

A CELEBRATION OF NATURE, WELLBEING, SKINCARE & HYGGE

AUTUMN 2022

The Floragist

A QUARTERLY DIGITAL MAGAZINE BY FLORAGY SKINCARE

EDITION 7

THE *Cleansing*
**AUTUMN
EDITION**

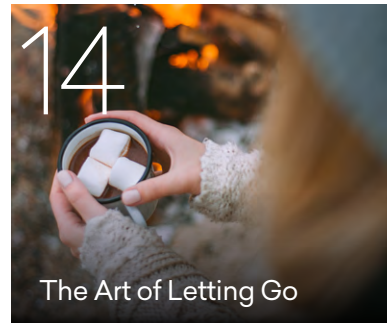
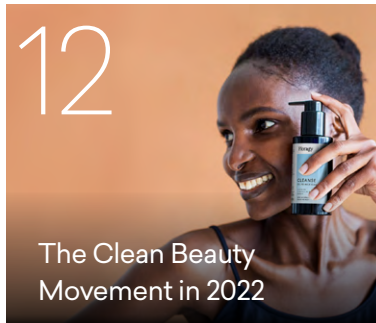
Packed with helpful
skincare tips, life-
style advice and some
cracking little extras
just for you Floragers.

“AUTUMN SHOWS US HOW BEAUTIFUL IT IS TO LET THINGS GO.” – ANON



AUTUMN EDITION 2022

INSIDE THIS ISSUE



FRONT COVER: Joe Caione, Unsplash **PHOTOGRAPHY:** p10 & p13, p26, p28 - Brenda Rosete
EDITED & WRITTEN: Louisa Tidy **DESIGN & ART DIRECTION:** Paul Tidy
ADDITIONAL ARTICLES: Bethany Birch, Brooke Sealey, Annabelle Williams dos Anjos and Myrtle Bautista

A WORD FROM THE FLORAGIST

TIME TO GO FULL HYGGE*

This season we're finding joy in the small things. Whether it's a hot drink by an open fire, visiting friends, staying in to cook a delicious meal or just being kind to others, this Christmas is all about taking care of ourselves and others, very Hygge.

Now more than ever we're seeing the impact of the consumer and how they/you can positively affect the growth of small local businesses. Throughout the year we've been increasingly grateful of your generosity and just how much you care about our little business.

A special thanks to our guest writers, Bethany Birch, Brooke Sealey, Annabelle Williams dos Anjos and Myrtle Bautista for your fabulous articles.

Wishing you all a very Merry Christmas and Bright New Year!

Louisa x

*The Danish concept of hygge, or hyggelig (adj.), refers to finding comfort, pleasure, and warmth in simple, soothing things such as a cosy atmosphere or the feeling of friendship.



ROSEHIP RITUALS

We spoke to the wonderful Catherine Howkins from Rosehip Rituals about she became a holistic therapy facialist.

1. WHY DID YOU DECIDE TO SPECIALISE IN HOLISTIC TREATMENTS AND FACIALS?

I came to holistic facial therapy because of my own skin issues. For years I struggled with angry, inflamed skin. I struggled to switch off, to wind down from the day.

Working in fashion for 20 years while juggling kids, life was busy.

Skincare became my way to self-care. I spent years trying 'miracle' face creams and food restrictions, searching for balance. After trying it all, I realised that my skin issues were an external indicator of imbalances within my body and needed to change.

I had such sensitive skin, I couldn't let anybody else touch it. So I studied the skin.

I studied gua sha, acupuncture and facial cupping, principles rooted in Traditional Chinese Medicine (TCM) to heal my own skin. What I hadn't expected is that the effects would go so far beyond the skin, I started to feel calmer, more connected. I used self massage to unwind from busy days, to feel grounded.

It was honestly life changing, I had to share it. I haven't looked back.

2. WHAT'S THE BENEFIT OF FACIALS?

A holistic facial is a space for self-care, a moment to pause and breathe.

The power of touch signals safety, trust and soothes the body. It activates the vagus nerve which is part of our compassionate response and can trigger oxytocin, the love hormone. Through massage, the effects go way beyond what can be seen on the face. And those results are visible, you glow from within.

Skincare shouldn't be another task to add to your to do list and facials aren't just a beauty treatment. They're a ritual rooted in ancient principles which can leave you feeling balanced, grounded and your skin energised and nourished.

3. WHAT OTHER TREATMENTS DO YOU OFFER?

In my self care workshops, alongside massage, I guide yoga nidra (which is yogic sleep, a form of meditation). Studies show yoga nidra increases dopamine, the reward hormone that strengthens the habit and creates the craving to do it again. Dopamine release generates feelings of bliss, promotes sleep, improves memory, mood, motivation and concentration. Yoga nidra locks in the feel-good of self massage, they work beautifully together.

4. WHAT BENEFITS DO YOU SEE IN USING NATURALLY DERIVED/GENTLE PRODUCTS?

Skin is your largest organ, what you apply externally is absorbed. In a world full of chemicals and toxicity, what we put on our skin really matters. Harsh chemicals just add to the inflammation and stress our body has to deal with. Gentle and natural skincare products are like food for the skin. Natural ingredients nourish the skin with vitamins and minerals supporting skin cell renewal, acting as antioxidants, locking in moisture to the skin barrier.

As a natural skincare enthusiast for over 15 years, I wouldn't have it any other way.

5. WHAT DO YOU DO FOR YOURSELF IN TERMS OF WELLNESS?

Life is full and I'm here to enjoy it, so wellness for me is essential. I'm all about the power of small daily rituals. I take 5 minutes to breathe before I get up, I drink a glass of warm water, followed by 10 minutes of yoga. I weave self massage into my skincare routine morning and night. I follow guided meditation or breathwork sessions before bed.

I indulge once or twice a week in longer rituals with a hot bath, bath salts, gua sha, deeper massage, this resets my whole being for the week ahead.

**6. THE THING YOU'RE
MOST PROUD OF?**

When I make a difference
to the way someone feels. I
love supporting women to
be at ease in their own skin.

*Pause,
breathe.*



BOTANIC

Hygge

WHEN IN COPENHAGEN

We recently visited Copenhagen and had a wonderful time, I've listed below a few of the places we visited, we literally run out of time as there was so much more to see. Copenhagen is full of beautiful, happy people, stunning boutique shops that have inspired us for next year. You should absolutely make the effort to go, plus it's only a 90 minute flight!

WHERE TO STAY

HOTEL COCO

We stayed in the fabulous Coco Hotel located in Vesterbro which has an amazing vibe, coupled with beautiful bars, restaurants and a really amazing local vibe. The hotel has been recently refurbished and has 88 beautifully designed rooms and a ping pong area! The hotel is also conveniently located near to the train station so really easy for transfers. <https://coco-hotel.com>

WHERE TO EAT

BLOOM VESTERBRO

This is fabulous restaurant with excellent service, not overly pricey but well worth a visit. The food was exquisite and very tasty, we would definitely go back when we visit again.

LES TROIS COCHONS

Owned by Hotel Coco this is a fabulous place to have breakfast and watch the world go by. Delicious coffee with a wide range of French style recipes, the eggs benedict was sublime, we had breakfast here every morning as we enjoyed it so much. Plus it's in the coolest street in the area.

<https://cofoco.dk/en/les-trois-cochons>

WHERE TO DRINK

LIDKOE

This has to be one of the best bars we've ever been to, located in Vesterbro down a darkly lit alleyway you'll find a beautifully moody building with 3 floors of bars. We ventured into the first floor which was super cosy with open fire, booths and rugs, with a delicious / dangerous assortment of tempting cocktails. It's a place where you just

don't want to leave and can easily see why it's in the top 50 best bars in the world.

SHOPPING + PACES TO VISIT

Design, fashion and solid craftsmanship runs in the Danish DNA. And especially this stylish part of Copenhagen hits above its weight class when it comes to the long list of cool fashion stores, independent boutiques, interior design shops and places just worth checking out for a dose of Scandinavian inspiration. There's really something for every budget and style in the city centre and finding a nice lunch in between your shopping spree is easy-peasy in this part of the town.

LOCAL LARSBJØRNSTRÆDE

Charming, casual and loved by locals. That's Larsbjørnstræde which often feels like the local resident's extended living room with cosy cafés and great, little boutiques.

ILLUM

ILLUM is Copenhagen's premium department store. A skilfully decorated shopping paradise, offering everything from fashion and beauty to home décor and design.

VÆRNEDAMSVEJ

This street was our favourite with an abundance of cool boutiques and places to eat, a really lovely local vibe and well worth a visit. They usually have a market on Saturday's so if you want to eat or drink there then well worth booking ahead.

TIVOLI GARDENS

Located in Vesterbrogade, Tivoli is a wonderful winterland adventure park located bang in the middle of the city, perfect spot to take the children, lots of Christmas stalls and rides, plus a huge pirate ship!

THE TRUTH ABOUT COLLAGEN

The magic of 'collagen' is hailed as the 'go to' ingredient to restore the appearance of glowing, smooth, firm skin. But how do we restore collagen through topical application? And is it the wonder ingredient in skincare we're led to believe?

Collagen makes up to 35% of all body protein meaning it's a crucial component which already exists in our bodies. Our skin has collagen in abundance which helps cells renew and repair and replace dead skin cells, so when we have lots of collagen skin is soft, firm and smooth.

In the skin there are 3 essential layers, the epidermis which protects the skin like a waterproof barrier, the dermis which contains connective tissue and collagen and finally the hypodermis which is a layer of fat tissue. Ageing results in these layers becoming thin and the bonds between each layer weaken which is why as we age wrinkles can appear and the skin can look loose.

From the age of approximately 21 we lose 1% of our collagen production with each year of age, that's right, from the age of 21! And not only does it decrease, the quality also deteriorates.

SO, WHAT CAN WE DO?

According to leading Dermatologists collagen is not able to be absorbed topically but we can affect collagen stimulation in a couple of ways;

"Collagen is a huge molecule that sits on the surface of the skin and cannot be absorbed into the dermis," board-certified dermatologist Dendy Engelman, M.D., says. *"When applied topically, it is not possible for collagen to penetrate, which is why we use other actives to stimulate collagen production".*

Diet is key. To help collagen stimulation we need to eat plenty of foods high in antioxidants like

green vegetables and fruit. Beta carotene and carrots are good sources which help with limiting cell damage.

Using skincare products with antioxidant ingredients can help to stimulate collagen production but just applying collagen topically on its own will not have the desired effect.

Green Tea is an excellent source of anti-inflammatory and antioxidant properties. Green tea is a botanical derived from the leaves and buds of the tea plant *Camellia sinensis*. It contains caffeine and tannins which work by decreasing puffiness and shrinking blood vessels. Green Tea can be drunk or taken orally as well as applied topically to the skin in creams, cleansers, masks and face oils.

Keratin helps make the cells in hair, skin, and nails stronger. Together with collagen it is a form of protein which can be found in foods like salmon, eggs, onions and sweet potato.

Vitamin C is a great vehicle for delivering actives into the skin. It works hand in hand with promoting collagen production and can also support skin healing. You'll mostly see this ingredient used in serum formulations and care needs to be taken if it's used alongside retinol.

ANTI-AGEING

The term '**anti-ageing**' is one we've become accustomed to within marketing and the beauty industry but unfortunately it's not that straight forward. 'Anti-ageing' products simply don't exist, but there are those ingredients found not just in face creams but also our diet which can help to stimulate cell renewal to keep your skin healthy and glowing.





THE BENEFITS OF OIL-TO-MILK CLEANSING

As October unfolds, the air becomes colder and less humid which can leave us with drier, cracking skin. The idea of cleansing with oils goes against everything we seem to have ever first learnt about skincare (especially if you're already naturally oily). On the contrary, oil cleansing is actually one of the best things you can do for your skin, regardless of your skin type.

THE BASICS

Let's start with the basics. Oil cleansers are generally combined with a milk or cream base, predominantly designed to cleanse the skin by removing dirt and makeup while also leaving behind necessary moisture. This part is crucial, as it is what keeps your skin barrier protected. The oil is what dissolves makeup and other impurities while the cream's task is to add and retain moisture back into the skin. These cleansers are ideal for oily types as they can help balance out the natural oils in your face without making it feel greasy or oily. They're also perfect for dry skin, as they can help lock in moisture so that your face doesn't end up feeling tight after cleansing. This dreaded tightness is usually the result of a harsh water-based cleanser that has unfortunately stripped your skin barrier of many of its natural, needed oils.

OUR FORMULATION

Our new Oil-To-Milk Cleanser is formulated just like the above described, with delicate botanicals to kindly wash away dirt, impurities, and makeup (including waterproof). Our formula even breaks down SPF and seamlessly washes away with water, meaning it's extremely gentle on the skin.

Creating a formula that preserved the natural moisture of the skin was imperative for us here at Floragy. This is all down to the help of our 100% naturally derived and blended ingredients.

HERO INGREDIENTS

Camellia oil is our first hero ingredient, being utterly rich in antioxidants. Thanks to this free-radical deterring ingredient, your skin is more protected from long-term effects of ageing. Continuous use of this ingredient will leave you with stimulation of collagen production promoting healthier, plumper skin. While Camellia oil protects and stimulates, our Olive Squalane regenerates. This natural emollient is very similar to our skin's natural oil (sebum) and provides a smooth application. Olive Squalane protects against moisture loss and is a wonderful ingredient for penetrating our skin layer, so acts as a great assistance for other ingredients. Our last hero ingredient is an emulsifier naturally derived from Sunflower Oil. Good for all skin types, this ingredient allows skin to retain water and repairs the skin barrier. This results in protection from environmental stressors.

CLEANSER

Our oil-to-milk cleanser is the perfect additive to your skincare routine. Containing 100% naturally derived ingredients, this product has gotten amazing results in trials. Apply a couple of pumps into your wet palms and massage in circular motions for sixty seconds each evening and watch your skin be reborn.



THE CLEAN BEAUTY MOVEMENT IN 2022

If you've recently found yourself squinting at the back of your bottle of shampoo, you're not the only one. You'll no doubt have heard things like "no nasties", "chemical-free" and "nontoxic". You see, the beauty industry has been trendsetting for years. And one of the recent movements that's garnered a lot of attention is clean beauty.

One are the days of buying products based purely on brand name and packaging. Many of us didn't pay attention to what was in our products let alone make conscious decisions based on the contents. Today, we're increasingly aware of what we are putting in and on our bodies.

Over the years such a spotlight has led to innovation in product development as the concept has become more mainstream.

The whole movement has got us questioning what exactly we are putting on our skin and hair every day.

And so here we are, more inclined to learn about skincare ingredients, for our health and well-being's sake.

WHAT IS MEANT BY CLEAN BEAUTY?

In its broadest possible sense, clean beauty describes products that are made without ingredients shown or suspected to harm us humans. They are 'clean of harmful ingredients'

But it's also to do with transparency. Transparency that is reflected both on the label and via the way a brand talks about its product. No buzzwords, greenwashing or including none-ingredients such as 'fragrance'. Clean beauty simply doesn't contain mystery ingredients.

WHAT ARE THOSE HARMFUL INGREDIENTS?

Well, that's up for discussion. Whilst some brands will advocate for all natural ingredients (aka Tata Harper) some will talk about the suspicious six (a la Drunk Elephant). Some brands like Korres will extract ingredients from nature and formulate them into products that meet scientific standards.

But there are two ingredients that almost all "clean beauty" brands will avoid: parabens and sodium lauryl sulphate (SLS). Parabens are preservatives and SLS is a surfactant that removes oils and allows products to foam (ie the lather we see in shampoo and shower gel).

HOW DID WE GET HERE AND WHY DOES CLEAN BEAUTY MATTER?

If you've fallen down the rabbit hole of parabens in the past, you'll know that parabens have caused loads of controversy. Whilst there's been no proof that they are harmful, the stigma has remained in the consumer's mind resulting in many brands deciding to omit the ingredient completely.

Holland & Barrett's clean beauty page says "some research suggests that [parabens] may disrupt the way our bodies work (although parabens haven't been directly linked to any serious health conditions)".

IS ALL CLEAN BEAUTY ALL-NATURAL?

Back when 'clean beauty' was first talked about, only products containing natural ingredients were considered to be true to the concept of clean beauty.

But clean beauty doesn't mean 100% natural ingredients. These days there are many safe synthetics and preservatives that are used to maintain the stability of a formulation. In

*We believe skincare
should be kept simple.*



fact, all cosmetic products need to contain some form of preservative.

As long as the synthetic ingredients are non-toxic and proven to not be harmful, they can be safely used in clean beauty products.

WHAT'S NEXT FOR CLEAN BEAUTY?

Globally, the clean beauty market is estimated to reach \$22 billion by 2024, according to Statista Research

Based on research from Nielsen, looking ahead at what shoppers are searching for reveals what future trends will look like when it comes to clean beauty.

Based on the report, key themes were:

Sustainability - reflected in online search terms, which have been skyrocketing in popularity.

Plastic-free - has also been driving conversations as shoppers look for products that

produce less environmental waste. As well as reef-safe and refillable options.

These search terms (amongst others) represent what is top of mind for consumers, which we can interpret as a signal that sustainability will become more relevant in the future of clean beauty products.

Clearly, the clean beauty movement has been attributed to starting the conversation about environmental sustainability. Which we think is flipping good news.

SO WHERE DO WE SIT AT FLORAGY?

Us consumers have come to expect our products to be free from harmful ingredients, fair enough! Many of us want skincare with honest and minimalist ingredient lists. But we also want effective skincare that addresses our concerns.

We believe skin care should be kept simple. Keeping the skin's

barrier healthy is our number one priority which is why we only champion a few key ingredients in our formulations.

But at Floragy we also believe that you should use what is right for your skin. Everyone is uniquely different and we'd never want to preach about what products are 'best'. Overall we are about supporting simple products that actually work. To us, clean beauty means never compromising health for results.

But whatever you think, whether you're a die hard clean beauty fan or are just interested in learning how to reduce your toxic load, clean beauty is here to stay.

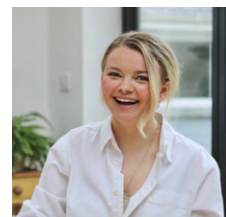
We'd love for you to come and join the conversation, find our post on Instagram and make a comment.

Article written by the wonderful Annabelle Williams dos Anjos from the Mutha Collective - www.muthacollective.com

BETHANY BIRCH WRITES

THE ART OF LETTING GO

When you're outside on a clear day, you'll see the sun. The golden glowing sun, the bringer of light, warmth and all life on Earth. All the plants, all the animals and of course, all of us. The sun gives life, but also radiates harmful rays that can dry out, damage, degrade and decay.



Just as the auburn leaves release their grip from the spiny branches, as we transition into the autumn period we welcome a new season of change. This time of the year is largely associated with letting go and releasing what no longer serves us. As the daylight hours shorten and weather cools, we naturally spend more time indoors providing us the perfect opportunity to go inward and consider what we want to release.

After enjoying the vibrancy of the summer season just gone, this season in comparison is far slower and is a time for reflection. The summer season symbolises optimism, playfulness and adventure. It's a time to make intentional strides towards our goals and enjoy the extroversion of the sunny season. Now it's time to step into a different rhythm as we enter a different sector of the year.

In Traditional Chinese Medicine, each season corresponds to a certain element. Autumn corresponds to the metal element, as well as being characterised by specific colours and body parts, this element is also connected to specific emotions such as nostalgia, and grief – reiterating the notion of letting go.

After the height of the fiery Yang season of summer, we now step into the start of the Yin season and enjoy its slower and calmer energy. The autumn season is closely considered to be the beginning of the 'Yin' period. According to other articles, the energy of Autumn is about creative expression, introspection, and harvesting.

Although the autumn and winter months aren't always welcomed with open arms, due to the shorter days and unpredictable weather it's a time to let go and accept what is. Despite the mixed feelings surrounding these Yin months, they hold their own beauty and positives. This season, as we enter autumn and approach the hibernation period of winter, dedicate some time to rest and reflect and

tune in to what you want (and just as importantly do not want) to move forward with.

Autumn encourages us to let go with confidence and positivity, to surrender to Mother Nature and lead by her example. Just as the colours burn bright and foliage performs for a fleeting moment, ready to fade and fall shortly, we are reminded of the impermanence of life. That everything is beautifully temporary and letting go is part of life's journey.

Whilst symbolising letting go, this chapter simultaneously also represents harvest. It's a time to reap the rewards of the hard work that we have put in from the year just past. It's a time to slow down and enjoy the results of our successes. Review your accomplishments from the previous seasons and show yourself some kindness, acknowledge your achievements and be proud of what you've completed this year, no matter how small or seemingly insignificant.

Allow this time to nurture you, breathe in the cool crisp air that we're gifted with throughout these remaining months. Take a moment to take in the ever-changing natural world. Appreciate the bold hues and humble majesty of your local landscapes. It's a time when change has never been more apparent, Mother Nature continues to impress us – especially throughout the rich days of autumn.

Show yourself some love this season by making a promise with yourself to let go. Let go of a thought or emotion that casts imposing shadows onto your life. Let go of a story or narrative that you continue to tell yourself that is no longer true. Let go of an item, a piece of clothing, or household appliance that no longer brings you joy. Let go of that grudge or grievance that you've been holding on to for far too long, now is the time to forgive. Let go of the pressure and expectations that you pin on yourself. In whatever sense, in whatever form, let go of something this season that you no longer need in your life – *you deserve it*.

Allow Autumn to teach
you the true value
in letting go this season





No.3 Smoothing
~~Hair~~ BEARD Oil

Floragy Hacks

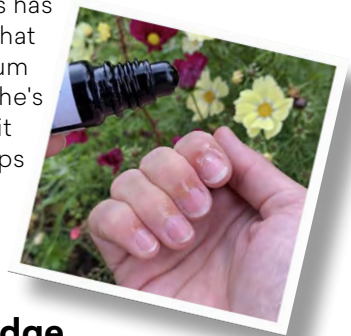
Our products are super versatile and we've thoroughly enjoyed hearing about different ways our Floragers utilise our products for different things, we thought we'd collate some of our favourite ones to share with you and give you some ideas of what else you can use our range for.

1 A different use for our Hair Oils, magic Beard Oil.

A customer told us that her husband had hijacked her No.3 Smoothing Hair Oil and was now using as very lovely Beard Oil. He said that he loves the smell (grapefruit and Lavender notes) and his beard is the best it's ever looked. He's actually gone on and purchased a larger bottle since...

2 Using our Brighten Eye Serum as a Cuticle Oil.

One of our customers has emailed us to tell us that she uses our Eye Serum also as a cuticle oil. She's a keen gardener and it did wonders and keeps her nails in tip top condition.



3 Using the Cleanser to remove Face Paint.

We had a review from a customer who loves our new Cleanser but also found it incredibly effective (and gentle) at removing her children's face paint. We love that it removed the paint without a trace and also left their skin super clean and soft. Winning!

4 Put your Clay Mask in the Fridge just before use.

To get an extra refreshing sensation one of our Florager's pops their mixed clay mask into the fridge 15 minutes before use. You can also add honey, a carrier oil such as Camellia or even mix up a banana for an extra nutritional skin boost. Our mask's super versatile and easily customised to create your perfect skincare treat.

5 Using the Hair Oil as a hair mask treatment.

We love that all of our hair oils can be used as hair masks. Apply to dry hair by massaging a few drops into the scalp then comb through lengths. Leave in for 30 minutes then shampoo and condition as usual. Using a hair oil as a pre-shampoo treatment will protect the hair and scalp from becoming dry, smooth frizz and protect the scalp from harsh soaps in shampoo. They can also provide vitamins and minerals to protect the hair.

6 Using the mask and bath salts jars for storing bits

Some of our customers have told us that they use our jars for storing bits and bobs, and some are using the tall bath salt jars for flower vases and pen holders, whoop!



Beans, beans and more beans

Skincare Benefits

In addition to fighting wrinkles by providing skin-protecting antioxidants, white beans provide zinc, copper, and protein which can also help fight premature wrinkling of the skin.

SMOKY TOMATO & WHITE BEAN SOUP

Here is a hearty, rustic Smoky Tomato & White Bean Soup recipe that is full of flavour and comes together very easily. This is one of those soups that you'll actually look forward to the leftovers and the soup freezes well for later use. What we love about this soup is how healthy and nourishing it is. It feels hearty and satisfying without being too heavy. The leftovers get even better as the flavours have a chance to meld, plus the beans have fantastic skincare benefits.

INGREDIENTS

- 450g dry white beans, soaked 8-12 hours (2 cups dry, 5 cups soaked)
- 2 tablespoons olive oil
- 1 onion, diced
- 6 garlic cloves, rough chopped
- 1 ½ cup carrots, chopped
- 2 cups celery chopped
- 1 tablespoon fresh thyme (or 1 teaspoon dried thyme)
- ¼ cup white wine (or skip it)
- 400g can diced tomatoes, with juices (or 1 ½ cups fresh tomatoes, chopped)
- 1 cup roasted bell pepper, chopped (from a jar is OK or use a fresh bell pepper)
- 6 cups veggie broth or chicken stock (or some water and 2 teaspoons Veggie Bouillon)
- 2 teaspoon salt
- 1 teaspoon smoked paprika
- 1 teaspoon cumin
- ½ teaspoon pepper
- ¼ teaspoon cayenne
- 2 bay leaves
- 1 teaspoon lemon juice or cider vinegar

METHOD

1. Heat oil over medium-high heat, in a dutch oven, and saute onions 5 minutes. Lower heat to medium, add garlic, stir for 2 minutes or until fragrant.
2. Add carrots, celery and thyme, give a good stir, cook for 5 minutes. Deglaze with wine and scrape up any brown bits.
3. Add tomatoes and their juices, roasted peppers, broth or stock, soaked beans, salt, smoked paprika, cumin, cayenne, pepper and bay leaves. Give a good stir.
4. Bring to a simmer, cover and simmer gently on low or medium-low until the beans are tender roughly 20 -25 minutes (depending on what size beans you use). Uncover and cook off some of the liquid if need be.
5. Stir in the lemon juice. Taste and adjust seasonings.

SERVING TIPS

Serve the soup with some fresh flat-leaf parsley, pepper or Aleppo Chilli Flakes and Harissa Oil. Fresh baked crusty bread or baguette is nice here too to mop up all the flavour. Or make sourdough croutons – always nice to have on hand for soups and stews!

Recipe courtesy of www.feastingathome.com

WINTER SELF CARE

As summer is coming to an end I've been increasingly eager to embrace Autumn in all its glory. Even though I love the summer, there's something about Autumnal colours, warm clothes and open fires which make me feel all fuzzy inside, oh and the thought that next year might be slightly better than this one! But I always anticipate one thing... the change in my skin and how it feels when it turns colder outside.

During the colder months our skin is exposed to quite a dramatic change in the weather, the low humidity and cold air can make skin drier and strip out the moisture.

I've suffered with dry, cracked patches of skin on my face during the winter months, which seemed to be more persistent the older I got. But by making a few changes to my skincare routine these have been more manageable over the past couple of years. It's easy to think that by applying a super thick moisturiser all of our dry skin worries will be gone, but it's not as simple as that.

We've pulled together a few steps to keep your skin radiant and in good health this autumn as we transition into the winter months ahead.

1. TWEAK YOUR ROUTINE

Cold weather and central heating can cause skin to be itchy which is why a gentle exfoliant will serve you well in removing dead skin cells.

Using creamy, oil or milky cleansers will ensure you're not stripping the skin's lipids and will keep it hydrated, this may mean swapping out your usual cleanser and any products which contain alcohol as this can do more harm than good. Our new Oil-To-Milk Cleanser effectively removes the build up of dirt and make up yet leaves skin soft and moisturised.

Cleansing balms are particularly good at soothing the skin, our Nourish Multi-purpose Balm which can be used as a cleanser, moisturiser or mask treatment, perfect for keeping your skin in tip top condition.

2. CONTINUE USING SUNSCREEN

Even though it may not be 30 degrees outside it's still crucial to use a sunscreen during winter. UV rays can still penetrate at this time of the year and can cause ageing and irreversible damage to the skin, so try and make sure this is included in your daily routine.

3. LAYER UP

You may find that you need a little more nourishment and protection for your skin once the weather turns colder. Using an emollient* will seal in any moisture if you suffer from particularly dry or cracked skin. Layering with a face oil after you moisturise will give you the much needed environmental protection and help to keep the skin's barrier healthy. Our Revive Face Oil contains vitamins A, D and E which contribute to repairing, protecting and rejuvenating the skin.

For those with more sensitive skin, our unscented Calm Face Oil will gently nourish and soothe and if you're looking for intensive hydration then our Nurture Intensive Face Oil will give a moisture boost to mature and dehydrated skin. 'Layering products' can also be applied to hair. By using a hair oil as either a pre or post shampoo treatment, hair will be smoother and more manageable and be protected from the cold, dry air.

As with any skincare recommendations it's always a good idea to seek advice from a dermatologist if you have a specific concern with your skin. Different skin types may need less or more in terms of products and application; you know your own skin so go with what keeps it happy.



What is an Emollient?

*Emollients are moisturising treatments applied directly to the skin to soothe and hydrate it. They cover the skin with a protective film to trap in moisture.

BRENDA ROSETE

We spoke to our fabulous photographer Brenda Rosete about how she got into photography and what inspires her on a daily basis. Brenda has created a wonderful new look for our brand and has truly elevated us to the next level.

1. HOW LONG HAVE YOU BEEN A PHOTOGRAPHER? HAS IT ALWAYS BEEN YOUR PASSION?

During my time studying journalism, I started my photography career in an informal way. I always had a camera with me, taking street photos or just portraits of my friends. My first paid gig was photographing a Mexican music band.

After studying a Masters in Photography, I realised I wanted to pursue this creative career and that the camera would be my medium. When I was living in Glasgow in 2015, I officially started working as a freelance photographer. It took me a few years to find my 'niche' but now, after a few years of trial and error, my interest in styling and art direction, combined with my love of story-telling, makes me find this creative path quite fulfilling.

2. WHERE DO YOU SEEK INSPIRATION?

There is something about the vibrant energy of nature and the plant life that surrounds me that inspires me. Sometimes, during a walk, I collect tiny flowers, weirdly shaped rocks, twigs, and leaves, and these sights provide endless inspiration for my work. I also enjoy spending time at the museum, especially looking at the golden age Dutch paintings, their still-life are full of little details and metaphors, I simply adore. I like to read, I love poetry, and sometimes something I read inspires me. Even the smallest details in life, such as the shadows cast on the wall when the sun shines through the window, inspire me.

3. WHAT'S THE MOST CHALLENGING THING ABOUT RUNNING YOUR OWN BUSINESS?

I guess, it seems to be the 'creative block' I sometimes encounter. When you run your own business, especially when you are freelance, you are responsible for everything from accounting

to marketing to photography. I think, this pressure that comes with this 'non-stop' system can be overwhelming sometimes, and it hits directly on my creative process, and when this happens, when all of a sudden anxiety creeps, and I think I might never create something beautiful again, I take a pause and remind myself that creativity is cyclical and something that won't disappear, it is something that comes from within.

4. FAVOURITE BRIEF YOU'VE WORKED ON?

It was probably my first editorial, and I was assigned the task of conceptualising, constructing the set and taking photos. It was so much fun gathering props, from cushions to furniture, food, homewares, fabrics...The whole process was new to me, and it was a lot of work! At the time, I felt it was beyond my capacity, but then everything fell into place. It's true that if I think back on it, I can see all the things I could have done better, but I guess I enjoyed working on it the most since I experienced a whole new level of creative freedom.

5. IF YOU WEREN'T A PHOTOGRAPHER, WHAT ELSE WOULD YOU DO?

Craftswoman is what I would like to be. Despite not being very good at it, I have always enjoyed making with my hands. As a creator, I enjoy connecting my mind directly with my body to build something, I guess the whole process is quite valuable, mastering the tools, feeling the materials and turning them into something else. I like to think you can be more than one thing, so I am taking some pottery classes at the moment, who knows, maybe a few months from now I will be photographing my beautiful potter, hehe.


6. THING YOU'RE MOST PROUD OF?

I think I am proud of how my business has developed towards working with more mindful

and sustainable brands that I admire. I remember at the beginning of my freelance career, I accepted all sorts of clients and work, and sometimes I found myself feeling a bit sad knowing that I was 'working' for brands that didn't care about the environment or the well-being. I figured that I needed the practice and the client portfolio to approach those brands whose ethos resonated with mine. Now, I am proud of myself for being constant and for creating work from my heart, for focusing on my objectives knowing that I do this job because I want to do something good, I am proud of helping these beautiful brands to communicate their story and reach more people.



Brenda Rosete

A close-up, high-resolution photograph of a woman's face, focusing on her eyes and skin texture. She has light-colored eyes and is wearing red lipstick. The lighting is soft and warm, highlighting the natural texture of her skin. The text is centered over the image in a white, elegant serif font.

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5 HOME REMEDIES FOR OILY SKIN

Having oily skin is not necessarily a bad thing. It has its benefits, like effectively trapping moisture and giving you a natural dewy complexion no makeup can imitate. However, if sebum production gets too much, you'll most likely suffer from several skin problems. Here are some home remedies you can do to avoid excessive grime:

WHAT CAUSES OILY SKIN?

It's a misconception to think that oily skin stems from junk foods, excess moisturisers, or even sunscreen usage. Fun fact: it's due to the overproduction of sebum - with genetics as the primary culprit. If you constantly have to deal with shiny skin, chances are, you have your parents to thank for it.

However, there are also other reasons, including the following:

Age...

Your present age may be behind your excess shine and grease, especially if you're between puberty and menopause. During this time, oil production skyrockets due to changes in your body systems.

You're on Your Period...

During your menstrual cycle, your hormones are haywire, and your progesterone levels are at an all-time high. These lead to the overproduction of sebum, on top of other skin issues.

The Air is Hot and Heavy...

As the temperature rises, you'll notice your skin getting greasy. This is due to the hot air, which stimulates the pores to sweat and releases oil.

Oily skin can be annoying, but it doesn't mean you can't do anything about it. Here are some of the proven methods to combat oily skin at home:

INVEST IN A PROPER SKINCARE REGIMEN

If you're suffering from excessive sebum production, you should aim to turn your skincare routine into a ritual. Finding the right balance can be challenging, but it's not impossible when you're keen on building your regimen. For starters, you should learn the ins and outs of your particular skin type and what causes it to get oily.

Avoid washing your face too much, especially using harsh soaps. Doing so will only irritate your skin and stimulate more of your pores, bringing out more grease. Instead, use an oil cleanser that is gentle and alcohol-free. You may also want to invest in a trustworthy toner, something with salicylic acid or glycolic acid. Don't forget to apply it religiously, especially if you've spent the day full of makeup.

RELY ON AU NATURALE FACE MASKS

Your pantry is full of hidden skincare wonders, including all-natural face masks that can combat oily skin. If you're stuck at home for a few hours with nothing better to do, mix together a matcha and mint mask to deal with excess sebum. It has a cooling effect that can also help with skin irritation and redness, so you're targeting other skin issues at hand. (or purchase our Refresh Mask)





SLICE UP SOME TOMATOES

One of the main sources of nutrients and antioxidants found in food and skincare products is tomatoes. They're delicious, but the cherry on top is that they can remedy your oily skin without spending too much money. You don't have to purchase processed ones at the store; the one lying in your garden is enough to help with your skin needs.

All you have to do is slice a tomato and gently rub it all over your face. You could even spread it out on your neck to stave off wrinkles and other signs of skin aging. Tomatoes are packed with plenty of vitamins to boot, so they're a great help when fighting off acne and dead skin cells. Remember to rinse after twenty minutes and moisturise to make the most of this home remedy.

MOISTURISE USING ALOE VERA GEL

If you're not a big fan of store-bought aloe products, you can make use of your aloe Vera plant. It may require a bit of labour on your part, but it's worth it if you're looking for homemade remedies that'll do wonders for your skin. It's the holy grail for people dealing with sebum overproduction, as it helps you stay hydrated without blocking your pores.

Aloe Vera gel is also an effective natural astringent, dissolving excess facial grime without causing skin irritation. On top of all these, it can generally heal the skin and uproot the cause of your oily cycle. Remember: the best time to apply the gel is before bedtime, then rinse it all off once you wake up.

STOCK UP ON BLOTTING PAPERS AND CLEANSING CLOTHS

Washing your face often can be tempting if you're prone to oiliness throughout the day. However, doing this more than twice will dry out your skin and send your sebum production into overdrive. Luckily, you have two home remedies you can rely on - blotting papers and cleansing wipes.

You don't have to spend a fortune on big brands that do the same as every other product. For one, you can use clean coffee filters as an alternative to dab away excess oil on your face. You can also use wash cloths and soak them with toner or oil to create reusable cleansing wipes. They're budget-friendly and effective; you can even summon your inner artist to cut them out into fun shapes.

THE BOTTOM LINE

If you're not keen on using processed, commercial products to treat oily skin, you can resort to homemade remedies instead. It's accessible and budget-friendly, so you won't have trouble treating excess grime with common ingredients.

However, note that homemade treatments are not 100% effective and still dependent on your specific situation. If you think it only worsens your symptoms or you feel your skin getting sensitive, discontinue use and book a visit to a dermatologist.

FLORAGY NEWS

This year at Floragy HQ we've been working hard on some new product developments to finally bring you our long awaited cleanser! This has been in the makings for a while and we couldn't be happier with the results! It's fast becoming our best seller and everyone is loving it!

Hannah New who is soon be starring in the new series of Brigerton on Netflix loves our products and has been using them on set to help remove her daily makeup, here's what she said...



Hannah New

"I'm loving using my new cleanser. I'm really surprised at how well it also takes of my mascara! My skin feels clean and fresh after using it and I'm excited to use it more continuously to see the results long term too, it happens to also be having a lovely effect on my skin."

We've had some wonderful opportunities in the recent months, one of which was being featured in Stylist Magazine's first ever beauty box in collaboration with Latest In Beauty. We made 2,500 units of our Refresh Clay Mask which have been winging their way all over the country to be tried by new customers.



We're super proud to be featured in our local town in the Faversham Makers pop up shop, a beautifully curated collection of ceramics, flowers, accessories and home wares all designed and made by local talent. Closing on Christmas Eve so there's still time to pop in and pick up some Christmas presents.



Onwards to the New Year and some exciting projects to come and possibly even a new look for 2023!

20% off
Everything in store



Use code: **FLORAGY20** at checkout for a festive 20% off.

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