

TELL MORE

AND MORE

GLOW ENERGY

**PROPOLIS
EDITION**

WHETHER YOU ARE A SKINCARE GURU OR A NEWBIE, NOW YOU CAN EASILY GET YOUR HANDS ON HEALTHY, RADIANT SKIN WITH THIS TMI (TELL MORE INFO) BOX. TMI PROVIDES EVERYTHING ESSENTIAL FOR YOUR DAY AND NIGHT SKINCARE JOURNEY. SO DON'T WORRY, JUST SIT BACK AND RELAX BECAUSE WE'VE GOT YOU COVERED WITH ALL THE JUICY SKINCARE TIPS AND TRICKS. HAVE A FUN, EASY BREEZY EXPERIENCE TAKING CARE OF YOUR SKIN WITH US!

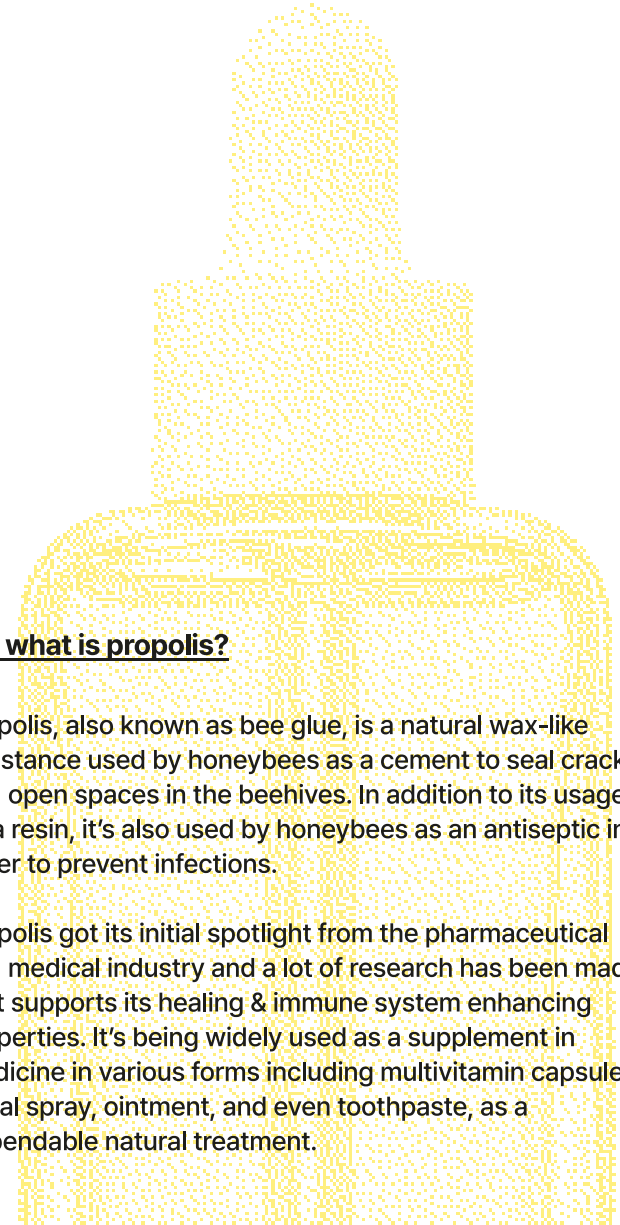
If you're K-beauty savvy, then chances are you have heard about propolis, as it is one of the most popular ingredients in the world of Korean skincare. Whether you are familiar or unfamiliar with propolis as a skincare ingredient, this is the perfect place to get yourself in the loop with everything you need to know about propolis! You'll find not just its general benefits, but more in-dept tips for you to use as a toolkit.

Before we go into the details, first thing first - What is propolis?

So, what is propolis?

Propolis, also known as bee glue, is a natural wax-like substance used by honeybees as a cement to seal cracks and open spaces in the beehives. In addition to its usage as a resin, it's also used by honeybees as an antiseptic in order to prevent infections.

Propolis got its initial spotlight from the pharmaceutical and medical industry and a lot of research has been made that supports its healing & immune system enhancing properties. It's being widely used as a supplement in medicine in various forms including multivitamin capsules, nasal spray, ointment, and even toothpaste, as a dependable natural treatment.



“Think of it as a glue for your skin. It repairs, strengthens, and puts things back together.”

But why in skincare?

Propolis cannot be stressed enough on its significant role in enhancing one's immune system. So why in skincare? As some of you might have already guessed, because of its immune system enhancing nature, propolis can work to protect your skin against bacterial and fungal acne. Not only that, but its healing properties make it an excellent post-acne treatment to heal the acne scars, while nourishing the skin to remedy inflammation, dehydration and loss of elasticity, helping the skin to achieve the optimal healthy glow.

Simply put, propolis is a derivative of honey. Bees create propolis as a glue that is used to structure the honeycombs together. Think of it as a highly concentrated version of honey, only better. When used on skin, it treats wounds, soothes irritation, and nourishes.



SCAN TO WATCH

ANTI-ACNE

It is a proven fact that propolis can increase one's immunity as much scientific research continues to report the effect of propolis in increasing cellular immune response.

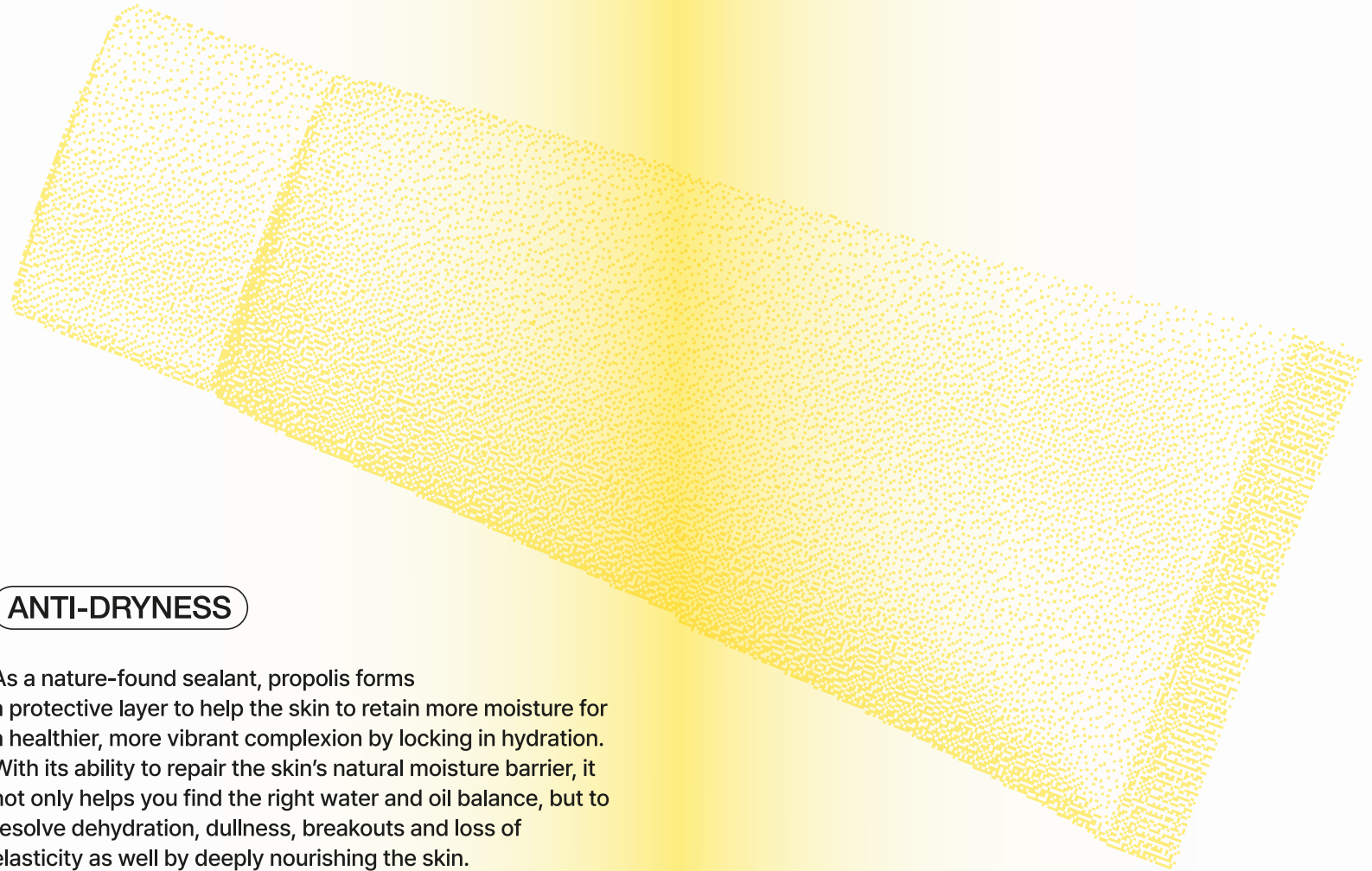
Because of its very antibacterial nature, propolis can also be our loyal soldiers to fight off bacterial acne. It is highly effective in extinguishing acne for those with sensitive, acne-prone skin, leading to a decrease in the numbers and severity of pimples.

Propolis is a powerful tool to fight off acne not only due to its antibacterial nature but also for its anti-inflammatory properties. It eases redness and calms the skin by providing soothing sensation. In other words, propolis does not simply get rid of already existing acne but also to prevent further acne by improving the overall skin resiliency.

ANTIOXIDANT

Another known feature of propolis is its role in fighting off oxidative stress. It helps to protect the skin from the damages caused by harmful environmental factors that we cannot avoid in our day to day lives such as air pollution, sun exposure, etc. If not dealt with, such damages can lead to loss of skin moisture, slowed skin cell turnover, weakened collagen synthesis and so on, just to name a few.

Free radicals damage the skin by grabbing an extra electron from atoms in the skin, and antioxidant properties in propolis protect the skin by donating electrons to those free radicals to help them stabilize, neutralizing and preventing the damages as a result. While our body does produce its own antioxidants, it needs an extra support from outer sources like propolis, as the skin recovery process slows down with aging.



ANTI-DRYNESS

As a nature-found sealant, propolis forms a protective layer to help the skin to retain more moisture for a healthier, more vibrant complexion by locking in hydration. With its ability to repair the skin's natural moisture barrier, it not only helps you find the right water and oil balance, but to resolve dehydration, dullness, breakouts and loss of elasticity as well by deeply nourishing the skin.

Propolis Energy Calming Ampoule is the serum that will take your skincare game to the next level with its strong antioxidant effects and healing properties. Not only it contains the star ingredient propolis, but houttuynia cordata extract is formulated in place of water to heighten the soothing effects, while zinc PCA helps to control sebum, speeding up the acne improvement process.

Free of: Ethanol, Artificial Colorant, Fragrance
Gluten, Silicon Oil, Animal Testing.

"My skin was hydrated, glowy, and soothed. I love this product!"

- Samantha L.



"I reach for this when I feel like my skin needs that extra boost but the biggest upside is THE GLOW!"

- Cheryl L.



Propolis Energy Boosting Essence

is a lightweight first treatment essence that is packed with multiple active ingredients that will ever gently exfoliate the skin while providing the deep, yet refreshing hydration that the skin craves right after cleansing. Don't let the watery texture fool you, because its active ingredient-rich formula makes it as effective as serums in calming the stressed, irritated skin.

Propolis Energy Balancing Cream

is a daily moisturizer recommended for anyone looking to treat a sensitive or damaged skin barrier. Replacing water with lactobacillus ferment lysate, a probiotic ingredient that offers incredible skin soothing properties, this special formula restores the skin barrier back to its healthy state.



"My skin has been glowing since I have incorporated this moisturizer into my skin regimen"

- Afsheen N.

If you have acne prone skin or struggle with dehydration, this ampoule is going to be amazing for you! The formula is just so soft and juicy. The texture feels amazing on my skin. Also, it has helped my redness SO MUCH!

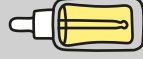
**WISHTRENDER,
YEJI K.**

I have tried a lot of propolis serums before and I love that it's not too sticky or thick like others. It makes my skin plump, moisturized and relaxed, while healing breakouts and making my skin glowing all day. My HG!!<3

**WISHTRENDER,
CRISANNE O.**

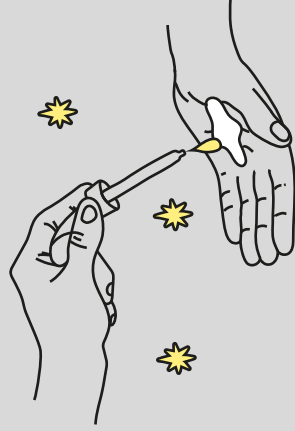
**“Yes, you can just use
the ampoule as it is.
But wouldn’t it be more fun
to find different ways to
maximize its ability?”**

Propolis Maximizing ToolKit



BOOST YOUR MOISTURIZER

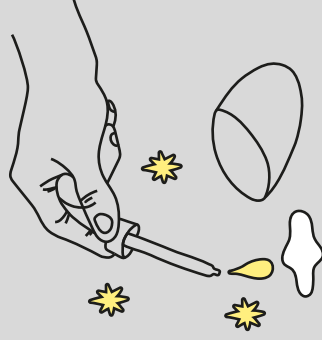
When your skin feels so thirsty,
you want to dunk it in water.



If your skin is extremely dry, you might just want to jump right into applying a thick layer of a heavy moisturizer or dunk your skin in water. Instead, just simply mix a few drops of propolis ampoule with your regular moisturizer. This will maximize the hydrating properties and absorption, making your skin feel much more hydrated all day long.

MIX WITH FOUNDATION

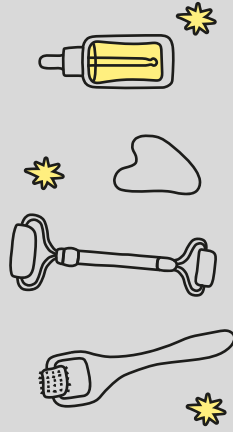
When you run out of highlighters
but still want the dewy makeup look.



No need to run out to purchase a highlighter. Add a few drops of propolis ampoule to your foundation for the long-lasting glow that looks natural. To take it up a notch, squeeze just a few tiny drops on your fingertips and dab onto the high points of your face (cheekbones, the tip of your nose, cupid's bow, and brow arches) to give them a luminescent glow.

APPLY W/ MASSAGE TOOLS

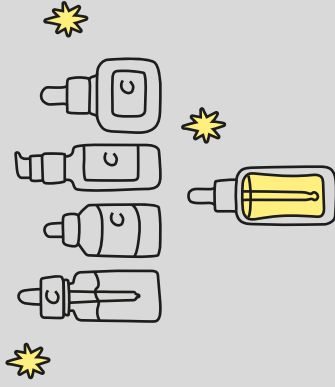
When your skin looks so tired, it's ready to clock out.



After applying a few drops of the propolis ampoule, use any type of massage tool of your choice, whether it be a jade roller or gua sha, to give yourself a gentle facial massage. Not only does it help with absorption but it also boosts blood circulation, improves skin tone and texture, drains lymph nodes and reduces any signs of puffiness or dullness in your skin.

DOUBLE THE ANTIOXIDANTS

When your skin feels dull to the point you want to shine a ring light on it.



Helping the skin to find its brightness back is all about supplying a good amount of antioxidants to the skin. So, why not double it? Give the skin a zesty kick of extra glow by pairing propolis ampoule with vitamin c serum of your choice. They will work in harmony to enhance brightness and softness of the skin.

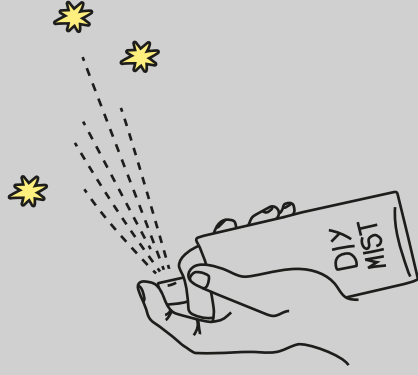
DO IT YOURSELF FACE MIST

Not a must, but for those who want to be extra because you are *THAT PERSON*.



Feeling extra? Take a small clean spray bottle, pour a little bit of your favorite hydrating toner with a watery texture (about 5 to 10ml should be more than enough), and then add a full dropper of propolis ampoule. Close the bottle, shake, shake, shake, and voilà! Your DIY hydrating face mist with an extra glow.

When spritzed on a bare face, it will instantly deliver hydration and antioxidant care to reduce dryness. And when applied over makeup, you can give the skin an overall glow to rejuvenate the face, while making the makeup look slightly more come together and natural. But of course like any other skincare products, make sure that you don't over spritz and ruin makeup!



**GLOW IS NOT JUST ABOUT
THE SKIN SURFACE RADIANCE.**

21

**IT'S ABOUT THE ENERGY THAT
SHINES FROM WITHIN THE HEALTHY SKIN.
ENERGIZE YOUR GLOW WITH PROPOLIS.**



A Step Towards Better: By Wishtrend Propolis Energy Line Packaging Updates and More

**We aren't perfect,
but we are heading in the right direction.**

By Wishtrend has always been doing the best to communicate with the community members and customers. With absolute values we are proud to stand by, (being 100% cruelty-free, Not a Flaw Promises, etc.) it is also true that we could be doing better when it comes to our product packaging.

Not only do we want to make anyone who uses our products proud, but as a brand, we want to take a better responsibility in practicing environmental sustainability while not giving up on the safety & efficacy of the products.

So we've made following updates for designs, packaging materials and names of the Propolis Line.

Propolis Energy Calming Ampoule

(Former: Polyphenols in Propolis 15% Ampoule)

Partly recycled glass bottle

FSC (Forest Stewardship Council) certified paper box
printed with soy ink

Propolis Energy Balancing Cream

(Former: Pro-Biome Balance Cream)

40% PCR (Post-Consumer Recycled) plastic tube

FSC (Forest Stewardship Council) certified paper box
printed with soy ink

Propolis Energy Boosting Essence

(Former: Quad Active Boosting Essence)

30% PCR (Post-Consumer Recycled) plastic bottle

50% PCR (Post-Consumer Recycled) plastic cap

FSC (Forest Stewardship Council) certified paper box
printed with soy ink

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