

# LOUISE THOMAS

skin care

## PRESS KIT



For more details visit [louisethomasskincare.co.uk](http://louisethomasskincare.co.uk)  
or email [press@louisethomasskincare.co.uk](mailto:press@louisethomasskincare.co.uk).

### About Us

Louise Thomas Skin Care is the brain child of skin health expert and educator Louise Thomas-Minns. The range is the culmination of 19 years of industry based research, 27 years treating thousands of faces as a skin therapist whilst working with international skin care brands, and Louise's own battle with acne.



Using this extraordinary wealth of knowledge Louise has worked closely with a Raw Material Specialist to identify the very best evidence-based ingredient technology. She has then taken these ingredients to the lab where Louise and her amazing Cosmetic Chemist has created the core Louise Thomas Skin Care range.

The whole product range is proudly formulated and produced in the UK. A full list of product ingredients can be found on the Product Glossary page of the website.

### Our Vision

Our vision is simple. Through passion, expertise and education we aim to empower everybody to take control of their skin health.

### Our Mission

Applying our considerable skin care expertise and beauty industry knowledge, we formulate science backed products that help people feel more confident and happy in their skin. Through education and knowledge-sharing, we empower people to understand and take control of their skin health.

### Our Values

- Empowerment
- Education
- Innovation
- Authenticity
- Community

# OUR PRODUCTS



## THE CLEANSER

The holy grail of any skin care routine The Cleanser efficiently cleanses while supporting skin's moisture level and pH. Formulated with our unique Hydrating Complex\* for superior hydration and skin smoothing.

A luxurious foaming cleanser containing a biodegradable coconut-derived surfactant making it milder, more hydrating and less drying than other surfactants, helping to lift dirt and oils from the skin, allowing them to be washed away.

RRP £35 - 200ml



## HERO SERUM #1 healthy ageing

Not just another Retinol. Our Hero Serum #1 Healthy Ageing repairs, rejuvenates and supports healthy ageing.

The serum protects the essential constituents of the skin by stimulating collagen synthesis, fighting photo ageing, reducing pigmentation and pore size, repairing skin damage without irritation and improving skin clarity. It also contains our unique Hydrating Complex\*.

RRP £62 - 30ml



## THE HYDRATOR

The name may be simple but this product is anything but in its superior activity. Instant hydration coupled with anti-inflammatory, brightening and protective properties makes this moisturiser an expert at promoting healthy ageing and giving the skin that coveted 'luminosity'.

The Hydrator is proudly made using Shea Butter sustainably sourced through the women's group supply chain Kolo Nafaso. The program focuses on poverty alleviation and female empowerment through direct trade, interest-free micro credits, and training of shea-collecting women in West Africa.

RRP £49 - 50ml

## \* OUR UNIQUE HYDRATING COMPLEX

### **Glycerine**

*Humectant and moisturiser. Holds onto water and prevents trans epidermal water loss.*

### **Sodium Hyaluronate**

*Is part of Hyaluronic acid BUT it has a much smaller molecular weight which means it can penetrate the Epidermis and assist with hydrating the layer of skin below. Its a humectant and acts like a moisture magnet.*

### **A plant derived polysaccharide**

*A moisturising and skin soothing ingredient. It works by binding water to the epidermis and creating a moisture-binding film on the skin that gives a soft, smooth feeling. In addition to providing long lasting moisturisation, it also functions as an anti-irritant.*

**A full list of ingredients for each product can be found on the relevant product page of our website [louisethomasskincare.co.uk](http://louisethomasskincare.co.uk) along with directions for use, precautions and customer reviews.**

## USEFUL LINKS

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