rich in polyphenols that protect the skin from free radicals  
Reduces the signs of premature ageing  
Strong anti-inflammatory properties



## CRANBERRY

Unique 1:1 balance of Omega-3&6 fatty acids together with Omega-9  
Rich in antioxidants to protect against free radicals  
Rich in the antioxidant Tocopherols, Tocotrienols and Phytosterols



## BERGAMOT

A sweet, citrus aroma with warm floral notes  
Antiseptic properties  
Great for balancing oil production

# PURE & PROVEN PLANT EXTRACTS

## HIBISCUS

Preserves skin cells, protects DNA in the cell nuclei

Increases skin elasticity by reducing elastin degradation

Reduces sagging and wrinkle formation



## QUINOA

Boosts hair shine by over 50% after 5 applications

A complete protein, boasting all essential amino acids

High in anti-inflammatory phytonutrients



## HO WOOD

Stimulates cell regeneration for radiant skin

Used in skin care to soothe inflamed skin conditions

High linalool content is supportive and nourishing for the body's immune system



## MARSHMALLOW

Soothing and calming

Reduces redness and hydrates the skin

Maintains moisture levels



## SPIRULINA

Complete protein with all essential amino acids

A nutrient-rich algae

Helps beautify the skin by reducing fine lines and wrinkles

Rich in polyphenols that protect the skin from free radicals



## BAICALIN SKULLCAP

Anti-ageing properties from the age of 30

Increases skin restructuring

Increases skin firmness and elasticity





## QUALITY & VALUE

We don't dilute or bulk out our products with high levels of water, drying alcohol or synthetic fillers. All our products are rich in active ingredients to nourish and protect, reduce inflammation and restore and maintain the moisture and sebum balance.

Many cosmetic brands contain a high percentage of non-active ingredients in the form of water and synthetic fillers. In the short term products feel 'nice' on the skin but do nothing to nourish it.

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LEADING THE WAY IN NATURAL  
AND ORGANIC BEAUTY FOR 25 YEARS

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## HEALTHY SKIN BALANCE

We guarantee a very high content of biologically active plant extracts which protect, nurture and renew the skin and ultimately help to maintain a healthy skin balance.

Our skin care products contain over 90% active organic ingredients whereas 'high street' products often have an active level (non-organic) of less than 6%.

**GREEN PEOPLE**  
CLEANSER

**"HIGH STREET"**  
CLEANSER

ORGANIC ALOE VERA,  
ORGANIC FLORAL WATERS

WATER

80%

ORGANIC BASE OILS  
(e.g. ALMOND OIL, OLIVE OIL,  
HEMP OIL, ROSEHIP OIL)

PETROCHEMICALS, SILICONES,  
ALCOHOL & VEGETABLE OILS

10%

PLANT EMULSIFIERS

5%

SYNTHETIC/PLANT  
EMULSIFIERS

OTHER ACTIVES,  
PLANT EXTRACTS,  
ESSENTIAL OILS

1-5%

SYNTHETIC COLOURANTS  
AND FRAGRANCES

PERMITTED ADDITIVES

1% +

PRESERVATIVES, PARABENS

90%+

(CERTIFIED ORGANIC)  
ACTIVE INGREDIENTS

0.5 - 6%

ACTIVE INGREDIENTS

# NATURE AND SCIENCE IN BALANCE



**Product names are trademarks of The Green People Company Ltd.**

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West Grinstead, West Sussex, RH13 8LN, United Kingdom.

f @ /GreenPeopleUK

**www.greenpeople.co.uk**

01403 740350

## RESPONSIBLY SOURCED

This product is made of material from well-managed FSC®-certified forests, recycled materials and other controlled sources.

