

L'ABEILLE



SCIENCE-BASED COSMECEUTICALS

PRODUCT TRAINING MANUAL

Cleanse

Treat

Moisturise

Boosters (Coming Soon)

Health & Detox

Cleanse

GEL CLEANSER

PH BALANCED

Rosemary, Aloe Vera & Oat Extract

ETHICAL FORMULAS

A soft gel cleanser formulated with Colloidal Oat and Aloe Vera Extract to promote repair, soothing and nourishing benefits, while deeply cleansing the skin. Promotes a healthy skin PH, to maintain an optimal barrier function. Bisabolol acts as a powerful antioxidant to support added suppleness, soothing and anti-irritant benefits. Works gently to remove complexion make-up, impurities and SPF to reduce the effects of daily environmental stress and prepare your skin for follow up serums and creams.

PH Balanced

- Suitable for all skin types, even sensitive due to colloidal oatmeal's soothing avenathramides.
- Ph balanced - Doesn't strip the skin of natural oils.
- Provides perfect amount of slip for the IonActive brush to glide gently over the skin
- No harmful SLS's. Contains a natural surfactant to cleanse - coco glucoside
- Cleanser feel is in-between a foaming & creamy cleanser (not a high foaming cleanser)
- All natural preservative system - no harmful parabens
- No animal testing
- All natural raw materials from sustainable resources

KEY INGREDIENTS

ALOE VERA - The healing, moisturising wonder plant

Aloe Vera is rich in vitamins, minerals & amino acids. It protects the skin from environmental damage & neutralises free radicals. It penetrates deeply. Moisturising at the lower levels & nourishing the skin with natural enzymes, making it a great ally in reducing the effects of aging. Aloe Vera provides anti-inflammatory benefits, and is a potent moisturiser, leaving the skin more resilient & supple. Suitable for all skin types.

COLLOIDAL OATMEAL - Proven anti-aging ingredient

Colloidal Oatmeal delivers a luxurious feel to the skin, and leaves the skin feeling moisturised, silky soft & soothed. Oat peptides are ph buffering, maintaining the skins natural ph and protecting the skin barrier. Oat Saponins provide natural cleansing. High in Beta Glucan it provides anti-aging, anti-irritant, cleansing & moisturising properties. Colloidal Oatmeal contains oat peptides which stimulate collagen & elastin production. Hydrates the skin, helping to reduce fine lines & wrinkles. Rich in flavonoids & phenolics, providing antioxidant benefits.

JOJOBA OIL - Natural cleansing oil

Resembles our own skin's natural sebum. Dissolves 'dirty' sebum from our skin so it can be replaced with clean sebum.

BISABOLOL - Repairing & Soothing/Calming for sensitive skin types Plant-derived bisabolol is a more potent ingredient than synthetic bisabolol which possesses only about 50% activity compared to this natural form. Bisabolol is a potent antioxidant with well-known soothing and anti-irritant properties. It restores suppleness and is an excellent cosmetic ingredient for protection of the skin against daily environmental stress. Bisabolol can enhance the percutaneous absorption of active ingredients (skin-penetration enhancer)

VITAMIN E

- Possesses strong antioxidant effects that fight free radicals and oxidative stress
- Helps minimize the appearance of aging, including fine lines, scarring, pigmentation, and wrinkles
- Boosts immunity and enhance the skin's natural protective ability against irritants, pollution, and sun exposure

HOW TO USE

Use morning and evening over damp skin using gentle circular movements. Massage lightly over closed eyes to remove eye make-up. Can be mixed with PURIFY + CLEANSE. Rinse thoroughly with lukewarm water. Follow with water-based products and oil serums/creams.

CAUTION

Check for safety of essential oil use in pregnancy. Should you experience any allergic reaction, discontinue use. Patch testing prior to use is advised. For external use only. Avoid contact with eyes. Store in a cool, dry place.

CONTAINS ESSENTIAL OILS OF

Neroli, Petitgrain, Sweet Orange, Rosemary & Pine
(Detox & Nourishing blend)

NEROLI - Neroli is extremely beneficial for all skin conditions. It has antiseptic & balancing properties, and amazing cell repairing ®enerating properties due to its ability to work on a cellular level. Neroli is a powerful antioxidant & beneficial in treating wrinkles, scars, stretch marks & thread veins/broken capillaries. It is skin softening & helps to even out skin tone. Neroli maintains the correct oil balance in the skin & improves elasticity. Neroli is beneficial for acne prone, dry & sensitive skin types.

PETITGRAIN - Petitgrain is a perfect addition in a cleanser, and has the ability to leave the skin fresh, clean & toned, while reducing blocked pores. It has a perfect combination of oil balancing & cleansing properties. Pores appear smaller due to its toning effect on the skin, making the skin appear smoother & more flawless.

SWEET ORANGE - Sweet Orange is known for maintaining the health, appearance & texture of the skin by promoting clarity, radiance & smoothness. It increases blood flow & helps in eliminating toxins from the skin. Orange oils astringent properties contribute to its anti-aging benefits, It works as a tonic that cleanses & detoxifies the skin while minimising the appearance of pores & assisting with the treatment of break-outs. Sweet Orange is an ideal oil for products that nourish skin, soothe dryness & irritation, eliminate harmful bacteria, enhance collagen production & plump, smooth & brighten the complexion. Orange oil is an effective treatment that softens while hydrating.

ROSEMARY - Rosemary has the ability to balance natural oils in the skin. It assists in detoxing & cleaning out impurities that can block pores. Rosemary is rich in antioxidants that rejuvenate skin & protects our skin against environmental stressors & signs of aging. It has antimicrobial & purifying benefits that help control breakouts & blemishes. Rosemary is a tonic that is rejuvenating, restores & assists in firming & improving skin elasticity. Suitable for all skin types, especially sensitive/oily skin.

PINE - Pine oil is a revitalising oil with antioxidant, antibacterial & antiseptic benefits. It balances, tones, softens & stimulates blood flow to the skin. Pine oil soothes & reduces inflamed skin. 🌲

PURIFY + CLEANSE

OIL TO MILK

Green Tea, Hemp Seed & Oat Extract

ETHICAL FORMULAS

A unique, multipurpose, 2 phase oil to milk cleansing and balancing fluid. Formulated with a powerful blend of barrier replenishing oils and extracts of Black Cumin, Green Tea and Calendula to promote balance. Provides a feeling of calm and comfort to dry, irritated or blemish prone skin, while gently dissolving make-up, pollution build-up and SPF. Cleans without disturbing the skin's delicate PH balance or barrier function. Leaves skin feeling soft, clean and nourished. Purify + Cleanse is a multipurpose product that can be used as an overnight serum to help balance oily/blemish prone skin.

Calm & Clean

- Ultimate gentle cleansing & balancing oil fluid to remove daily make-up, pollution & SPF
- Emulsifies to an easy to remove milk with the addition of water
- Perfect to use as your first cleanse in the double cleansing method
- Formulated with barrier replenishing oils & extracts
- Rich in Calendula flower & Green Tea extract to comfort dry/irritated or blemish prone skin
- Bisabolol soothes & calms skin to reduce sensitivity & promotes healing
- Reduces breakouts in problem skin types – can be used as an overnight treatment
- Leaves skin feeling soft, clean & nourished
- No preservative system
- No animal testing & vegan friendly
- All natural/biologically identical ingredients from sustainable resources

KEY INGREDIENTS

HEMP SEED OIL - Hemp seed oil has numerous benefits that improve skin health, thanks to its nourishing vitamins and moisturizing qualities. It moderates & regulates oil production to balance out oily skin & is perfect for most skin types as it can moisturize without clogging your pores. Dry skin can also cause your skin to overproduce oil, which in turn, can stimulate acne. Hemp seed oil provides moisture and soothes inflammation

One of the omega-6 fatty acids that hemp seed oil contains is gamma-linolenic acid (GLA), which acts as a powerful anti-inflammatory while simultaneously encouraging skin growth and new cell generation.

This can help to calm inflammation and irritation on the skin, including acne and some conditions like psoriasis, while keeping the skin nourished and moisturized.

Part of what makes hemp seed oil so beneficial to the skin is that it's rich in omega-6 and omega-3 fatty acids, which can help to treat skin conditions like atopic dermatitis.

It also has anti-aging properties

In addition to moisturizing and soothing the skin, hemp seed oil has anti-aging properties. Hemp seed oil can help reduce fine lines and wrinkles as well as prevent signs of aging.

The linoleic acid and oleic acids found in hemp oil can't be produced by the body but can play a crucial role in skin health and anti-aging.

CAMELLIA SEED OIL - Camellia seed oil is a luxurious cosmetic oil derived from the seeds of Camellia fruits. A traditional oil used for centuries in China and Japan, it is widely thought to be the cherished secret behind the youthful, immaculate beauty of women from East Asia. It has a silk-like, velvety feel that sinks beautifully into the skin and boosts radiance without leaving an oily finish. It carries exceptional emollient and antioxidant qualities, being abundant in anti-aging nutrients including Oleic Acids, Linoleic Acids, Squalene, Vitamin E, Vitamin A, and beneficial minerals. Camellia seed oil is prominently used for its unique moisturizing, anti-aging, restorative, soothing, strengthening and rejuvenating qualities. It has also been used as a treatment for burn wounds, with the oil believed to support the skin regeneration process and accelerate healing.

Camellia seed oil is rich in polyunsaturated and monounsaturated fatty acids, including Oleic and Linoleic Acids. It is also high in skin-rejuvenating vitamins, minerals, and compounds, including Vitamin E, Vitamin A, Magnesium, Zinc, and Squalene lipids. These nutrients collectively make the oil exceptionally hydrating, moisturizing, and protective, with high antioxidative power and lasting cosmetic benefits.

OLEIC ACIDS (OMEGA 9)

- Contribute to the skin's suppleness and moisture levels
- Exhibit antioxidant properties, helping to fend off the impact of free radicals
- Help reduce the appearance of aging, such as age spots, premature wrinkles, and fine lines
- Help relieve symptoms of dry skin, redness, or irritation

LINOLEIC ACIDS (OMEGA 6)

- Boost moisture and moisture retention in skin
- Exhibit antioxidant properties that protect and rejuvenate the appearance of skin
- Exhibit topical anti-inflammatory and anti-irritant properties

SQUALANE

- Naturally abundant in human skin (sebum)
- Highly emollient and contribute to intensive moisturizing effects
- Powerful antioxidant known for its anti-tumor effects
- Helps enhance the skin's natural protective barrier against water loss and irritants
- Restores lipids lost through the aging process, minimizing fine lines and wrinkles

VITAMIN E

- Possesses strong antioxidant effects that fight free radicals and oxidative stress
- Helps minimize the appearance of aging, including fine lines, scarring, pigmentation, and wrinkles
- Boosts immunity and enhance the skin's natural protective ability against irritants, pollution, and sun exposure

VITAMIN A

- Possesses strong antioxidant effects that fight free radicals and oxidative stress
- Helps minimize the appearance of aging, including fine lines, scarring, pigmentation, and wrinkles
- Beneficial for acne-prone skin
- Contributes to skin elasticity, firming, and lifting
- Boosts immunity and enhance the skin's natural protective ability against irritants, pollution, and sun exposure

Camellia Seed Oil is lightweight and absorbs rapidly to leave the skin surface looking dewy and healthy. It is also a non-comedogenic oil, making it suitable for all skin types. When applied topically, the oil acts as an exceptional emollient and hydrating agent, helping the skin look and feel smooth, plump, firm, and youthful. It improves the skin's complexion and addresses texture issues and scarring on the face and body, reducing the look of cellulite, stretch marks, wrinkles, and loose skin. It additionally supports the slowing down of transepidermal water loss (TEWL) and can be highly beneficial for skin that is suffering from dryness, dullness, and flakiness. When applied directly to the face, Camellia Seed Oil is reputed to decrease the appearance of fine lines, sun damage, and other signs of premature aging. It is a highly protective oil, being naturally rich in antioxidants including Vitamin E and Polyphenols, thereby enhancing the skin's natural ability to safeguard from external irritants.

CALENDULA FLOWER EXTRACT - Calendula petals contains five compounds - Oleanic Acid, Lupeol, Quercetin, α Amyrin and β Amyrin. These efficacious compounds have been studied and are known to provide antioxidant protection, soothe skin and reduce discomfort. The effective compounds within Calendula help soothe and visibly improve skin. By helping to reduce discomfort, Calendula extract help skin look smooth, radiant and dewy-fresh. The compounds found in Calendula help skin resist early signs of aging over time including dull skin, dry fine lines, and uneven skin tone and texture.

<https://www.healthline.com/health/calendula-oil>

OAT KERNEL OIL - Oat oil has excellent absorbancy & protective properties. It enhances skin feel, soothes & moisturises. It is rich in skin identical fatty acids & helps to improve the skin barrier. Oat oil helps support the physiology of the skin. It softens & repairs, and is rich in omega 3 & 6, Vitamin E & ceramides. Oat oil locks in moisture & helps to prevent water loss in the skin. It is a stable oil because of its naturally occurring powerful antioxidants, including Vitamin E. It contains lipids found in the outer bilayer of the skin & helps to maintain the skin's natural lipid balance by replacing what is lost in everyday activities.

JOJOBA OIL - Natural cleansing oil
Resembles our own skin's natural sebum. Dissolves 'dirty' sebum from our skin so it can be replaced with clean sebum.

BISABOLOL - Repairing & Soothing/Calming for sensitive skin types
Plant-derived bisabolol is a more potent ingredient than synthetic bisabolol which possesses only about 50% activity compared to this natural form. Bisabolol is a potent antioxidant with well-known soothing and anti-irritant properties. It restores suppleness and is an excellent cosmetic ingredient for protection of the skin against daily environmental stress. Bisabolol can enhance the percutaneous absorption of active ingredients (skin-penetration enhancer)

HOW TO USE

Massage gently onto dry skin, over closed eyes. Add warm water to emulsify to milk and rinse completely. Alternatively - massage gently, in circular motions, with a damp cloth, to remove all traces of the day.

CAUTION

Check for safety of essential oil use in pregnancy. Should you experience any allergic reaction, discontinue use. Patch testing prior to use is advised. For external use only. Avoid contact with eyes. Store in a cool, dry place.

CONTAINS ESSENTIAL OILS OF

Contains essential oils of German Chamomile, Cape Snowbush, Bergamot, Tea Tree & Rosemary to provide calming & balancing properties with a fresh & clean scent. 🌿

Treat

HYDRA-MIST ANTI-POLLUTION

Hyaluronic Acid, Ectoine & Rose Extract

ETHICAL FORMULAS

A prebiotic mist formulated with Ectoine - a natural stress protection molecule, Hyaluronic Acid and Rose Extract. Utilising a scientific approach to improve the appearance of damaged, irritated or dehydrated skin, this multifunctional mist boosts the skin's cellular defence against pollution, visible light and UVA/UVB, IR-A damage. Microbiome friendly actives support and rebalance skin flora for a healthy barrier function. Fine lines and wrinkles appear reduced and skin is left feeling more plump, hydrated and supple.

Anti-Pollution

- All natural preservative system - no harmful parabens
- No animal testing
- All natural raw materials from sustainable resources

KEY INGREDIENTS

RENOUMER - see complete data sheet

ONLY SKINCARE RANGE IN SA WITH THE FRENCH MARINE MICROALGAE EXTRACT
- POLYSIPHONIA ELONGATA

HYSILK - Active Anti-aging Hyaluronic Acid

Hysilk is a Hyaluronic Acid of low molecular weight with good availability and positive activity on epidermal hydration by improving intercellular communication. Hysilk improves skin texture & plays a role in the reduction of wrinkles. It stimulates & protects stratum corneum lipids (stabilising skin barrier function), reduces oiliness & regulates sebum production. Hysilk provides anti-inflammatory benefits & is an active oxidant stress reducer.

ECTOINE - see complete data sheet

ALOE VERA – The healing, moisturising wonder plant

Aloe Vera is rich in vitamins, minerals & amino acids. It protects the skin from environmental damage & neutralises free radicals. It penetrates deeply. Moisturising at the lower levels & nourishing the skin with natural enzymes, making it a great ally in reducing the effects of aging. Aloe Vera provides anti-inflammatory benefits, and is a potent moisturiser, leaving the skin more resilient & supple. Suitable for all skin types.

HOW TO USE

Mist over face and neck after cleansing, avoiding the eyes. Use morning and evening. Follow with serums/creams. Ideal to use during the day to rehydrate and plump for a dewy skin. Shake before use.

CAUTION

Check for safety of essential oil use in pregnancy. Should you experience any allergic reaction, discontinue use. Patch testing prior to use is advised. For external use only. Avoid contact with eyes. Store in a cool, dry place.

CONTAINS ESSENTIAL OILS OF

Contains a nature-identical parfum - Rosa Centifolia Flower Oil, for it's delicate floral scent. 

HYALURON-3

HYDRATION SERUM

Hyaluronic Acid, NaPCA & Niacinamide

ETHICAL FORMULAS

A light, powerful serum formulated with 3 molecular weights of Hyaluronic Acid. Niacinamide, Panthenol and Sodium PCA to promote brighter, firmer and ultra-hydrated skin at all levels. Microalgae Extract significantly improves the appearance of skin density, fine lines and wrinkles. Skin appears plump, smooth and more luminous, with minimised pores and refined skin texture.

Hydration Serum

- NaPCA promotes absorption of actives and strong humectant properties
- Niacinamide promotes brightening & minimises pores
- Microalgae extract improves skin density to reduce fine lines & wrinkles
- Plumps, hydrates & firms
- Ideal to use after skin peels/microdermabrasion/micro-needling for barrier repair & protection
- PH balanced
- All natural preservative system - no harmful parabens
- No animal testing & vegan friendly
- All natural/biologically identical ingredients from sustainable resources
- Soothes & calms skin

KEY INGREDIENTS

RENOUMER – see complete data sheet

ONLY SKINCARE RANGE IN SA WITH THE FRENCH MARINE MICROALGAE EXTRACT - POLYSIPHONIA ELONGATA

HYSILK - Active Anti-aging Hyaluronic Acid

Hysilk is a Hyaluronic Acid of low molecular weight with good availability and positive activity on epidermal hydration by improving intercellular communication. Hysilk improves skin texture & plays a role in the reduction of wrinkles. It stimulates & protects stratum corneum lipids (stabilising skin barrier function), reduces oiliness & regulates sebum production. Hysilk provides anti-inflammatory benefits & is an active oxidant stress reducer.

SLMW Hyaluronic Acid – Super Low Molecular Weight HA

Hyaluronic acid (sodium hyaluronate) is a natural polysaccharide (sugar) that occurs in body tissues including the skin providing hydration, stability, lubrication. The SLMW (super low-molecular-weight) form is made by enzymatically cleaving high-molecular weight hyaluronic acid into small fragments. Molecular weight 8-15kDa to provide deeper cellular hydration.

Benefits:

- One of the most powerful moisturizing agent available
- Smaller molecules enhance skin penetration providing smoothness and softening to the skin
- Excellent anti-wrinkle effects
- Ideal ingredient after peelings, soothes irritated skin

LMW Hyaluronic acid - Large Molecular Weight HA
Molecular weight 800-1500kDa for surface cellular hydration

- Provides smoothness and softening to the skin
- Can reduce the appearance of wrinkles
- Ideal ingredient after skin peels

ECTOINE - see complete data sheet

SODIUM PCA - Natural Humectant & Absorption Enhancer

NaPCA is the sodium salt of pyroglutamic acid which is an uncommon amino acid found naturally in many proteins.

Benefits:

- Occurs naturally in human skin and is responsible for binding moisture to the cells
- Highly water-absorbent, holding several times its weight in water, which makes it an excellent humectant
- Well-known as skin-penetration enhancer
- Stronger hydrating agent than the traditional compounds like glycerin or propylene glycol

PENTYLENE GLYCOL - Natural Humectant & Emollient

Multifunctional ingredient derived from renewable raw materials from sugar cane. 100% bio-based carbon and COSMOS approved.

Benefits:

- Effective humectant and wetting agent preventing water loss in the skin
- Excellent solubilizer of other ingredients
- Increases skin permeability of active ingredients as it penetrates into the outermost skin layers
- Has effective emollient (skin softening) properties

PROVITAMIN B5 D-PANTHENOL - Vitamin with Potent Moisturizing & Regenerating Properties

Benefits:

- Penetrates readily into skin
- Has good moisturizing and softening properties
- Soothes irritated and blemished skin

HOW TO USE

Pat gently onto eye area, face and neck, after cleansing. Allow full absorption before applying follow-up products. Use morning and/or evening. Follow with oil serums/creams.

CAUTION

Check for safety of essential oil use in pregnancy. Should you experience any allergic reaction, discontinue use. Patch testing prior to use is advised. For external use only. Avoid contact with eyes. Store in a cool, dry place.

CONTAINS ESSENTIAL OILS OF

Contains essential oils and extracts of Vanilla, Lavender & Jasmine, giving this serum its soft botanical scent. 🌿

RESURFACING DROPS

ALPHA HYDROXY ACID

7% Fruit Acids, Licorice Root & Pomegranate Enzymes

ETHICAL FORMULAS

A complex blend formulated with five natural AHA's to target signs of dullness, irregular texture and complexion clarity. Enriched with Cinnamon Liposomes, Licorice Root and German Chamomile to promote soothing, brightening and antioxidant benefits. Assists natural exfoliation and cellular renewal for smoother and more luminous looking skin. Skin appears instantly softer, with less wrinkles and improved elasticity/strength.

Alpha Hydroxy Acid Serum

- 5 Natural Glycolic, Lactic & Citric Acids provide gentle & safe Alpha Hydroxy Acid exfoliation
- Bisabolol soothes & calms skin to reduce sensitivity & promotes healing
- Fermented Pomegranate Enzymes protect skin from damage, while enhancing cellular renewal & exfoliation
- Natural Salicylic Acid content from Black Willow Bark
- Natural skin lightening & pigmentation control from Licorice Root & Cinnamon Bark Extracts
- Reduces breakouts in problem skin types
- Enriched with Hyaluronic Acid to hydrate cells
- Promotes a smoother, brighter & more luminous complexion
- Ideal to use as a gentle nightly resurfacer. Advise sensitive skin types to build tolerance by initially using less frequently.
- Product Ph of ~4
- All natural preservative system - no harmful parabens
- No animal testing & vegan friendly
- All natural/biologically identical ingredients from sustainable resources

KEY INGREDIENTS

PUNICA GRANATUM (Pomegranate) Fruit Ferment - Promotes Enhanced Cellular Renewal & Exfoliation, Protects against Skin Damage. Fruit Enzymes are used as a safe means of exfoliation. Exfoliation is an important segment of your skin care regimen, which serves to remove the outer layer of dead skin cells that trap both bacteria & sebum. Pomegranates contain proteolytic enzymes, which help to gently breakdown & digest large proteins that have accumulated on the skin. Proteolytic enzymes, serve as a safe means of removing product build up. Sustainably manufactured, our Pomegranate Enzyme is extracted from the unused residual fruit pulp, along with the intact chaperone proteins, which help increase ingredient stability. The macerated fruit is then fermented with *Lactobacillus lactis* to make the desired phytochemicals readily available for enhanced skin benefits.

Benefits:

Pomegranates also contain chlorogenic acid, which functions as an anti-inflammatory & has antimicrobial properties, both excellent in our skincare applications. Pomegranate Enzyme is ideal to promote gentle, yet effective, exfoliation to reveal luminous & glowing skin.

FRUIT ACIDS - Vaccinium Myrtillus Fruit Extract, Saccharum Officinarum (Sugar Cane) Extract, Citrus Aurantium Dulcis (Orange) Fruit Extract, Citrus Limon (Lemon) Fruit Extract & Acer Saccharum (Sugar Maple) Extract Immediately perceivable results, excellent for problem skin, increases rate of cellular renewal, moisturizing, decreases appearance of wrinkles. With the use of Alpha Hydroxy Acids you will feel and see an immediate difference in your skin – skin is smoother & brighter with a diminished appearance of fine lines. Natural Alpha Hydroxy Acids (AHAs) work to improve moisturization while simultaneously increasing the production of structural components, such as collagen & glycosaminoglycan. Our Fruit Acid Complex will work to help brighten skin, shed dullness & deliver much needed therapeutic benefits so you can glow.

SCIENCE - 5 Fruit Extracts - Bilberry, Sugar Cane, Orange, Lemon, and Sugar Maple. These botanical extracts deliver five natural AHAs to the skin: Lactic Acid (from Bilberry), Glycolic Acid (from Sugar Cane), Citric Acid (from Orange and Lemon), and Malic and Tartaric Acids (from Sugar Maple). These AHAs are commonly used to treat skin conditions such as rough skin, surface wrinkles & fine lines. Recognized for having exfoliating properties, AHAs leave the skin with a smooth and radiant appearance.

Glycolic acid, the smallest molecular structure of the group, reaches the deeper layers of the skin, making it an excellent exfoliating agent that provides immediate skin softening effects. Glycolic acid loosens corneocyte attachments & reduces cell cohesion at the lower level of the stratum corneum to promote cellular renewal. As new skin cells generate, older cells slough off to reveal smoother looking skin. Factors such as sun damage, age & environmental stress slow down this process, which results in the accumulation of dead skin cells. The use of alpha-hydroxy acids can combat the problem by breaking proteolytic bonds to increase cellular renewal. Moreover, glycolic acid allows the capillaries to dilate & deliver more oxygen & energy to the cells for increased intracellular efficiency. In addition to increasing collagen and glycosaminoglycan (GAG) synthesis, Glycolic acid treatments also increase type I collagen mRNA & hyaluronic acid content of our skin.

Lactic acid is an excellent moisturizing ingredient. One of the key benefits for using lactic acid in antiaging applications is that research has also shown it is capable of reversing cutaneous atrophy. This will help thicken the skin to create a more youthful aesthetic. Citric acid is an intermediate in the Krebs cycle and is integral for ATP production, which helps to promote healthy skin by stimulating the formation of fibrous protein.

The Krebs cycle, also known as Citric Acid Cycle, occurs in the mitochondria of our cells. This cycle is responsible for metabolizing sugar intake thus breaking it down into carbon dioxide, water & energy. In skin biology, Citric Acid provides cells with a source of useable energy. This, in turn, contributes to the factors that chemically exfoliate the outer layer of the epidermis.

Malic & Tartaric Acids also influence skin tone & have been shown to increase elasticity, which is an important factor for enhancing skin strength & complexion clarity.

Benefits:

Fruit Acids works to brighten skin, leaving any signs of dullness behind. They help normalize the skin by weakening corneocyte adhesion along the stratum corneum to improve exfoliation & enhance cellular proliferation. Experience instantly softer, smoother & more luminous skin.

BLACK WILLOW BARK (Salix Nigra) - A natural Salicylic Acid

The main chemical constituents of willow bark are tannin & salicin. In our formula, Willow Bark is used as a natural source of salicylic acid. As reported at the Society of Investigative Dermatology, Willow Bark Extract provides the benefits of salicylic acid such as exfoliation, and anti-microbial action, without any of the typically associated irritation.

Willow Bark Extract is derived from the bark of the black willow tree. The extract we use contains 20% salicylates - commonly referred to as natural salicylic acid, making it a powerful active ingredient. Willow Bark Extract enhances cellular turnover, acts as a natural anti-microbial agent, or as a replacement for synthetic salicylic acid.

GLYCYRRHIZA GLABRA (LICORICE) ROOT EXTRACT - Unifies skintone for a brighter complexion
Licorice root comes from a flowering plant called Glycyrrhiza glabra & has a gentle brightening & soothing action on our skin. It helps fade sun damage & hyper-pigmentation safely for all skin tones, while blocking melanin production to prevent more forming.

BISABOLOL - Repairing & Soothing/Calming for sensitive skin types

Plant-derived bisabolol is a more potent ingredient than synthetic bisabolol which possesses only about 50% activity compared to this natural form. Bisabolol is a potent antioxidant with well-known soothing and anti-irritant properties. It restores suppleness and is an excellent cosmetic ingredient for protection of the skin against daily environmental stress. Bisabolol can enhance the percutaneous absorption of active ingredients (skin-penetration enhancer)

HMW HYALURONIC ACID - High Molecular Weight HA

Molecular weight 800-1500kDa for surface cellular hydration

- Provides smoothness and softening to the skin
- Can reduce the appearance of wrinkles
- Ideal ingredient after skin peels

ECTOINE - see complete data sheet

ALOE VERA - The healing, moisturising wonder plant

Aloe Vera is rich in vitamins, minerals & amino acids. It protects the skin from environmental damage & neutralises free radicals. It penetrates deeply. Moisturising at the lower levels & nourishing the skin with natural enzymes, making it a great ally in reducing the effects of aging. Aloe Vera provides anti-inflammatory benefits, and is a potent moisturiser, leaving the skin more resilient & supple. Suitable for all skin types.

PENTYLENE GLYCOL – Natural Humectant & Emollient

Multifunctional ingredient derived from renewable raw materials from sugar cane. 100% bio-based carbon and COSMOS approved.

Benefits:

- Effective humectant and wetting agent preventing water loss in the skin
- Excellent solubilizer of other ingredients
- Increases skin permeability of active ingredients as it penetrates into the outermost skin layers
- Has effective emollient (skin softening) properties


HOW TO USE

Shake before use. Apply one pipette length of serum to a face pad and wipe onto dry skin. Avoid the eye area, lips and peeling/broken skin. Wait a few minutes before applying follow-up products. Do not use in the same regime as any other acids. Use 3-4 times weekly, evenings only. Slight tingling is normal.

CAUTION

Check for safety of essential oil use in pregnancy. PH ~ 4. Alpha Hydroxy Acids may increase skin sensitivity to sun. Use a sunscreen, wear protective clothing and limit sun exposure while using this product. Should you experience any allergic reaction, discontinue use. Patch testing prior to use is advised. For external use only, avoid contact with eyes. Keep out of reach of children. Store in a cool, dry place.

CONTAINS ESSENTIAL OILS OF

Cape Snowbush, Bergamot, German Chamomile (soothing) and organic Rosemary. 

GLOW DROPS LIFTING SERUM

Squalane, African Seed oils & Microalgae Extract

ETHICAL FORMULAS

An innovative formula enriched with Squalane, African Seed Oils and Microalgae Extract to promote healthy elasticity, tone and radiance, with a lasting firming effect. Smooths out the appearance of wrinkles and assists in the prevention of premature aging caused by free radicals. Antioxidant and Ceramide Rich Oils nourish dry skin and help to visibly lift and smooth skin texture. A serum to enhance long-term suppleness and support the skins natural barrier function.

Lifting Serum

- Omega rich oils in a lightweight blend that absorbs easily
- Microalgae extracts promote collagen & elastin production
- Rich in carotenoids, vitamins & ceramides proven to combat signs of aging
- Improves elasticity
- Reduces appearance of fine lines
- Strengthens the skin to restore natural suppleness
- Promotes a radiant complexion
- Suitable for all skin types, especially dry/aging skin
- Non comedogenic oils
- No animal testing
- All natural raw materials from sustainable resources

KEY INGREDIENTS

CYLINDROTHECA FUSIFORMIS EXTRACT

- ONLY SKINCARE RANGE IN SA WITH THE FRENCH MARINE MICROALGAE EXTRACT
Powerful & Active Marine Microalgae proven through in-vitro studies to:

- Used at 2% to increase collagen synthesis by 19.3% in 24h
- Used at 0.5%, gradual increase of collagen synthesis by 17.2% in 72h

In-vivo studies show:

- Significantly decreases wrinkle depth and volume at only 1.5% use and after 1 month of use compared to placebo

Auto-evaluation study:

- Volunteers confirm improvement in elasticity, hydration and softness of the skin

MARINE BLUEVITAL C (containing Cylindrotheca Fusiformis) is a tested & proven high performance skincare ingredient based on patented microalgae technology. A highly effective anti-wrinkle ingredient designed to combat the signs of aging & restore optimum skin condition. Rich in amino acids, EPA (Omega 3), carotenoids, antioxidants & sterols, which are all well known for maintaining good skin condition & structure. Marine Bluevital C helps to prevent cell structure damage in the dermis & remove free radicals. Research shows that this microalgae stimulates the synthesis of collagen & elastin, maintaining skin elasticity, tone & texture. Stimulates & supports the underlying structure of the skin, helping the reduce wrinkle depth & volume. This marine active is a key ingredient that helps strengthen skin, while restoring its natural suppleness, radiance & beauty. See complete data sheet

SQUALANE - Squalane is one of the highest quality emollients, with proven performance in skin care. It is naturally present in the skin's lipid barrier. Squalane has exceptional moisturising properties & has the ability to penetrate the skin. It softens, soothes & is rapidly absorbed. Clinical studies prove that Squalane improves cell turnover, binds moisture & provides nourishment. It improves skin elasticity, enhances the skin barrier & reduces the appearance of fine lines & wrinkles. Skin softness & smoothness is significantly improved & radiance is boosted.

MEADOWFOAM OIL - The perfect oil for a flawless skin. Meadowfoam is a medium to light oil, often referred to as a dry oil, because of how easily it is absorbed into the skin. It prevents fine lines & wrinkles with its naturally high levels of Vitamin E. Meadowfoam oil helps to deliver nutrients deeper into the skin, maintaining a smoother, silkier & more youthful skin for a longer time. A natural emollient providing skin smoothing and wrinkle reducing benefits.

PASSION FRUIT SEED OIL - Passion fruit seed oil is a light, moisturising oil that is easily absorbed by the skin. It helps to protect skin from environmental damage. Because of its high vitamin, flavonoid & antioxidant content, it helps keep skin looking firm & youthful. Raspberry seed oil is a great source of Vitamin A, in the form of carotenoids, which helps to reduce fine lines & wrinkles. A high content of linoleic & oleic acids help to keep the skin smooth & plump. It is light & non-greasy & helps to balance oily skin, making it a perfect moisturiser for all skin types, even acne prone.

OAT KERNEL OIL - Oat oil has excellent absorbancy & protective properties. It enhances skin feel, soothes & moisturises. It is rich in skin identical fatty acids & helps to improve the skin barrier. Oat oil helps support the physiology of the skin. It softens & repairs, and is rich in omega 3 & 6, Vitamin E & ceramides. Oat oil locks in moisture & helps to prevent water loss in the skin. It is a stable oil because of its naturally occurring powerful antioxidants, including Vitamin E. It contains lipids found in the outer bilayer of the skin & helps to maintain the skin's natural lipid balance by replacing what is lost in everyday activities.

MARULA OIL - Africa's Miracle Oil & Beauty Secret. Marula oil is a fast absorbing & light oil that contains high levels of antioxidants - Vitamin C&E. It is packed full of amino acids & bioflavonoids, helping to renew skin & prevent damage from environmental stressors. Marula oil protects the skin against photo-aging & helps to promote healthy collagen. It offers amazing free radical protection & antioxidant benefits to prevent premature aging. Rich in essential fatty acids – Omega 6 & 9, to provide deep skin moisturising, healing & nourishment. Marula oil helps to boost skin elasticity and reduces trans epidermal water loss, reducing wrinkles & increasing skin smoothness. Rejuvenates skin to restore more youthful & radiant skin.

BORAGE OIL - Also known as Starflower Oil. Borage oil is a well-known luxury anti-aging oil, used to reduce wrinkles, regenerate, firm & restore elasticity. Rich in Gamma Linoleic Acid (Omega 6) offering optimum skin moisturisation, soothing & balancing effects. Helps to retain moisture in the skin, revitalises & promotes youthful skin. Fights inflammation & free radicals to prevent premature aging. Borage oil helps to protect & maintain the skin's barrier function.

RASPBERRY SEED OIL - Raspberry seed oil is a super skin food, with anti-aging properties & supports skin renewal. It is high in Vitamin A & essential fatty acids, both key ingredients in skin care. Linoleic, alpha linoleic & oleic acids replenish moisture. Raspberry seed oil is high in phytosterols, which prevent moisture loss & help to repair & protect against UVA damage. Helps to prevent sagging skin & softens & smooths the look of fine lines & wrinkles. Raspberry seed oil is anti-inflammatory & prevents oxidative damage, which can lead to premature aging. Rich antioxidant complex of Vitamin E & Beta Carotene improves skin elasticity, suppleness & flexibility.

KALAHARI MELON SEED OIL - Kalahari melon seed oil is known as the 'Golden oil of South Africa'. It is moisturising, regenerating & restructuring. Kalahari melon seed oil restores elasticity & helps to combat wrinkles. The oil contains one of the highest concentrations of Omega 6 fatty acids & Vitamin E, making it a great anti-aging, anti-wrinkle, anti-scarring & moisturising ingredient. It is a natural component of the skin barrier & is well known for its exceptional skin benefits. Kalahari melon seed oil promotes healing, is anti-inflammatory & is proven to improve skin dryness & epidermal wall integrity. It is one of the least greasy oils & penetrates the skin quickly without clogging the pores.

CAPRIC/CAPRYLIC TRIGLYCERIDES - Medium chain triglyceride oil that works as an emollient. It penetrates quickly to condition the skin, and provides a lightweight, non-greasy barrier. Triglyceride oil helps to optimise the delivery of vitamins & other active ingredients in a product, so that they are both evenly spread, and fully absorbed by the epidermis. It makes a cosmetic formula easy to apply and leaves a silky feel & smooth after-touch. Triglyceride oil offers skin nurturing benefits due to the skin loving nature of the fatty acid profile. It is an ideal oil for sensitive & oily skin types.

VITAMIN E (TOCOPHEROL) – The classic skin antioxidant

Vitamin E provides protection from environmental stressors, & helps to tighten & firm the skin. It is an effective moisturiser that hydrates & reduces the appearance of fine lines & wrinkles. Vitamin E protects the skin from free radicals & oxidative damage. It promotes a more resilient, moisturised & youthful looking skin.

BISABOLOL - Repairing & Soothing/Calmng for sensitive skin types Plant-derived bisabolol is a more potent ingredient than synthetic bisabolol which possesses only about 50% activity compared to this natural form. Bisabolol is a potent antioxidant with well-known soothing and anti-irritant properties. It restores suppleness and is an excellent cosmetic ingredient for protection of the skin against daily environmental stress. Bisabolol can enhance the percutaneous absorption of active ingredients (skin-penetration enhancer)

HOW TO USE

Apply after water-based products. Warm a few drops in the palm of your hand and press onto face and neck. Use morning and/or evening. Can be mixed with L'abeille creams. Follow with SPF in the morning.

CAUTION

Check for safety of essential oil use in pregnancy. Should you experience any allergic reaction, discontinue use. Patch testing prior to use is advised. For external use only. Avoid contact with eyes. Store in a cool, dry place.

BEAUTY TIP

Add a drop to your foundation to reduce skin dryness & create a healthy glow. Can be added to clay masques for maximum skin moisturising benefits (mature/dry skin types).

CONTAINS ESSENTIAL OILS OF

Lavender, Neroli, Sweet Orange, Petitgrain, Patchouli & Frankincense (Powerful anti-aging & nourishing blend)

NEROLI - Neroli is extremely beneficial for all skin conditions. It has antiseptic & balancing properties, and amazing cell repairing & regenerating properties due to its ability to work on a cellular level. Neroli is a powerful antioxidant & beneficial in treating wrinkles, scars, stretch marks & thread veins/broken capillaries. It is skin softening & helps to even out skin tone. Neroli maintains the correct oil balance in the skin & improves elasticity. Neroli is beneficial for acne prone, dry & sensitive skin types.

PETITGRAIN - Petitgrain is a perfect addition in a cleanser, and has the ability to leave the skin fresh, clean & toned, while reducing blocked pores. It has a perfect combination of oil balancing & cleansing properties. Pores appear smaller due to its toning effect on the skin, making the skin appear smoother & more flawless.

SWEET ORANGE - Sweet Orange is known for maintaining the health, appearance & texture of the skin by promoting clarity, radiance & smoothness. It increases blood flow & helps in eliminating toxins from the skin. Orange oils astringent properties contribute to its anti-aging benefits, It works as a tonic that cleanses & detoxifies the skin while minimising the appearance of pores & assisting with the treatment of break-outs. Sweet Orange is an ideal oil for products that nourish skin, soothe dryness & irritation, eliminate harmful bacteria, enhance collagen production & plump, smooth & brighten the complexion. Orange oil is an effective treatment that softens while hydrating.

LAVENDER - Lavender is nourishing to all skin types & promotes a healthy skin. Linalool – the natural chemical component of Lavender, makes it a very soothing oil. It has the ability to reduce wrinkles & other signs of aging. Lavender has strong wound healing properties and helps to reduce any scarring on the face/body. Lavender helps to keep your skin looking young, firm & smooth.

PATCHOULI - Patchouli optimises cell metabolic function for healthy skin by increasing oxygen supply to cells. Astringent properties help to prevent the early onset of sagging skin. Patchouli fights water retention, boosts circulation & assists in the removal of toxins. Tones the skin, and helps to retain a healthy-looking & more youthful skin.

FRANKINCENSE - Frankincense reduces the appearance of fine lines & wrinkles. It tones the skin to naturally appear softer & smoother, and assists in reducing redness to create a more even skin tone. Its astringent properties help to protect skin cells. Frankincense promotes regeneration of healthy cells, reduces pore size, lifts & tightens. 🌿

PHYTO-A RENEWAL SERUM

Bakuchiol, Seabuckthorn & Microalgae Extract

ETHICAL FORMULAS

Natures powerful alternative to retinol - Bakuchiol, is combined with Plant Ceramides, Microalgae Extract and Omega Rich Oils. Formulated using optimal and proven concentrations of actives to strengthen skin against environmental damage and assist with the repair of photo-aging. Significantly improves the appearance of fine lines, wrinkles and pigmentation. Bisabolol helps to calm the skin and reduce the visible signs of irritation. Provides intense moisture for dry skin and promotes a more even looking skin tone, with restored radiance. Skin appears smoother, firmer and renewed with daily use.

Renewal Serum

- Suitable for all skin types, especially mature/dry/sun-damaged skin
- Non comedogenic oils
- No animal testing
- All natural raw materials from sustainable resources

KEY INGREDIENTS

BAKUCHIOL - see complete data sheet
Natural Retinol Alternative

SEABUCKTHORN BERRY OIL (Critical Co2 Extracted)

Supercritical carbon dioxide extraction delivers the most potent & effective botanical extracts - it is the most effective way of getting the full profile of the ingredient.

Seabuckthorn berry oil has many bioactive substances like tocopherols (Vit E), carotenoids incl. Lycopene & zeaxanthin (it has the richest source of Beta-Carotene, a Vit A precursor), flavonoids, essential fatty acids & amino acids. Flavonoids have the best activity in protecting our cells from oxidative damage. Seabuckthorn also contains important organic malic acids and is rich in Omega oils, especially Omega 7.

Plant sterols in Seabuckthorn strengthen the lipid barrier of the skin, protect from harmful substances of external origin and reduce the excessive water loss through the epidermis, thereby improving the skin elasticity and firmness. Phospholipids and glycolipids in the oil exhibit skin moisturizing and softening of the epidermis, improve elasticity of the skin, reduce inflammation, and accelerate skin regeneration & cell renewal. Lecithin - one of the phospholipids present in the oil, has skin renewing and moisturizing properties, as well as slowing down the aging process. Vitamins A, C, E, F, P and B complex are present in the oil. Vitamin A, found in the form of carotenoids provides regenerative and anti-wrinkle properties. Vitamin C, the content of which is 15 times higher than in orange fruit, has an antioxidative effect and protects against harmful UVA and UVB radiation & also evens out the skin tone. The presence of vitamin E in the form of tocopherols and minerals and flavonoids strengthens the walls of capillary blood vessels. The importance for human health of Seabuckthorn oil has been proven by in vivo tests.

The regenerative effects of Seabuckthorn are highly effective in treating dehydrated/mature skin, wrinkles, acne, eczema & dermatitis.

CYLINDROTHECA FUSIFORMIS EXTRACT

- ONLY SKINCARE RANGE IN SA WITH THE FRENCH MARINE MICROALGAE EXTRACT

Powerful & Active Marine Microalgae proven through in-vitro studies to:

- Used at 2% to increase collagen synthesis by 19.3% in 24h
- Used at 0.5%, gradual increase of collagen synthesis by 17.2% in 72h

In-vivo studies show:

- Significantly decreases wrinkle depth and volume at only 1.5% use and after 1 month of use compared to placebo

Auto-evaluation study:

- Volunteers confirm improvement in elasticity, hydration and softness of the skin

MARINE BLUEVITAL C (containing *Cylindrotheca Fusiformis*) is a tested & proven high performance skincare ingredient based on patented microalgae technology. A highly effective anti-wrinkle ingredient designed to combat the signs of aging & restore optimum skin condition. Rich in amino acids, EPA (Omega 3), carotenoids, antioxidants & sterols, which are all well known for maintaining good skin condition & structure. Marine Bluevital C helps to prevent cell structure damage in the dermis & remove free radicals. Research shows that this microalgae stimulates the synthesis of collagen & elastin, maintaining skin elasticity, tone & texture. Stimulates & supports the underlying structure of the skin, helping to reduce wrinkle depth & volume. This marine active is a key ingredient that helps strengthen skin, while restoring its natural suppleness, radiance & beauty. See complete data sheet

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SAFFLOWER OIL - Safflower oil contains a high amount of Omega 6 & 9, it has a light consistency & is easily absorbed. It facilitates the decongestion of skin & reduces inflammation. Safflower oil promotes cell regeneration & with regular use will improve skin texture, tone & radiance. Helps to diminish wrinkles for a more smooth & youthful skin.

BLACK SEED OIL - Black seed oil contains an antioxidant - thymoquinone, with strong anti-inflammatory properties. The oil is rich in vitamins, minerals & Omega 6 & 9. Black seed oils antioxidant activity treats fine lines, wrinkles, dark spots & blemishes. Supports skin elasticity & promotes moisture retention for a more hydrated skin.

RICE BRAN OIL - Rice bran oil is rich in gamma oryzanol - a potent antioxidant, as well as Vit B & E, to firm & tighten skin. This oil has the potential to reduce pigmentation, even out skin tone, and diminish the appearance of fine lines & wrinkles. Rice bran oil not only hydrates, but also protects skin. It has deep moisturising properties, and is thought to be the anti-aging secret to youthful skin in Japan. Rice bran oil has the added benefit of containing CoQ10, to maintain your skin's youthful glow.

OAT KERNEL OIL - Oat oil has excellent absorbency & protective properties. It enhances skin feel, soothes & moisturises. It is rich in skin identical fatty acids & helps to improve the skin barrier. Oat oil helps support the physiology of the skin. It softens & repairs, and is rich in omega 3 & 6, Vitamin E & ceramides.

Oat oil locks in moisture & helps to prevent water loss in the skin. It is a stable oil because of its naturally occurring powerful antioxidants, including Vitamin E. It contains lipids found in the outer bilayer of the skin & helps to maintain the skin's natural lipid balance by replacing what is lost in everyday activities.

SQUALANE - Squalane is one of the highest quality emollients, with proven performance in skin care. It is naturally present in the skin's lipid barrier. Squalane has exceptional moisturising properties & has the ability to penetrate the skin. It softens, soothes & is rapidly absorbed. Clinical studies prove that Squalane improves cell turnover, binds moisture & provides nourishment. It improves skin elasticity, enhances the skin barrier & reduces the appearance of fine lines & wrinkles. Skin softness & smoothness is significantly improved & radiance is boosted.

JOJOBA - Jojoba is a liquid wax that closely resembles the natural oils of the skin (sebum). It is readily absorbed by our skin & helps regulate sebum production, reducing oil and balancing the skin, while preventing breakouts. Since it helps speed up cell regeneration, it can also help heal scars associated with acne. Skin conditions like eczema and psoriasis are often accompanied by dry skin and inflammation. Jojoba works well to hydrate the skin as well as reduce the inflammation associated with these conditions. Studies have documented that jojoba improves the feel of skin, and provides a substantial long-acting, 24-hour skin hydration effect. Jojoba contains nutrients like vitamin E and B, as well as minerals like chromium, copper, and zinc, which all nourish and protect skin from environmental stressors. Jojoba is recommended for people with sensitive skin because of its gentle nature. Applying jojoba to compromised skin after a peel can help keep it moist. Because it is the perfect moisturizer, jojoba can help reduce the appearance of fine lines and wrinkles.

CAPRIC/CAPRYIC TRIGLYCERIDES

Medium chain triglyceride oil that works as an emollient. It penetrates quickly to condition the skin, and provides a lightweight, non-greasy barrier. Triglyceride oil helps to optimise the delivery of vitamins & other active ingredients in a product, so that they are both evenly spread, and fully absorbed by the epidermis. It makes a cosmetic formula easy to apply and leaves a silky feel & smooth after-touch. Triglyceride oil offers skin nurturing benefits due to the skin loving nature of the fatty acid profile. It is an ideal oil for sensitive & oily skin types

VITAMIN E (TOCOPHEROL) – The classic skin antioxidant

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HOW TO USE

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CAUTION

Check for safety of essential oil use in pregnancy. Should you experience any allergic reaction, discontinue use. Patch testing prior to use is advised. For external use only. Avoid contact with eyes. Store in a cool, dry place.

BEAUTY TIP

Add a drop to your foundation to reduce skin dryness & create a healthy glow. Can be mixed with clay masques for added moisturising benefits (for mature / dry / sun damaged skin types).

CONTAINS ESSENTIAL OILS OF

Organic Patchouli, Organic Lemongrass, Carrot Seed, Organic Ylang Ylang, Organic Niaouli (Powerful blend with essential oil profiles that are proven to assist in the delivery of the actives in this serum). 🌿

ANTIOXIDANT-C

VITAMIN C DEFENCE SERUM

White Willow Bark Ferment & Vitamin E

ETHICAL FORMULAS

A proprietary blend of oil soluble Vitamin C, Vitamin E and White Willow Bark Ferment Extract, combined with barrier protecting lipids. Strong antioxidant properties resist environmental stressors and stable Vitamin C supports firmer looking skin. Dramatically reduces the appearance of fine lines, wrinkles and pigmentation/age spots. Regular use promotes brighter, more radiant skin.

KEY INGREDIENTS

ASCORBYL TETRAISOPALMITATE - A stable form of Vitamin C - the tetraester of ascorbic acid and isopalmitic acid. Works as a powerful antioxidant and whitening agent, with both anti-acne and anti-aging capabilities. It's a potent, oil soluble form of Vitamin C Ester. Like other forms of Vitamin C, it helps prevent cellular aging by inhibiting the cross-linking of collagen, oxidation of proteins, and lipid peroxidation. It also works synergistically with the antioxidant Vitamin E, and has demonstrated superior percutaneous absorption and stability. Many studies have confirmed the skin lightening, photo-protective, and hydrating effects it can have on the skin. Ascorbyl tetraisopalmitate will not exfoliate or irritate the skin and is well tolerated by even the most sensitive skin types.

LACTOBACILLUS/SALIX ALBA BARK FERMENT FILTRATE - Ferment derived from *Lactobacillus bulgaricus*. The result of fermentation yields a product capable of enhancing the overall function of the cells while potentiating the antioxidant activity of *Lactobacillus bulgaricus*. By enhancing cellular function, this ingredient increases renewal and repair to help improve epidermal integrity and the barrier function of the skin. Shown to increase collagen synthesis, to improve the skin tone and reduce the appearance of fine lines and wrinkles.

White Willow (*Salix alba*) Bark is recognized as a source of natural salicylates, which have been shown to be effective anti-microbial agent. Salicylic acid has also been found to significantly inhibit UVB induced NF-Kb activation in keratinocytes. NF-Kb (Nuclear Factor Kappa B) is a cell signaling molecule associated with inflammatory responses. Its activation induces the expression of COX-2, which results in tissue inflammation. Interestingly, salicylic acid was found to have anti-inflammatory effects on even normal keratinocytes.

With its moisturizing ability, UV protection, cellular function enhancement, antioxidant properties, anti-aging benefits and antimicrobial effect, it's a true multifunctional ingredient.

Benefits:

- Potent moisturizer
- Enhances Cellular Renewal & Barrier function
- Provides protection against UV induced damage
- Can help improve the overall texture of the skin
- Soothing benefits
- Strong antioxidant
- Anti-aging properties help diminish the appearance of fine lines and wrinkles

VITAMIN E (TOCOPHEROL) – The classic skin antioxidant

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PRICKLY PEAR - Prickly Pear oil is rich in omega oils, linoleic acid, tocopherols, phytosterols, and polyphenols. This oil stimulates healthy cell production and turnover, provides cell protection, and helps skin retain moisture. These components make the oil extremely rich and a valuable skin-nourishing oil. Prickly pear is anti-inflammatory & helpful in soothing irritated skin. Helps to prevent wrinkles, promote collagen production & regenerate skin. Rich in Vitamin K, which assists in relieving under-eye darkness.

BISABOLOL - Repairing & Soothing/Calming for sensitive skin types

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OCTYLDODECANOL (VEGETABLE BASED) - Our octyldodecanol is produced from natural fatty acids and provides intense skin softening, moisturising & smoothing benefits.

ARGAN OIL - Argan oil is most commonly used as a skin moisturiser soften and smooth skin. With its high omega 6, polyphenols, tocopherols, sterols & squalene content, argan oil is the ideal product to give skin a natural boost. It absorbs easily and is non-greasy and non-irritating. Argan has sebum regulating benefits to reduce oily skin. Anti-inflammatory benefits promote a smoother, calmer complexion. Not only does argan oil act as an effective moisturiser, it can also give skin a youthful glow and reduce the visibility of wrinkles. Daily application of argan oil has also been shown to improve skin elasticity and skin hydration by restoring the barrier function and maintaining the skin's water-holding capacity.

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HOW TO USE

Apply after water-based products. Warm a few drops in the palm of your hand and press onto face and neck. Use morning and/or evening. Can be mixed with L'abeille creams. Follow with SPF in the morning.

CAUTION

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CONTAINS ESSENTIAL OILS OF

Contains a complex blend of essential oils to further promote skin wellness:

Jasmine, Vanilla Fruit Extract, Lavender, Rose Geranium, Neroli, Rock Rose, Ylang Ylang and Bergamot extracts round off this powerful serum. 🌿

Moisturise

YOUTH BOOST LIGHT CREAM

Ectoine, Hyaluronic Acid & Microalgae Extract

ETHICAL FORMULAS

A light, non-greasy formulation with Microalgae Extract and Ectoine to promote smoother skin with increased elasticity and reduced irritation. Anti-inflammatory ingredient science soothes and calms, while minimising the appearance of fine lines and wrinkles. Boosts the look of youthful skin vitality and radiance. Satin-like texture enriched with Hyaluronic Acid supports cellular hydration and antioxidant benefits.

- Concentrate has direct impact on collagen production
- Powerful actives to increase cell turnover & rejuvenate
- Improves elasticity
- Reduces appearance of fine lines & wrinkles
- Ph balanced
- Enriched with honey to provide nutritious vitamins & antioxidants.
- Stimulates skins own production of hyaluronic acid, plumping & firming
- Promotes a more youthful, smooth & hydrated skin
- All natural preservative system - no harmful parabens
- No animal testing
- All natural raw materials from sustainable resources

KEY INGREDIENTS

RENOUMER - see complete data sheet

ONLY SKINCARE RANGE IN SA WITH THE FRENCH MARINE MICROALGAE EXTRACT
- POLYSIPHONIA ELONGATA

HYACTIVE - Highly Active Anti-wrinkle Hyaluronic Acid

Hyactive is of a very low molecular weight and is therefore able to reach even the lowest levels of the skin, bringing advanced rejuvenation. It reduces pore size, restores thickness of aging skin & stimulates the body's own production of hyaluronic acid & collagen. Hyactive improves elasticity, smoothes & hydrates. In vivo testing shows a substantial decrease in scale & depth of wrinkles. Hyactive has a fundamental influence of the biological activity of cells - maintaining healthy cells, & works to improve barrier function.

ECTOINE - see complete data sheet

RASPBERRY SEED OIL - Raspberry seed oil is a super skin food, with anti-aging properties & supports skin renewal. It is high in Vitamin A & essential fatty acids, both key ingredients in skin care. Linoleic, alpha linoleic & oleic acids replenish moisture. Raspberry seed oil is high in phytosterols, which prevent moisture loss & help to repair & protect against UVA damage. Helps to prevent sagging skin & softens & smooths the look of fine lines & wrinkles. Raspberry seed oil is anti-inflammatory & prevents oxidative damage, which can lead to premature aging. Rich antioxidant complex of Vitamin E & Beta Carotene improves skin elasticity, suppleness & flexibility.

PASSION FRUIT SEED OIL - Passion fruit seed oil is a light, moisturising oil that is easily absorbed by the skin. It helps to protect skin from environmental damage. Because of its high vitamin, flavonoid & antioxidant content, it helps keep skin looking firm & youthful. Raspberry seed oil is a great source of Vitamin A, in the form of carotenoids, which helps to reduce fine lines & wrinkles. A high content of linoleic & oleic acids help to keep the skin smooth & plump. It is light & non-greasy & helps to balance oily skin, making it a perfect moisturiser for all skin types, even acne prone.

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HOW TO USE

Pat gently onto eye area, face, neck and décolleté, after water-based products. Can be combined with L'abeille oil serums. Use morning and/or evening. Follow with SPF in the morning.

CAUTION

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CONTAINS ESSENTIAL OILS OF

Lavender, Helichrysum & Frankincense (Powerful anti-aging blend)

LAVENDER - Lavender is nourishing to all skin types & promotes a healthy skin. Linalool - the natural chemical component of Lavender, makes it a very soothing oil. It has the ability to reduce wrinkles & other signs of aging. Lavender has strong wound healing properties and helps to reduce any scarring on the face/body. Lavender helps to keep your skin looking young, firm & smooth.

HELICHRYSUM - Helichrysum contains diketones, that can help with age spots & discolouration of the skin. It is a very gentle oil, and therefore great on sensitive skin. Helichrysum prevents dryness & possesses great anti-aging properties. Helps to maintain firm, youthful & glowing skin.

FRANKINCENSE - Frankincense reduces the appearance of fine lines & wrinkles. It tones the skin to naturally appear softer & smoother, and assists in reducing redness to create a more even skin tone. Its astringent properties help to protect skin cells. Frankincense promotes regeneration of healthy cells, reduces pore size, lifts & tightens. 🌿

PEPTIDE RESTORE

RICH CREAM

Copper Tripeptide, Niacinamide & Microalgae Extract

ETHICAL FORMULAS

Using advanced science, this powerful and rich textured cream is the ultimate anti-aging moisturizer that delivers both immediate and long-term benefits.

Biomimetic Copper Peptides promote cellular restore and Niacinamide brightens the appearance of dark spots and uneven skin-tone. Microalgae Extract support firmer, more plump and supple looking skin, while lipid-rich botanicals have a lasting effect on skin radiance and glow.

Cellular Firming & Brightening

- Suitable for all skin types, especially dry/dehydrated.
- Can add a few drops of oil serums to cream on application, for added benefits
- Reduces pore size for a more refined skin texture
- Perfect priming cream for make-up application
- Non comedogenic oils
- Contains no essential oils
- No animal testing
- 95% Natural/nature identical/bio-identical raw materials
- Sustainably sourced ingredients

KEY INGREDIENTS

COPPER TRIPEPTIDE 1 (GHK-CU) - see complete data sheet

RENOUMER - see complete data sheet

ONLY SKINCARE RANGE IN SA WITH THE FRENCH MARINE MICROALGAE EXTRACT
- POLYSIPHONIA ELONGATA

NIACINAMIDE (VITAMIN B3) - most versatile skincare ingredient

Niacinamide stands out because of its versatility for almost any skin care concern and skin type. The many published articles & research about niacinamide demonstrate how well it performs. Niacinamide is a vitamin that works with the natural substances in your skin to help visibly improve large pores, uneven skin tone, dullness, fine lines and wrinkles. Niacinamide also reduces the impact of environmental stressors because of its ability to strengthen our skin barrier. It also plays a role in helping skin to repair signs of past damage. If not treated, this type of daily assault from our environment makes skin appear older, lacklustre, and less radiant.

Niacinamide is uniquely compatible with any of the products in your skin care routine, including those that contain peptides, AHAs, BHA, hyaluronic acid and ascorbic acid (vitamin C). You can use many niacinamide-containing products in your routine, as it is non-sensitizing and well tolerated by all skin types. Niacinamide is suitable for sensitive or rosacea-prone skin.

Niacinamide renews and restores the surface of skin against moisture loss and dehydration by helping skin improve its natural production of skin-strengthening ceramides. Boosts the hydrating ability of moisturizers so the skin's surface can better resist moisture loss that leads to dry, tight-feeling & flaky skin. Niacinamide has a normalizing ability on the pore lining – helping to keep our pores clean & small.

You can use niacinamide-containing products around your eyes, to help reduce the appearance of crow's feet. It also assists this delicate area in retaining moisture and resisting loss of firmness.

D-PANTHENOL (VITAMIN B5) - Panthenol is a potent moisturising & regenerating ingredient. Softens skin, soothes irritation & calms blemished skin.

PENTYLENE GLYCOL - Our pentylene glycol is 100% bio-based & COSMOS approved. It is an effective humectant and prevents water loss in the skin. Pentylene glycol increases skin permeability & assists in the delivery of the other active ingredients in a product. It imparts emollient benefits to the skin & increases the luxurious skin feel of a moisturiser.

SORBITOL - Sorbitol softens, conditions & moisturises skin. Sorbitol also prevents moisture loss in the skin.

SODIUM PCA - Sodium PCA occurs naturally in the skin and is responsible for binding moisture to the cells. It has a strong skin hydrating effect, and assists in the delivery of actives into the deeper layers of skin for maximum skin effect.

ECTOINE - see complete data sheet

SAFFLOWER OIL - Safflower oil contains a high amount of Omega 6 & 9, it has a light consistency & is easily absorbed. It facilitates the decongestion of skin & reduces inflammation. Safflower oil promotes cell regeneration & with regular use will improve skin texture, tone & radiance. Helps to diminish wrinkles for a more smooth & youthful skin.

SQUALANE - Squalane is one of the highest quality emollients, with proven performance in skin care. It is naturally present in the skin's lipid barrier. Squalane has exceptional moisturising properties & has the ability to penetrate the skin. It softens, soothes & is rapidly absorbed. Clinical studies prove that Squalane improves cell turnover, binds moisture & provides nourishment. It improves skin elasticity, enhances the skin barrier & reduces the appearance of fine lines & wrinkles. Skin softness & smoothness is significantly improved & radiance is boosted.

ARGAN OIL - Argan oil is most commonly used as a skin moisturiser to soften and smooth skin. With its high omega 6, polyphenols, tocopherols, sterols & squalene content, argan oil is the ideal product to give skin a natural boost. It absorbs easily and is non-greasy and non-irritating. Argan has sebum regulating benefits to reduce oily skin. Anti-inflammatory benefits promote a smoother, calmer complexion. Not only does argan oil act as an effective moisturiser, it can also give skin a youthful glow and reduce the visibility of wrinkles. Daily application of argan oil has also been shown to improve skin elasticity and skin hydration by restoring the barrier function and maintaining the skin's water-holding capacity.

AVOCADO OIL - Avocado oil is rich in Oleic acid - a fatty acid that enhances skin permeability. Its fatty acid composition is comprised of 63% oleic acid, making it easily absorbed into our skin. Avocado oil is uniquely rich in chlorophyll, which brightens the complexion and is a good oil to use for sensitive skin. It also contains β -sitosterol, β -carotene, lecithin, minerals, and vitamins A, C, D, and E. It is an excellent source of enrichment for dry, damaged, or chapped skin. Topical application of avocado oil has been proven to speed up wound healing & increase collagen synthesis.

PRICKLY PEAR - Prickly Pear oil is rich in omega oils, linoleic acid, tocopherols, phytosterols, and polyphenols. This oil stimulates healthy cell production and turnover, provides cell protection, and helps skin retain moisture. These components make the oil extremely rich and a valuable skin-nourishing oil. Prickly pear is anti-inflammatory & helpful in soothing irritated skin. Helps to prevent wrinkles, promote collagen production & regenerate skin. Rich in Vitamin K, which assists in relieving under-eye darkness.

SHEA BUTTER - Shea butter is composed of triglycerides with oleic, stearic, linoleic, and palmitic fatty acids, as well as unsaponifiable compounds. Shea butter is frequently used in the cosmetic industry due to its high percentage of triterpenes, tocopherol, phenols, and sterols, which possesses potent anti-inflammatory and antioxidant properties. In studies shea butter exhibits anti-inflammatory effects as well as having a positive effect on skin ceramide levels.

OCTYLDODECANOL (VEGETABLE BASED) - Our octyldodecanol is produced from natural fatty acids and provides intense skin softening, moisturising & smoothing benefits.

CAPRIC/CAPRYIC TRIGLYCERIDES - Medium chain triglyceride oil that works as an emollient. It penetrates quickly to condition the skin, and provides a lightweight, non-greasy barrier. Triglyceride oil helps to optimise the delivery of vitamins & other active ingredients in a product, so that they are both evenly spread, and fully absorbed by the epidermis. It makes a cosmetic formula easy to apply and leaves a silky feel & smooth after-touch. Triglyceride oil offers skin nurturing benefits due to the skin loving nature of the fatty acid profile. It is an ideal oil for sensitive & oily skin types

VITAMIN E (TOCOPHEROL) - The classic skin antioxidant
Vitamin E provides protection from environmental stressors, & helps to tighten & firm the skin. It is an effective moisturiser that hydrates & reduces the appearance of fine lines & wrinkles.. Vitamin E protects the skin from free radicals & oxidative damage. It promotes a more resilient, moisturised & youthful looking skin.

HOW TO USE

Pat gently onto eye area, face, neck and décolleté, after water-based products. Can be combined with L'abeille oil serums. Use morning and/or evening for mature skin or a few times per week on younger skin. Follow with SPF in the morning.

CAUTION

Check for safety of essential oil use in pregnancy. Should you experience any allergic reaction, discontinue use. Patch testing prior to use is advised. For external use only. Avoid contact with eyes. Store in a cool, dry place.

BEAUTY TIP

The perfect cream to apply before make-up to prep, moisturise & prime skin for a dewy glow. 🌸

Boosters

POTEN-C PURE VITAMIN C MICRO CRYSTALS Antioxidant Powder

KEY INGREDIENTS

ASCORBIC ACID - Pure & potent l'ascorbic acid promotes healthy skin elasticity. Powerful antioxidant benefits assist in protecting the skin against free radical damage from environmental stressors. Promotes a more even toned & brighter complexion. Regular use reduces the appearance of fine lines & wrinkles for smoother looking skin.

HOW TO USE

Apply after cleansing AM/PM. Scoop a level spatula of POTEN-C into your palm & mix with 6 mists of HYDRA-TONIC. Press onto skin and wait 1 min. before applying follow up products. Follow with serum/cream. Don't use in the same regime as NIACIN-B.

CAUTION

Avoid contact with eyes. A tingling can be expected after application. If you experience any allergic reaction, discontinue use. Keep out of reach of children. For external use only. Do not ingest. Store in a cool, dry place. 🌿

NIACIN-B

PURE VITAMIN B MICRO CRYSTALS

Tone, Texture & Blemish Powder

KEY INGREDIENTS

NIACINAMIDE - Pure & potent Niacinamide minimises the visibility of pores to create a smoother skin texture. Promotes an even skin tone with a brightened look. Assists in reducing blemishes & redness/inflammation. Helps to maintain a healthy barrier function & softens the appearance of fine lines & wrinkles.

HOW TO USE

Apply after cleansing AM/PM. Scoop a level spatula of NIACIN-B into your palm & mix with 6 mists of HYDRA-TONIC Press onto skin & wait 1 min. before applying follow up products. Follow with serum/cream. Don't use in the same regime as POTEN-C.

CAUTION

Avoid contact with eyes. If you experience any allergic reaction, discontinue use. Keep out of reach of children. For external use only. Do not ingest. Store in a cool, dry place. 🌿

Health & Detox

VEGAN BODY BRUSH DETOX, EXFOLIATE & SMOOTH

Body Brushing is invaluable in helping with so many issues, but mostly to naturally detox the body. The practice of brushing the skin is an age-old tradition used in Ayurvedic practice. It promotes lymphatic cleansing and is a powerful way to support the removal of cellular waste products from the body. Body brushing sweeps away dead skin cells to soften, smooth and improve skin luminosity and tone, while increasing microcirculation that brings essential nutrients to our skin's cells. Regular use improves skin suppleness, reduces the effects of stress on the body and stimulates areas that accumulate cellulite to promote skin smoothing. It's definitely something we should be adding into our self-care rituals.

We recommend dry-brushing in the morning, rather than before bed, because of its energizing qualities. You can use the brush on its own, or you can put a little of the Conditioning Body Oil on the bristles before use. Shower/bath before skin-brushing if you're using oil on the brush. If not, shower/bath after skin brushing, and then apply your Conditioning Body Oil. Body brushing optimises the absorption and benefits of the precious botanicals in the Conditioning Body Oil.

HOW TO USE

Make sure the room you are in is at a comfortable temperature. Always keep the direction of your stroke towards your heart. Use long sweeping strokes on your arms and legs. Start at your feet and move up onto your torso and then neck. When brushing your arms, begin at the hands and work upwards towards your shoulders. Massage your stomach and buttocks in clockwise, circular motions. Apply light pressure on most of the body, especially the neck and chest. Firmer pressure can be used over the elbows, knees and feet. Brush for at least 3-5 minutes, once to twice a week.

CAUTION

Harsh exfoliation is never the point, be sure not to press too hard. Any kind of brushing or exfoliation should be gentle and should never break the skin. 🌿