



## Why Ocean & Earth

Well, we say goodbye to modernization and hello to Mother Nature.

The Ocean is always ravishing in its vast, unpredictable and totally alluring beauty. But there is more to the world's oceans than meets the eye - it is also well known for its healing and beautifying properties. A tidal wave of marine ingredients—from algae to kelp, caviar to seawater are available for natural beauty care products. Algae has been around for billions of years and because they have had to adapt to survive, they are packed with minerals, proteins, peptides, and anti-aging oils adding incredible cell renewal, antioxidant, and anti-inflammatory properties.

Like the Ocean, Mother Earth provides a vast array of natural plant oils, powders and grains for natural health and beauty that are farmed and manufactured organically. NZ natives such as black fern, kawakawa and manuka tree deliver natural healing qualities to the skin.

As a result, Ocean and Earth™ is making waves in the natural skincare industry introducing an exciting new range of cosmetic and body care products. We say goodbye to modernization and hello to Mother Nature.





# Where it all began

"it started with a coconut"

Two years ago, Kristina Lusby came up with an idea that would change her life.

[Read More](#)

## Products

Infusing high powered ocean bio actives with a blend of earth's natural ingredients, we are creating a range of new generation skin care products.

Solar ultraviolet (UV) radiation is one of the most harmful environmental factors that causes skin damage. Repeated exposure to UV radiation ultimately causes premature skin aging also called photo-aging, which is characterized by formation of fine and coarse wrinkles, increased skin thickness, dryness, laxity, and pigmentation. To reduce and repair the harmful effects of UV oxidation stress, we use a range of Ocean biological actives and Earth's natural ingredients in our products to bring you maximum protection.

Our formulas have been specifically developed with over 90% natural ingredients. These premium and concentrated raw ingredients are used to deliver a powerful boost of skin food to aid in regeneration, moisture retention, skin protection.

# Production

When you elect to have a private label skincare product developed, you need to collaborate with the best in the industry. As one of New Zealand's major professional manufacturers of private label skincare and cosmetics products, Pauling Industries, have developed products for some of the world's leading brands, as well as several exclusive, high-end organic skincare companies.

Our partnership with Pauling means we are well supported in developing and manufacturing premium products that meet and exceed the highest international quality standards.



Being made in New Zealand is extremely important to us and we are proud to be certified and display the iconic NZ Made Kiwi logo. The Kiwi trademark is relied upon by over 1,500 New Zealand manufacturers to differentiate their products and services in New Zealand and with key trading partners such as United States, China, India, UK and Australia.

**A Certificate of Licence grants a business the right to label their products and services with the iconic Kiwi trademark.**



# O&E Makeup Remover

*infused with*

## Coconut & Vinanza®

O&E Makeup remover, with 97.48% active ingredients, naturally solubilizes and breaks up water-resistant substances used in makeup, releasing from the skin and lashes leaving a softer and hydrated feel.

### Hero Ingredients

Virgin Coconut Oil, Vinanza® Marine Gel

### Natural Ingredients

Olive Squalane, Sweet Almond Oil, Organic Cacay Oil, Aloe Vera

### Active ingredients

97.48%

The formula is infused with Vinanza® Wakame Bio active Gel, a New Zealand Brown Seaweed which is sustainably harvested from marine farms in the pristine waters of the Marlborough Sounds. Rich in polysaccharides & micronutrients to deliver the ultimate skin nutrition for hydration, anti-inflammatory & rejuvenation. The blend of Jojoba beads and Kiwifruit seeds gently exfoliate to naturally cleanse, while the natural and bio active ingredients nourish to a soft and moisturized finish.

### Key Benefits

- Deep Clean and Moisturizing wash
- Coconut and Aloe botanicals leave skin moisturized smooth and hydrated
- Rich in antioxidants, minerals and vitamins which help nurture a healthy skin
- Gentle exfoliation
- Suitable for daily use

[For more information click here](#)





# O&E Face Wash

*infused with*

## Coconut & Vinanza®

A natural gel cleanser that uses Jojoba beads and Kiwifruit seeds to remove all traces of excess oil, environmental pollution, makeup, and any other grime from the day.

### Hero Ingredients

Virgin Coconut Oil, Vinanza® Wakame Bio active Gel

### Natural Ingredients

Jojoba Beads, Kiwifruit Seeds, Aloe Vera

The pH-balanced cleanser infused with Vinanza and Coconut which thoroughly cleanses the skin without stripping natural moisture, leaving a balanced, nourished, smooth and silky feel.

### Active ingredients

92%

### Key Benefits

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[For more information click here](#)



# O&E Night Cream

*infused with*

## Collagen & Coconut

O&E Night Cream is a supercharged luxurious bedtime treat. The light, soufflé gel textured cream is packed with a rich blend of New Zealand natural ingredients.

### Hero Ingredients

Vinanza® Marine Gel, Marine Collagen

### Natural Ingredients

Joboba Oil, Virgin Coconut Oil, Pomegranate Seed Oil, Abyssinian Oil, Organic Cacay Oil, Olive Squalane, Organic Camellia Oil, Avocado Oil, Grape Seed Oil, Aloe Vera

### Active ingredients

96.23%

### Key Benefits

- Moisturizing
- Hydrating
- Rejuvenating
- Improves skin texture and moisture loss.
- Helps decrease fine lines
- Helps reduce dark spots

[For more information click here](#)

From the Ocean - Collagen synthesis is a process that slows down as we age. When collagen production fades and its support abilities decline, the skin becomes loose and saggy, causing wrinkles. AC Marine Collagen is infused into our Night cream to restore one's youthful appearance by hydrating the skin and helping to increase its natural collagen production.

From the Earth - Ten New Zealand natural ingredients enriched with vitamins, minerals, omega 3, 6 and 9 are infused providing a super-charged rejuvenating hit to boost skin repair. Despite this high-level nourishment and rich cell nutrition, it's amazingly light in texture, non-greasy and doesn't leave the skin feeling heavy – no mean feat for a hard-working regenerating night cream.



# O&E Face Cream

*infused with*

## Wakame & Manuka

This advanced face cream is boosted by our high-performance bio active Hero elements Vinanza® Marine Gel & Skin Performance plus, Manuka Honey and Marine Collagen for petal-soft skin.

### Hero Ingredients

Vinanza® Marine Gel, Manuka Honey, Marine Collagen, Vinanza® Skin Performance plus

### Natural Ingredients

Virgin Coconut Oil, Cacay Oil, Marula Oil, Baobab Oil, Cupuacu Butter, Aloe Vera

### Active ingredients

97.4%

New Zealand Manuka honey is a key ingredient in our Face cream. It gets top marks for helping to smooth out congestion which reinforces and strengthens weakened and damaged skin, boosting the skin's natural ability to heal itself for a complexion that is clearer, stronger and more youthful.

### Key Benefits

- Moisturizing
- Hydrating
- Protects against cellular ageing
- Powerful anti-inflammatory, reduces redness and inflammation
- Antioxidant properties which prevent accumulation of free radicals
- Heals micro-damage (such as sunspots) by stimulating blood circulation and increasing cell activity

[For more information click here](#)



# Garden of Eden "Longevity" Rejuvenation Facial Oil

"Longevity" is an antioxidant-rich blend of nature's richest moisturizers infused with three powerful hero ingredients that aid in reversing the effects of UV and environmental damage.

## Hero Ingredients

Virgin Coconut Oil, Ephemer, Manuka Oil.

## Natural Ingredients

Olive Squalane, Organic Camellia Oil, Avocado Oil, Organic Cacay Oil, Baobab Oil, Apple Seed Oil, Organic Acai Berry Oil.

## Active ingredients

92%

Ephemeral algae stem cells and antioxidant molecules protect the so-called "Eve genes", i.e. mitochondrial DNA, from oxidative damage, stimulate the synthesis of SIRT 1, the "longevity gene" enzyme, supply energy to cells for their intensive revitalization and regeneration.

## Key Benefits

- Rejuvenates skin and resurfaces wrinkles
- Protects mitochondrial DNA
- Reverse effects of glycation and oxidation stress
- Protects the cells against free radicals
- Protects the skin against the negative effects of photo-aging
- Repair's collagen structure
- Regenerates skin barrier
- Balances the complexion and accelerates cell renewal

[For more information click here](#)





# Garden of Eden "Ever Young" Eye Serum

"EverYoung" Eye Serum is a fast-absorbing silky-smooth serum with an antioxidant-rich blend of natural ingredients infused with four powerful hero ingredients that soothe and moisturize tired eyes.

## Hero Ingredients

EPS Seafill, Aldavine 5X, Marine Collagen, Virgin Coconut Oil.

## Natural Ingredients

Cucumber Extract, Green Tea Extract, Apple Seed Oil, Organic Cacay Oil, Pomegranate Seed Oil, Kiwi Fruit Seed Oil, Flax Seed Oil, Apricot Kernel Oil, Moringa Oil, Sea buckthorn Berry Oil.

## Active ingredients

97.9%

Many factors contribute to under eye wrinkles such as sun exposure, poor diet or sleep and lack of moisturizing. Therefore, with proper care, a well-balanced lifestyle and moisturizing the eye area with an eye serum will help to reduce wrinkles. An eye serum such as EverYoung will not only help to diminish fine lines but will also help minimise bags and dark circles under the eyes.

## Key Benefits

- Smoothing effect
- Anti-wrinkle effect
- Reduces fine lines
- Minimizes crow's feet
- Brightens dark under eye circles
- Reduces puffiness
- Skin feels intensely moisturized
- Smooths skin and improves its texture
- Tightening effect on the collagen fibre network

[For more information click here](#)

# Ingredients

Natural ingredients that deliver powerful boosts of antioxidants, vitamins, omega acids and other nourishing qualities to the skin at cellular level.

## Ocean Bio Actives

**Vinanza®** is a blend of carefully selected ingredients from New Zealand with Anti-aging, Skin brightening and moisturizing. The bio active seaweed gel is rich in Polysaccharides Algronic Acid, Fucoidan, Fucoxanthin & Phenolic compounds. These bioactive compounds & micronutrients are cooling, soothing & rejuvenating to stressed & damaged skin.

**EPS SEAFILL** is a unique, pure and natural Exopolysaccharide (EPS) produced by marine plankton collected from the Mer d'Iroise off Brest in Brittany, France. EPS SEAFILL acts as an anti-wrinkle, anti-aging and smoothing active. Its melting texture comforts the skin immediately after application.

**EPHEMER™** is a gametophyte extract taken from macroalgae cells of Undaria Pinnatifida seaweed. It contributes to the protection of the skin by strengthening its antioxidant capacity, slowing the formation of free radicals. EPHEMER™ is one of our most powerful biological antioxidants for Anti-Aging benefit.

**Aldavine 5x™** has clinically proven its effectiveness in reducing the intensity of the dark circles and the volume of the bags by reducing the degradation of collagen and elastin fibers, reducing inflammation, preventing expansion of capillaries and improving microcirculation in the eye area.

## Earth Botanicals

NZ natives such as black fern, kawakawa and manuka deliver natural healing qualities to the skin. Kawakawa grows wildly and abundantly throughout much of NZ. Kawakawa has exceptional healing properties and will relieve a variety of skin conditions such as eczema, dermatitis and Psoriasis. As Manuka Oil is filled with antibacterial properties, it is perfect for keeping the skin clear and fighting off any bacterial growth. Manuka Oil also can be used as an effective way to treat damaged skin and scarring. NZ Manuka honey can improve your skin's appearance. It can balance your skin's pH level and help slough away dead cell debris to keep your skin clean. Its anti-inflammatory effect can decrease local inflammation caused by acne. Also known as the Tree Fern Mamaku, the NZ Fern has been used by Maori for decades to sooth and revive skin. Its regenerative properties have lent to its extract being used in beauty products to repair dry, damaged skin, including burns and scars.

# In research and development

## Bio Complex Seaweed Toner

A toner with 3 complexed bio active seaweeds supported by NZ native black fern, Mamaku, to deliver a blend of high-powered NZ natural botanicals. Red seaweed, one of 3 seaweeds, has vast clinical data behind it that can prove anti-aging properties, provides long lasting hydration, has antioxidants and peptides like collagen, everything that supports healthy skin. NZ native Black fern, Mamaku, is so interesting because it has an unprecedented chain of polysaccharides. When applied to the skin, it is like stretching an elastic band, after a few minutes, it will give an instant lift and firm.

## Men's Body & Face Wash

Head, Shoulders, Knees and Toes Wash, sound familiar! For Every Man and Your Man ...or if you ARE a man....for you! Strong yet gentle, effective and elegant. Made with NZ botanicals and ocean actives, our men's all in one body wash is the perfect to throw in your gym bag, take camping, hunting, fishing or while on vacation. Wash your hair with it... shave with it... bubble bath with it.... wash your head, shoulders, knees and toes with it. Healing land botanical and seaweed bio actives nourish and protect your skin. Essential oils boost antioxidant power as well as infuse this product with the intelligence of the plant world. Plant based fatty acids heal and coat ruffled skin cells. The scent is unisex, fresh, and clean. This product is a classic lifetime formula. Add it to your men's' high quality natural skin care line up today.

## O&E Body Moisturiser

Pamper your skin with this moisturizing, all-purpose body moisturiser. This delightful lotion absorbs right into the skin without leaving a greasy feeling yet provides the glide of a luxurious moisturizer. It conditions your skin while it moisturizes and softens and will stay on even through hand washing. A powerful cocktail of antioxidants featuring NZ native Kawakawa and Coconut help to diminish fine lines, wrinkles, and premature aging due to sun exposure. Vitamin A boasts a long list of clinically proven restorative, anti-aging, and youthening properties. This result-oriented formulation will fight free radical damage as well as restore and renew firmness, elasticity, and thickness to the skin.





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