



Your Skin Pure-Scripton

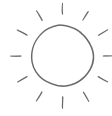
Here's your step-by-step guide to glowing skin.



Your morning, evening + weekly skincare rituals will soon become second nature and a sacred part of your day-to-day. Ready to dive in?
Take a deep breath and let's begin.

#myPUREscription

AM RITUAL



Replenish and protect your complexion for the day ahead. Once you're feeling grounded and your skin is glowing, you'll be ready to start your day!

STEP 1



Wake Up Call + Water

Splash skin with warm water and pat dry. Over-cleansing can actually be more stripping and harmful to your skin health - so simply splashing skin with water is all you need to freshen up.

Skin Tip: If you do need more of a refresh first thing in the morning, use your Skin-Specific Bar for a gentle cleanse.

STEP 2



Skin-Specific Mist

Get even more benefits with this replenishing toning treatment packed with herbs, humectants + antioxidants to balance pH levels and optimize product penetration with just a few spritzes.

STEP 3



Skin-Specific Serum

A potent dose of active botanicals, anti-inflammatory herbs and vitamin-rich oils sink deeply into skin to restore at a cellular level and visibly transform skin clarity, elasticity and tone.

STEP 4



Skin-Specific Cream

Whipped, creamy texture melts into skin to transform its appearance from a cellular level, protect skin from inflammation and lock in hydration with healing plants and healthy fats.





PM RITUAL

It's time to unwind, wash away the day and prep your skin for deeper, dreamier sleep.

STEP 1



Cleansing Oil

Specifically formulated with a blend of oils known to detoxify the skin and dissolve impurities without over-drying to create a clean, balanced complexion.

Skin Tip: Cleansing 1x/day before bed is all your skin needs! But if you need more of a refresh first thing in the morning (or after a sweat session), use your Skin-Specific Bar for a gentle cleanse.

STEP 3



Skin-Specific Serum

A potent dose of active botanicals, anti-inflammatory herbs and vitamin-rich oils sink deeply into skin to restore at a cellular level and visibly transform skin clarity, elasticity and tone.

STEP 2



Skin-Specific Mist

Get even more benefits with this replenishing toning treatment packed with herbs, humectants + antioxidants to balance pH levels and optimize product penetration with just a few spritzes.

STEP 4



Skin-Specific Cream

Whipped, creamy texture melts into skin to transform its appearance from a cellular level, protect skin from inflammation and lock in hydration with healing plants and healthy fats.

*Skin Tip: For added hydration, spritz Skin-Specific Mist **after** applying Cream as well! This toner/cream/toner approach enhances nutrient absorption + moisture in the skin.*



WEEKLY RITUAL



Elevate your skincare routine - *and results*. Savor these moments of self-care and say hello to seriously healthy skin!

STEP 1



Double Cleanse (1st step in your PM routine 3-4x/week)

This 2-step technique (Step 1: Cleansing Oil + Step 2: Skin-Specific Bar) deeply purifies skin while leaving it properly hydrated to create a healthy, balanced complexion.

STEP 2



Skin-Specific Mask (1-3x/week after cleansing)

Enzymes, minerals and humectants found in raw + local honey, natural clays and active botanicals lightly exfoliate, stimulate cell turnover and significantly improve skin texture + tone.

3 SIMPLE STEPS

Cleanse, Tone + Hydrate

If you're ever too tired, traveling or just want to stick to a minimal beauty routine, remember to at least commit to the **3 foundational skincare steps: cleanser, mist, moisturizer.**



WORKOUT RITUAL

STEP 1

Pre-Workout

Skin-Specific Bar

Start your workout with clean skin and remove any makeup with a gentle cleanser.



Post-Workout



STEP 1

Skin-Specific Bar

Gently cleanse the skin and pat dry. (It also doubles as a body wash in the shower!)



STEP 2

Skin-Specific Mist

Get even more benefits with this replenishing toning treatment packed with herbs, humectants + antioxidants to balance pH levels and optimize product penetration with just a few spritzes.



STEP 3

Skin-Specific Serum and/or Skin-Specific Cream

Massage serum into damp skin to boost absorption, protection and nourishment for the day ahead. *Working out before bed?* Finish with a light layer of Cream, if needed!





SELF-HEALTH RITUALS

Creating habits that help minimize stress levels + promote a healthy lifestyle are some of the most powerful healing approaches to skincare.

RELIEVE STRESS

Chronic stress creates a spike of cortisol (our body's primary stress hormone) which spikes inflammation within the body and makes skin more prone to breakouts, inflammation and signs of aging. For clear, balanced skin, incorporate more stress-relieving practices (*we love taking epsom salt baths with our Flower Bath or Sea Soak, sipping herbal tea before bed, deep breathing, learning to say "no", and keeping a gratitude journal!*) into your day-to-day.

SKIN-HEALING FOODS

Add in more nutrient-dense, whole foods + healthy, healing fats (like avocado, EVOO, walnuts, wild-caught salmon, and even Evening Primrose Oil) to your daily diet to help resolve hormonal fluctuations, replenish vitamin deficiencies and fight internal inflammation that can often cause acne, sensitivities and premature aging. And steer clear of inflammation-inducing foods: gluten, refined sugars, conventional dairy + meat products and highly processed oils (aka canola, cottonseed, and soybean).

BEAUTY SLEEP

Beauty sleep is not a myth! It's a must when it comes to a healthy body, happy hormones, a balanced mind and beautiful skin. When our bodies are given the time they need to truly rest and slow down, they're able to fully focus healing energy and restorative functions on repairing + rebuilding the body. Be sure to set a bedtime alarm on your phone (*and actually listen to it!*) and take a few moments before bed to help improve restorative sleep with an epsom salt bath or cup of herbal tea.





SKIN HEALTH RESOURCES

Get even more expert skin support + holistic skincare tips with these posts from our blog, Pure Life.

Breakouts + Hormonal Acne: Here's How —>
To Treat It Holistically

Melasma + Hyperpigmentation: —>
Natural Remedies That Work

5 Natural Remedies For Dry Skin Relief —>

Natural Remedies For Eczema, Rosacea + —>
Sensitive Skin That Really Work

