



ED'S
GUIDE TO
eaNDi

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This e-book has been written from my own research and the team of skin scientists who develop products with me. The information provided in this e-book is for educational and informational purposes only. The content is not intended to be a substitute for professional medical advice, diagnosis, or treatment. Always seek the advice of your physician or qualified healthcare provider with any questions you may have regarding a medical condition or before embarking on any skincare regimen or lifestyle changes.

Furthermore, individual results may vary, and the effectiveness of anti-aging strategies can differ based on numerous factors, including but not limited to genetics, lifestyle, and environmental influences.

By reading this e-book, you acknowledge that you have read and understood this disclaimer and agree to use the information at your own discretion and risk.

WHO IS ED

"I SET MY MIND TO CREATING A TRANSFORMATIVE BODY CARE SYSTEM DESIGNED TO GIVE EVERY WOMAN SKIN CONFIDENCE."

I'm Ed, the founder of ed&i.

At ed&i, we are driven by an ambitious and exciting mission to support and empower skin confidence for all women through a transformative skincare system. My passion for adventure and the outdoors was cultivated during my upbringing and subsequently led to my love for sports, where I competed in athletics at a national and international level during my childhood. However, despite my athletic achievements, I experienced severe face and body acne, which I still manage to this day. My personal struggle with skin and body confidence is what motivates and inspires the mission of ed&i.



OUR PHILOSOPHY

BEAUTY IS PERSONAL, NOT COMPARABLE

We understand that each of us is on a unique skin journey, and while we acknowledge that there is no one-size-fits-all solution, we can confidently assure you that we have collaborated with a team of expert skin scientists to develop highly effective formulas for our products. Our mission is to support as many women as possible in achieving skin confidence.

ed&i body offers a comprehensive skincare system that upholds our commitment to delivering top-quality products. Our sophisticated and efficient formulas are designed by skin scientists, providing clean and user-friendly products. With our exclusive formulas, you can expect to experience a renewed, radiant, and healthy glow that enhances your skin's natural feel. Our aim is to empower every woman to effortlessly embrace her most beautiful self.

Our products are locally designed and manufactured in New Zealand by some of the country's finest skin scientists. We derive our body care ingredients from natural sources, and our face/skincare ingredients are carefully selected from natural sources and enhanced with advanced skin science.

At ed&i, transparency is an essential value that we uphold in all of our operations. Our purpose is to bring skin confidence to our customers, and we believe that transparency is an integral part of achieving that goal. This principle extends not only to our business but to me as the founder.

We aspire to create a community where every member feels heard and has a direct voice in building functional and relatable products that are authentic to their needs. We recognise that our community is integral to our success, and we want to share this journey with all of our customers.



CONFIDENCE STARTS WITHIN

Loving oneself from within and embracing the skin we're in is an essential foundation of self-love that transcends the surface. In today's world, where beauty standards often dictate our worth, it's easy to fall into the trap of seeking validation from external sources such as products, trends, or others' perceptions. However, true self-love begins with nurturing a deep sense of appreciation and acceptance for ourselves, regardless of societal pressures or ideals.

One of the fundamental aspects of loving oneself from within is cultivating a positive self-image. This means recognising and celebrating our unique qualities, quirks, and imperfections. Instead of fixating on perceived flaws, we learn to embrace them as part of what makes us beautifully human. When we accept ourselves fully, we radiate confidence and authenticity, which are far more attractive qualities than any cosmetic enhancement.



Embracing the skin we're in goes beyond superficial beauty standards and encompasses a profound connection to our physical selves. Our bodies are remarkable vessels that carry us through life's journey, and each scar, freckle, or stretch mark tells a story of resilience and endurance. Rather than viewing our bodies as objects to be perfected or altered, we can learn to appreciate them as sacred temples deserving of love and care.



When we prioritise loving ourselves from within and embracing our natural beauty, the need for external validation diminishes. While skincare products and cosmetics can certainly enhance our appearance, they should complement, not define, our sense of self-worth. Instead of seeking validation from others or striving for unattainable standards, we find fulfilment in honouring our authenticity and living in alignment with our values.

Ultimately, the journey to self-love begins within, as we cultivate a deep sense of appreciation and acceptance for ourselves. By embracing our unique qualities, practicing self-compassion, and celebrating our natural beauty, we lay a solid foundation for genuine happiness and fulfillment. And when we love ourselves from within, we radiate a magnetic energy that inspires others to do the same, creating a ripple effect of positivity and empowerment in our lives and communities.



FIRST STEP TO
HEALTHY SKIN, YOUR
INTERNAL HEALTH

ADDRESS YOUR INTERNAL HEALTH

INTERNAL HEALTH PLAYS A CRUCIAL ROLE IN MAINTAINING THE VITALITY AND APPEARANCE OF OUR SKIN.

While skincare products can certainly contribute to a healthy complexion, true skin health begins from within. Our internal well-being, including factors such as diet, hydration, stress levels, and overall lifestyle, profoundly influences the condition of our skin.

First and foremost, proper nutrition is essential for maintaining healthy skin. A diet rich in fruits, vegetables, lean proteins, and healthy fats provides the essential vitamins, minerals, and antioxidants needed for skin repair and regeneration. For example, vitamin C promotes collagen production, which helps maintain skin elasticity and prevents premature aging, while vitamin E protects the skin from oxidative damage caused by free radicals. Omega-3 fatty acids found in fish and nuts help maintain skin hydration and reduce inflammation, leading to a clearer complexion.



Hydration is another critical aspect of internal health that directly impacts skin health. Drinking an adequate amount of water helps flush out toxins from the body, keeping skin cells hydrated and plump. Dehydration can lead to dryness, flakiness, and an overall dull complexion. By staying hydrated, we support the skin's natural functions and maintain its moisture barrier, resulting in a more radiant and youthful appearance.

Moreover, managing stress levels is essential for maintaining healthy skin. Chronic stress triggers the release of cortisol, a hormone that can disrupt the skin's natural balance, leading to increased oil production, inflammation in the body and gut, and acne breakouts. Additionally, stress can impair the skin's ability to repair itself and exacerbate conditions such as eczema and psoriasis. Practicing stress-reduction techniques such as meditation, yoga, or deep breathing exercises can help promote a calm mind and healthier skin.

Furthermore, lifestyle factors such as smoking, excessive alcohol consumption, and lack of sleep can negatively impact skin health. Smoking reduces blood flow to the skin, depriving it of oxygen and vital nutrients, leading to premature aging and an uneven skin tone. Similarly, alcohol dehydrates the body and impairs liver function, which can result in dull, dry skin and worsen conditions like rosacea. Adequate sleep is crucial for skin regeneration and repair, as it allows the body to produce collagen and elastin, essential proteins for maintaining skin elasticity and firmness.



Internal health plays a significant role in determining the condition and appearance of our skin. By prioritising nutrition, hydration, stress management, and overall lifestyle habits, we can support our skin's natural functions and achieve a radiant, healthy complexion from the inside out.

TREMELLA MUSHROOM



HYDROLYSED MARINE COLLAGEN



GREEN TEA EXTRACT



VITAMIN C



VITAMIN D, E, AND ZINC



MAGNESIUM



SILICA



THE GOLDEN PILL FOR SKIN

Skin Within is a synergistic combination of vitamins and minerals formulated to help hydrate and repair your skin from within. Essential for the health of your hair, skin & nails. By taking 2 pills a day (morning or night), the Golden Pill is there to help aid skin conditions such as acne, eczema, oily skin and signs of aging.

The supplement contains a range of carefully curated ingredients such as Tremella Mushroom and hydrolysed marine collagen to not only help aid skin conditions but also support skin hydration, elasticity, and structure.





★★★★★

I have had a lot less breakouts since taking Skin Within and my skin is looking clearer! My nails have also grown a lot which they have struggled to do before. They are the longest and strongest they have ever been! Highly recommend.

★★★★★

At first I was very hesitant at purchasing the supplement as I have struggled with hormonal acne for a very long time - I have been on medications and tried out so many different supplements and skincare routines so I wasn't really expecting much. Although I can honestly say that Skin Within is the best thing that has happened for my skin in a long time. I have already been through 4 bottles and I am about to purchase another. It has helped me so much with managing and preventing my breakouts, I cannot recommend it any more. I think it just goes to show how dedicated and truly passionate Ed and the brand are about skin



★★★★★

Back in August I was suffering from what I thought was acne at the time but turned out to be papule/pustle rosacea. I had been using acne treatments on it which only made it worse. I went to the doctor and was prescribed doxyciline but also ordered Skin Within on the same day. I decided to try Skin Within first and wow I'm so glad I did! It's been about a month and there's been a massive improvement in my skin. It's really helped reduce my rosacea flare, the bumps are gone! There's still a little bit of redness every now and then but I'm comfortable again not to wear make up. My partner said my skin is glowing! Have re purchased, thanks for this amazing product.

WHAT DOES GUT HEALTH HAVE TO DO WITH SKIN HEALTH

GUT HEALTH 101

Gut health refers to the well-being and optimal functioning of the digestive system, which includes the stomach, small intestine, large intestine (colon), and associated organs such as the liver, pancreas, and gallbladder.

A healthy gut is able to digest food effectively, absorb nutrients, eliminate waste efficiently, and maintain a balanced microbiome, which is the collection of microorganisms that live in the gut. The microbiome plays a crucial role in gut health, as it helps to break down food, produce essential vitamins and minerals, and support immune function.

Poor gut health can result in a variety of digestive disorders, such as irritable bowel syndrome (IBS), inflammatory bowel disease (IBD), and gastroesophageal reflux disease (GERD), as well as other health issues such as weakened immunity, inflammation, and mental health problems. Taking care of your gut health involves maintaining a balanced diet, staying hydrated, getting regular exercise, managing stress, and avoiding unhealthy habits such as smoking and excessive alcohol consumption.



HOW CAN GUT HEALTH EFFECT YOUR SKIN?

There is growing evidence to suggest that gut health can have a significant impact on the health and appearance of the skin. The gut and the skin are closely connected, with the skin often being referred to as the "third gut" due to its similar composition and role in eliminating toxins from the body.

When the gut microbiome is out of balance, it can lead to inflammation and immune dysfunction, which can trigger or amplify skin conditions such as acne, eczema, psoriasis, rosacea, and dermatitis. In addition, poor gut health can lead to nutrient deficiencies, such as vitamin D and omega-3 fatty acids, which are essential for healthy skin.

On the other hand, maintaining a healthy gut microbiome through a balanced diet, probiotics, and prebiotics can improve skin health by reducing inflammation, enhancing the skin barrier function, and promoting the production of collagen, which is essential for skin elasticity and firmness.



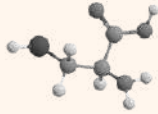
Taking care of your gut health can have a positive impact on the health and appearance of your skin, and may help to alleviate or prevent certain skin conditions.



GUT WITHIN



Chaga is a mushroom that grows on the bark of trees. It is referred to as the 'black gold' or 'diamond of the forest'. It is a potent antioxidant that helps to boost your immune system. Chaga helps to decrease inflammation in the gut. Chaga mushroom contains antioxidants that support the gut lining by controlling and reducing inflammation. It also helps to support the good gut bacteria.



Zinc plays an important role in producing digestive enzymes and can help prevent a few gastrointestinal issues. Hormone production within your body is enhanced by zinc. Your body requires enough zinc to make hormones, and it also needs enough zinc to keep the hormones in the right balance. Zinc is proven to support healthy hair, benefit skin, boost brain health, improve digestion and naturally balance hormones.



Probiotics are used to enhance digestion and return the flora to its normal state. Probiotics have been used to treat dermatitis, vaginal yeast infections, lactose intolerance, urinary tract infections, and gastrointestinal issues (such as diarrhea and irritable bowel). Probiotics have been proven to improve panic anxiety and increase mood regulation.



Cayenne Powder is known to reduce inflammation in the gut, helping to improve digestion by increasing digestive fluids and enzymes. Cayenne activates the stomach nerves that release messages to protect you from harm. The pepper may contribute to an increase in digestive fluid production. It can send digestive enzymes to the stomach and give the stomach additional defense against infections. Cayenne Pepper has been used as a medicine for cramping and stomach aches and gas for over 9000 years.



Inulin is a prebiotic that stays in the bowel, helping certain beneficial bacteria to grow. It may also improve digestive health, relieve constipation, and support regular bowel movements. To keep the stomach healthy and safeguard the body from disease, the proper balance of bacteria is necessary. This equilibrium can be supported by inulin. Research has indicated that inulin can promote the development of helpful microorganisms.

★★★★★

I noticed a difference pretty quickly, had a month or so off and noticed a drastic change in the opposite direction. Gut within keeps me regular, helps immensely with bloating. Can't live without it now!

★★★★★

Love this product! On my 4th bottle and I definitely notice a difference if I forget a day! Has helped my ibs and endo symptoms so much!!

★★★★★

Have now been taking for a couple of weeks and I'm starting to see how it works, bloating has definitely gone, and I feel like my skin has also cleared up, I'm more regular now but what's really got me is my menstrual cycle - I suffer from heavy heavy periods, it did come about 5 days late which was unusual but I didn't experience the pain I usually get, the flow was much much lighter and it lasted 4 days instead of the usual 7. I'm excited to carry on taking these and see what else it helps with, I've just ordered my 2nd lot. Would highly recommend trying this.





beauty is personal

not comparable



BEAUTY IS PERSONAL, NOT COMPARABLE

UNDERSTANDING THAT BEAUTY IS PERSONAL AND NOT COMPARABLE IS CRUCIAL FOR SEVERAL REASONS:

DIVERSE PERSPECTIVES:

Beauty means different things to different people. What one person finds beautiful, another might not, and vice versa. Recognising this diversity allows us to appreciate a wider range of aesthetics and perspectives.

SELF-ACCEPTANCE:

When we understand that beauty is personal, we're less likely to compare ourselves to unrealistic standards set by society or the media. Instead, we can focus on accepting and appreciating our own unique beauty, both inside and out.

REDUCED JUDGEMENT:

Comparing beauty can lead to judgement and prejudice based on appearance. When we acknowledge the subjectivity of beauty, we're less likely to judge others or ourselves harshly based on superficial characteristics.



UNDERSTANDING THAT BEAUTY IS PERSONAL AND NOT COMPARABLE PROMOTES ACCEPTANCE, EMPATHY, AND DIVERSITY, LEADING TO A MORE INCLUSIVE AND COMPASSIONATE SOCIETY.

PROMOTES EMPATHY:

Understanding that beauty is personal fosters empathy and understanding towards others. It allows us to recognise that everyone has their own insecurities and struggles with self-image, and encourages us to be kinder and more compassionate towards ourselves and others.

CULTURAL APPRECIATION:

Different cultures have unique standards of beauty. Recognising beauty as personal and culturally influenced encourages us to appreciate and respect diverse cultural norms and traditions surrounding aesthetics.

FREEDOM OF EXPRESSION:

Embracing the idea that beauty is personal gives individuals the freedom to express themselves authentically without conforming to external standards. It encourages creativity and self-expression in how we present ourselves to the world.



DRY BRUSHING

Some proponents of dry brushing suggest that the practice helps stimulate the lymphatic system, which is responsible for removing waste and toxins from the body.

By improving lymphatic function, it is possible that dry brushing may indirectly benefit gut health by promoting overall detoxification and reducing inflammation in the body.

Dry brushing is a self-care technique that involves using a dry brush with stiff bristles, typically starting at the feet and working upward toward the heart. Here are some of the potential benefits of dry brushing:

Exfoliation: Dry brushing helps to slough off dead skin cells, which can improve the texture and appearance of the skin. This can also help to unclog pores and reduce the occurrence of ingrown hairs.

Lymphatic stimulation: The lymphatic system helps to remove waste and toxins from the body, and dry brushing may help to stimulate lymphatic flow and support this natural detoxification process.

Circulation: Dry brushing can also improve blood flow to the skin, which can promote cell turnover and help to deliver oxygen and nutrients to the tissues.

Relaxation: The sensation of dry brushing can be invigorating and soothing at the same time, making it a relaxing self-care practice that may help to reduce stress and tension.

Potential reduction in cellulite: Some people believe that dry brushing can help to reduce the appearance of cellulite by improving circulation and breaking down fat deposits under the skin. However, more research is needed to confirm this.

Overall, dry brushing is a simple and affordable self-care practice that may offer a variety of benefits for the skin and body. It is important to use a gentle, circular motion when dry brushing, and to avoid sensitive areas or any broken or irritated skin.



Acne is a common skin condition that occurs when hair follicles become clogged with oil and dead skin cells.

It often results in the formation of pimples, blackheads, whiteheads, or cysts.

Acne can affect people of all ages, but it is most common during adolescence due to hormonal changes.



ACNE 101



Several factors contribute to the development of acne:

Excess oil production: The sebaceous glands in the skin produce an oily substance called sebum, which helps lubricate the skin and hair. When these glands produce too much sebum, it can mix with dead skin cells and block hair follicles, leading to acne.

Clogged pores: Dead skin cells are shed continuously, but sometimes they can accumulate and mix with sebum, leading to clogged pores. This creates an ideal environment for bacteria to thrive, which can further exacerbate acne.

Bacteria: The bacteria *Propionibacterium acnes* (*P. acnes*) is commonly found on the skin and contributes to acne when it becomes trapped within clogged pores. *P. acnes* produces substances that trigger inflammation, leading to redness and swelling around the affected area.

Hormonal changes: Hormonal fluctuations, particularly during puberty, menstruation, pregnancy, and menopause, can increase sebum production and contribute to acne development. This is why acne is often more prevalent during adolescence and can also occur in adults during hormonal fluctuations.

There is no denying our true, unconditional love for coffee.

Awaken your skin with a shot of real caffeinated goodness. Morning Coffee face scrub and mask is a face scrub which will help refine, detox, and replenish your skin. Gentle enough to use on your face morning or night, and strong enough to use as a weekly mask. This 2 in 1 face scrub/mask will help combat dry, bumpy, and dull skin by removing dead skin cells, and support blood flow while tightening and brightening your skin.

DERIVED FROM NATURE,
ENHANCED WITH SCIENCE



SENSITIVE SKIN
OLDER SKIN
ACNE PRONE SKIN
OILY SKIN

★★★★★

This is an incredible product! It has been in my routine for years and I highly recommend to anyone wanting a solid and reliable skincare routine!

★★★★★

It is amazing ! My skin has never really been bad before. I don't get acne but I've always had bumps on my forehead and cheek bones that I have never been able to get rid of until this product. It has changed everything in just 2 weeks of using it. Highly recommend if you get little bumps that won't budge with anything. This will completely smooth and hydrate your skin. I'm glowing. Thankyou xx

★★★★★

First time using this product I felt a noticeable difference in the softness of my skin, but also that moisture was being retained. The application of the scrub is so clean and fresh and a lovely way to start my day. I'm very impressed with the product and it's safe to say that I'll continue using it for a long time!

★★★★★

Have tried expensive cleansers as well as cheap ones, have been looking at this product for quite some time and decided to give it a go. I love the fact that while it is a scrub, your face feels incredibly soft afterwards and doesn't give that dry feeling like others do. While I have only been using it for a short time, I can already notice the reduction in acne flare ups and inflammation.

100'S OF



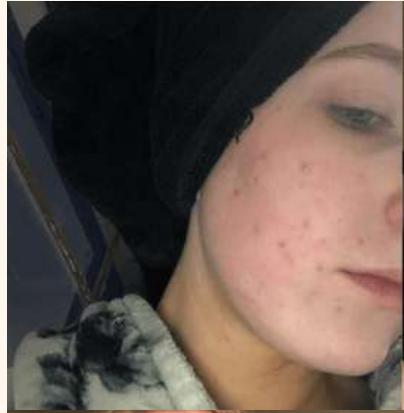
DIET AND ACNE

The relationship between diet and acne is a topic of ongoing research and debate in the medical community. While the evidence is not conclusive, some studies suggest that certain dietary factors may influence the development or severity of acne in some individuals. Here are some dietary factors that have been linked to acne:

High-glycemic index (GI) foods: Foods that are high in refined carbohydrates and sugar, such as white bread, sugary snacks, and sweetened beverages, have been associated with an increased risk of acne. These foods can cause spikes in blood sugar and insulin levels, which may contribute to inflammation and sebum production in the skin.

Dairy products: Some studies suggest that consuming dairy products, particularly milk, may worsen acne in certain individuals. It is hypothesised that hormones and growth factors present in dairy products may influence the development of acne. However, more research is needed to establish a clear link between dairy consumption and acne.

Fatty foods: While the evidence is mixed, some research suggests that a diet high in saturated and trans fats may worsen acne symptoms. These fats can increase inflammation in the body, which may worsen acne. However, more studies are needed to confirm this relationship.



Omega-6 fatty acids: Some research suggests that a high intake of omega-6 fatty acids, found in vegetable oils like corn and soybean oil, may promote inflammation and contribute to acne development. Conversely, omega-3 fatty acids, found in fatty fish like salmon and walnuts, have anti-inflammatory properties and may help reduce acne symptoms.

Food allergies and sensitivities: In some cases, certain food allergies or sensitivities may amplify acne symptoms in susceptible individuals. Common culprits include gluten, soy, and shellfish. If you suspect that a specific food is triggering your acne, consider keeping a food diary and consulting with a healthcare professional for further evaluation.



While these dietary factors may play a role in acne development for some individuals, it's important to note that acne is a complex condition influenced by various factors, including genetics, hormones, and skincare habits. Additionally, what works for one person may not work for another, so it's essential to consult with a healthcare professional before making significant changes to your diet or skincare routine to manage acne.

TREATING ACNE

Treating acne involves a combination of lifestyle changes, skincare practices, and, in some cases, medical interventions. Here are some effective ways to treat acne:

Keep the skin clean: Wash your face twice a day using a gentle cleanser to remove excess oil, dirt, and impurities. Avoid harsh scrubbing, which can irritate the skin and worsen acne.



Use non-comedogenic skincare products: Choose skincare products labeled as non-comedogenic, meaning they won't clog pores.

Moisturise: Use an oil-free, non-comedogenic moisturiser to keep the skin hydrated without clogging pores. Moisturising is important, even if you have oily skin, as dryness can trigger increased oil production and worsen acne.

Avoid picking or popping pimples: Resist the urge to pick, squeeze, or pop pimples, as this can lead to inflammation, infection, and scarring. Instead, allow pimples to heal naturally or seek professional extraction by a dermatologist.

Limit makeup use: If you wear makeup, choose products labeled as non-comedogenic and oil-free. Remove makeup before bed to prevent clogged pores and breakouts.

Manage stress: Stress can amplify acne, so practice stress-reducing techniques such as meditation, yoga, deep breathing, or engaging in hobbies you enjoy.

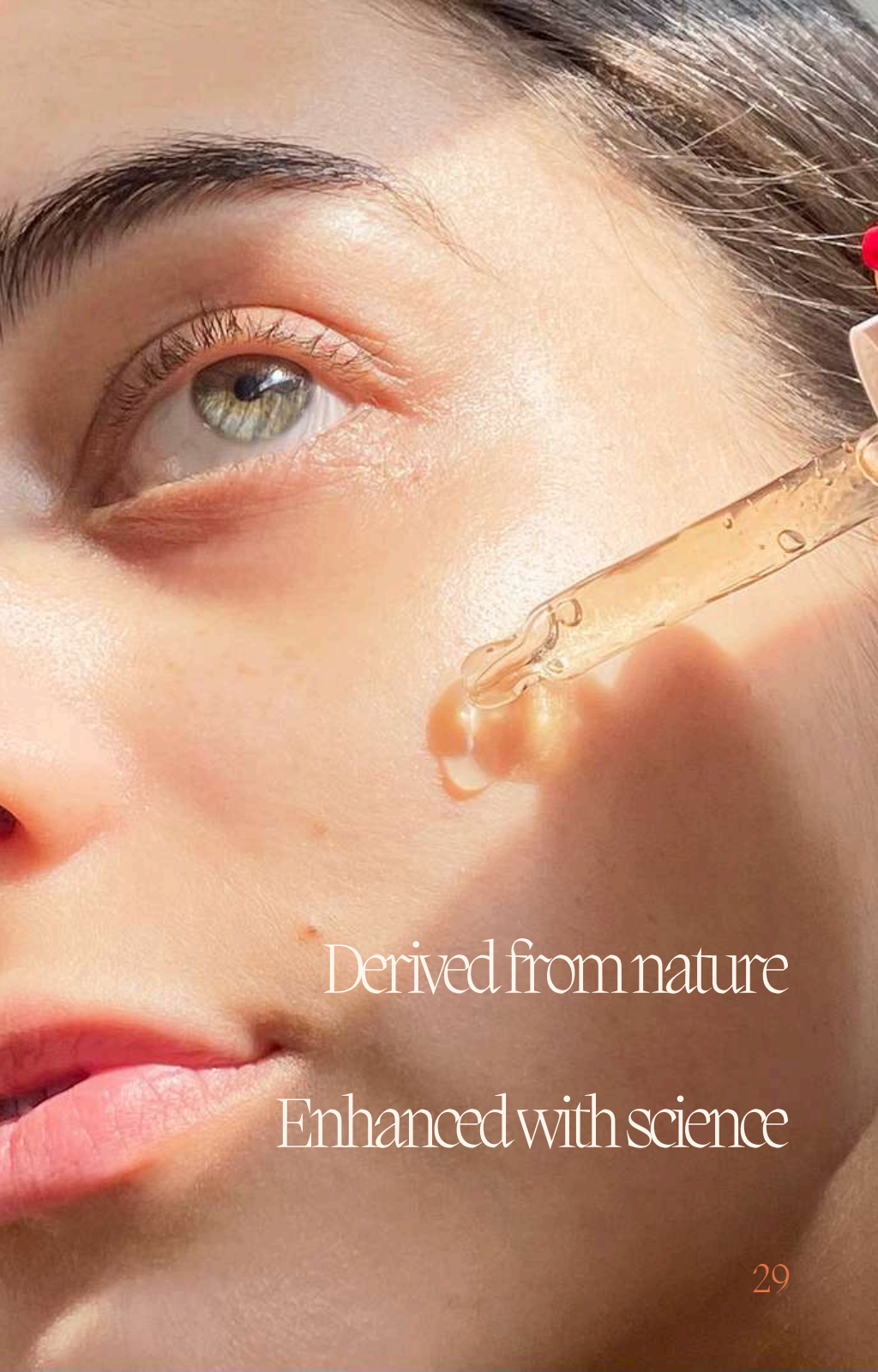
Maintain a healthy diet: While the link between diet and acne is not fully understood, consuming a balanced diet rich in fruits, vegetables, whole grains, and lean proteins may help support overall skin health. Limiting intake of sugary, high-glycemic foods and dairy products may also be beneficial for some individuals.

Topical treatments: Over-the-counter topical treatments containing ingredients like benzoyl peroxide, salicylic acid, or retinoids can help unclog pores, reduce inflammation, and prevent new breakouts. Follow product instructions carefully and give treatments time to work, as results may not be immediate.

Prescription medications: If over-the-counter treatments are not effective, a dermatologist may prescribe prescription-strength medications such as topical retinoids, oral antibiotics, hormonal therapies (e.g., birth control pills for women), or isotretinoin (Accutane) for severe acne.

Professional treatments: In-office treatments like chemical peels, microdermabrasion, laser therapy, or corticosteroid injections may be recommended by a dermatologist for severe or persistent acne that does not respond to other treatments.

It's essential to be patient and consistent with acne treatment, as it may take several weeks to see improvement. Additionally, what works for one person may not work for another, so it may take some trial and error to find the most effective treatment regimen for your specific acne concerns. Consulting with a dermatologist can help tailor a treatment plan to address your individual needs and achieve clearer, healthier skin.



Derived from nature

Enhanced with science

DAY DRIN-C

Introducing Day Drin-C, a 2 in 1 Vitamin C and hyaluronic acid face serum formulated to support daily skin health with leading skin ingredients Tremella mushroom and Kakadu Plum extract (Superox-C) the world's highest source of Vitamin C.

Designed to be used day or night, Day Drin-C helps boost hydration. Starting your day off right with Day Drin-C can help lock in antioxidant properties that can provide a fresh, brightened complexion, while protecting your face from damaging environmental factors.





As an antioxidant, it can help to protect the skin from free radical damage, which can lead to premature aging and skin damage. It also helps to brighten the complexion, fade hyperpigmentation and dark spots, and promote a more even skin tone. Vitamin C can stimulate collagen production, which can help to reduce the appearance of fine lines and wrinkles, improve skin texture, and enhance skin firmness and elasticity.



Extracted from Kakadu Plum, the world's highest source of Vitamin C. Helps increase collagen & hyaluronic acid production. Superox-C is known to reduce the appearance of wrinkles, helps boost skin luminosity, induce skin brightening, reduce skin redness and improves skin tone evenness.



Hyaluronic acid is a naturally occurring substance in the body that is renowned for its benefits in skincare. It has the ability to hold up to 1,000 times its weight in water, making it an excellent hydrator for the skin. When used in skincare, hyaluronic acid can help to plump and hydrate the skin, reducing the appearance of fine lines and wrinkles. It can also help to improve skin texture, increase elasticity, and promote a more youthful complexion.



Tremella mushroom, also known as snow fungus, is a popular ingredient in skincare due to its many benefits for the skin. It is a natural humectant that can hold up to 500 times its weight in water, making it an excellent ingredient for hydrating and moisturising the skin. Tremella mushroom also contains antioxidants that help to fight free radicals and reduce signs of aging, brightening the skin, reducing hyperpigmentation and soothing irritated skin.



Daisy flower extract has natural skin-lightening properties, which can help to reduce the appearance of dark spots, hyperpigmentation, and age spots, resulting in a more even skin tone. Additionally, daisy flower extract has anti-inflammatory properties that can help to soothe irritated skin and reduce redness.



Acerola extract is a rich source of vitamin C, which is a powerful antioxidant that helps to protect the skin from free radical damage, which can cause premature aging and skin damage. Acerola extract is also rich in flavonoids, which can help to reduce inflammation and promote healthy skin. It can help to brighten the complexion, fade hyperpigmentation and dark spots, and promote a more even skin tone.



Bearberry extract is a popular skincare ingredient known for its skin-brightening properties. It contains a natural compound called arbutin, which has been shown to inhibit the production of melanin, the pigment that gives skin its color. This makes bearberry extract a great option for those looking to brighten and even out their skin tone, fade hyperpigmentation, and reduce the appearance of dark spots and discoloration.



Kiwifruit extract has a rich source of vitamin C, which helps to brighten the skin and promote collagen production, reducing the appearance of fine lines and wrinkles. The enzymes found in kiwifruit extract help to gently exfoliate the skin, removing dead skin cells and promoting cell turnover, resulting in smoother and more radiant-looking skin. Kiwifruit extract is also high in vitamin E, which is a powerful antioxidant that helps to protect the skin from damage caused by free radicals, pollutants, and UV radiation. In addition, it has anti-inflammatory properties that can soothe and calm irritated skin, making it a great option for those with sensitive or acne-prone skin.

★★★★★

This is by far my favourite product to date, and I basically have them all. The feel, texture and my skin basically drin-c this up. I am in love.

★★★★★

LIQUID GOLD - I love this product and wish I had tried it sooner. After using a whole bottle I am so pleased with how my skin looks and feels. It's hydrated, it's glowing, it's so healthy looking. A little goes a long way.


★★★★★

I've been using this product consistently for almost 3 weeks and I honestly am soooo stoked that I've finally found a vitamin c product that doesn't irritate my skin after a few applications. I've already bought another bottle . What an amazing product you have created team.

★★★★★

This product, along with many other ed&i products, has been so crucial to clearing my skin. Not only has it helped brighten my skin, and reduce the visibility of red spots and acne scarring, it has been amazing for my skin texture. Love this serum!



A close-up photograph of a woman's face, focusing on her right eye. Her eye is a light, hazel-green color. Her skin is fair and shows some natural aging signs, such as fine lines around the eye. A finger with a dark, shimmering nail polish is touching her forehead, with the tip of the finger resting just above the eye. The lighting is soft and warm, highlighting the texture of her skin.

"aging is not the enemy
of beauty; it is its most
captivating muse."

How do we Age?

Skin aging involves various chemical and structural changes that occur over time. Here are some key factors contributing to these changes:

Collagen and Elastin: These proteins provide the skin with elasticity and firmness. With age, the production of collagen and elastin slows down, leading to a loss of skin elasticity and the formation of wrinkles.

Hyaluronic Acid: This substance helps maintain skin moisture and volume. As we age, the production of hyaluronic acid decreases, resulting in drier and less supple skin.

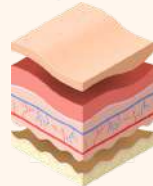
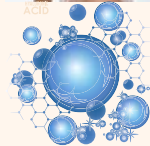
Oxidative Stress: Free radicals, which are unstable molecules generated by factors like UV rays, pollution, and lifestyle habits, can damage skin cells and accelerate aging by breaking down collagen and elastin fibers.

Glycation: This process occurs when sugar molecules bind to proteins, including collagen, leading to the formation of advanced glycation end products (AGEs). AGEs contribute to the stiffness and loss of elasticity in the skin.

Decreased Cell Turnover: As we age, the rate of skin cell turnover slows down, leading to a buildup of dead skin cells on the skin's surface, making it look dull and less radiant.

Thinning of the Dermis: The dermis, the skin's deeper layer, becomes thinner with age due to the loss of fat, leading to a sagging appearance and reduced support for the upper layers of the skin.

These chemical changes collectively contribute to the visible signs of aging, such as wrinkles, fine lines, sagging, and a loss of skin radiance and firmness. Various skincare products and treatments aim to address these changes by targeting specific aspects of aging, such as boosting collagen production, hydrating the skin, and providing antioxidants to combat oxidative stress.



Understanding the layers to our skin

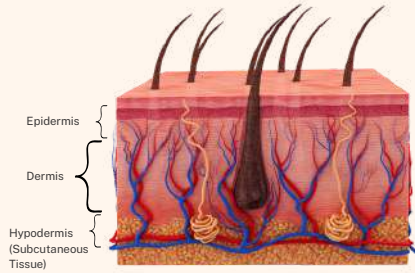
The skin on our face, like the skin elsewhere on our bodies, is composed of several layers, each with its own unique characteristics and functions. These layers are:

Epidermis: This is the outermost layer of the skin and acts as a protective barrier against environmental factors, such as UV radiation, pathogens, and chemicals. The epidermis consists of several sub-layers:

Dermis: The dermis is located beneath the epidermis and contains various structures, including blood vessels, nerves, hair follicles, sweat glands, and collagen/elastin fibers. This layer provides support, elasticity, and nourishment to the skin.

Hypodermis (Subcutaneous Tissue): This is the deepest layer of the skin and consists mainly of fat, connective tissue, and larger blood vessels. The hypodermis acts as a cushion, providing insulation and support to the skin.

Each layer plays a crucial role in maintaining the skin's function, structure, and appearance. Skincare products and treatments often target these layers to address specific concerns or maintain overall skin health

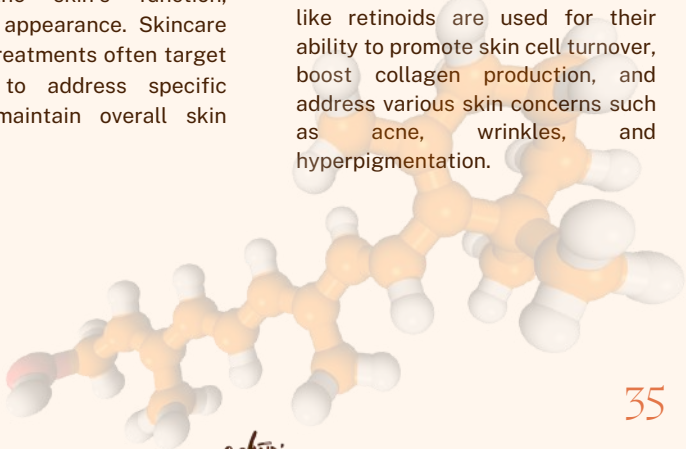


What is Vit A

Vitamin A is a fat-soluble vitamin that plays a crucial role in various bodily functions, including vision, immune system support, cell growth, and maintaining healthy skin.

Vitamin A is essential for vision, especially in low-light conditions, and it supports the health of the skin and mucous membranes, aiding in wound healing and maintaining skin integrity. It also contributes to the proper functioning of the immune system by supporting the production and activity of white blood cells.

In skincare, vitamin A derivatives like retinoids are used for their ability to promote skin cell turnover, boost collagen production, and address various skin concerns such as acne, wrinkles, and hyperpigmentation.



What forms of Vit A are there? And how are they converted into our skin?



Prescription-strength vitamin A, known as retinoic acid (or Tretinoin/Retin-A), is like the superstar in skincare. It's super effective for a bunch of skin issues, from acne to signs of aging. It's kind of like a magic ingredient that can fix or seriously help with lots of different skin problems.

Here's the thing: Retinoic acid is ready to work right away on your skin. But other forms of vitamin A like retinol, retinaldehyde, or retinol esters need your skin to change them into retinoic acid before they can do the same job. And here's the kicker: Every time they have to go through this change, they become a bit weaker. That's why a 1% retinol might not work as well as a 0.025% retinoic acid but could be more irritating.

Understanding the Retinoid family

Retinoic acid/tretinoin/all-trans-retinoic acid (prescription only)



Retinal - retinaldehyde

(retinaldehyde – one conversion – acts quickly, just not as quickly as the above)



Retinol

(two conversions – still works, takes a little longer to get you there)



Retinol esters including :

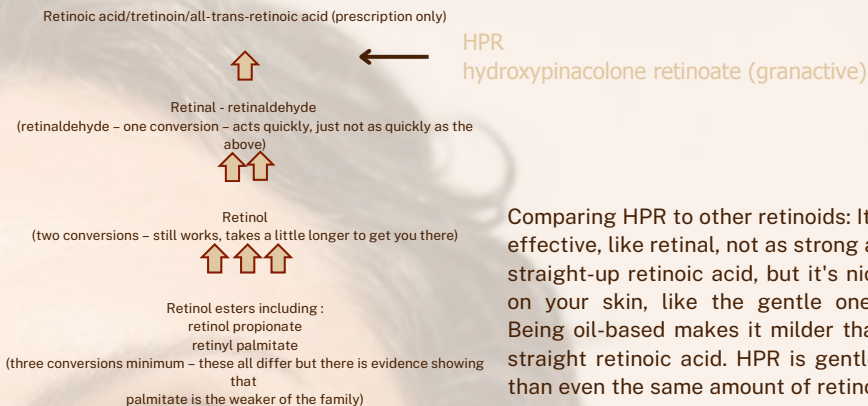
retinol propionate

retinyl palmitate

(three conversions minimum – these all differ but there is evidence showing that

palmitate is the weaker of the family)

Where does HPR fit in the VIT A family?



HPR or hydroxypinacolone retinoate is an ester of retinoic acid. Hydroxypinacolone retinoate (HPR) is like a cousin of vitamin A, part of the retinoid family. They also call it Granactive Retinoid sometimes, but that's a bit different.

Let's back it up and talk about retinoids.

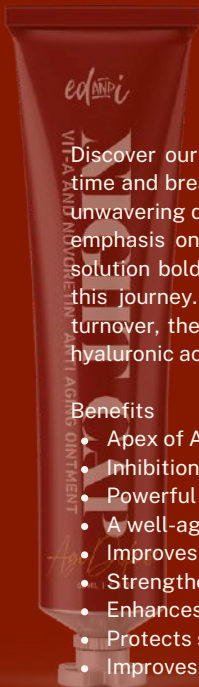
So, retinoids? They're all linked to vitamin A, like retinol or retinyl palmitate. They're awesome for skin stuff—smooth out wrinkles, fix pigmentation problems and make your skin feel great. But retinoic acid? That's like the superstar form of vitamin A that your skin loves. When you use any vitamin A stuff, it needs to change into retinoic acid to work. The less it has to change, the better it is for your skin. For instance, some need three steps to work, others two, and some just one.

Now, HPR—it's a cool type of retinoic acid. Unlike other vitamin A stuff that needs lots of steps to work, HPR is ready to go for your skin. It's bioavailable, which means your skin can use it right away.

Comparing HPR to other retinoids: It's effective, like retinal, not as strong as straight-up retinoic acid, but it's nice on your skin, like the gentle ones. Being oil-based makes it milder than straight retinoic acid. HPR is gentler than even the same amount of retinol, but it still gives your skin all the good stuff. That's why people like HPR more. It's powerful and good for sensitive skin. (HPR - hydroxypinacolone retinoate is a retinoic acid ester - so it's directly related to the Boss, but it's not a direct descendant, more a cousin. Sometimes used in higher %s because it's an ester and gentle)

Benefits of HPR

- Reduces the appearances of fine lines and wrinkles
- Stimulates collagen production for plumper and firmer skin
- Boosts production of natural moisturising factors and essential skin proteins
- Thickens the epidermis level of our skin
- Reduces sebum production
- Accelerates skin cell turnover rate (which naturally slows down as we get older), which in turn can help fade dark spots and clear your pores
- Helps reverse the effects of sun damage



The Apex of Anti-Aging Formulation. Setting the Standard in Ageless Beauty".

Discover our revolutionary anti-aging marvel, engineered to defy the effects of time and breathe new life into your skin. While aging is a natural progression, our unwavering desire for youthful and vibrant skin remains undeniable. With society's emphasis on youthful vigor, confidence, and elegance in aging, our anti-aging solution boldly combats the chemical and structural transformations inherent in this journey. Delving into your skin's layers, our product targets reduced cell turnover, the thinning dermis, and the vital decline in elements like collagen and hyaluronic acid.

Benefits

- Apex of Anti-Aging Formulation
- Inhibition of retinoic acid degrading enzyme
- Powerful retinol derivative HPR
- A well-aging solution for a regenerated & healthy-looking skin
- Improves the skin texture appearance by reducing wrinkles & fine lines
- Strengthens the skin barrier
- Enhances epidermal thickening by extending skin cells proliferation
- Protects skin against oxidative aging
- Improves skin firmness and elasticity

HERO INGREDIENT HPR

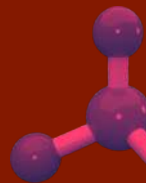
HPR is the solution for those seeking a potent yet skin-friendly anti-aging regimen.

HERO INGREDIENT NovoRetin™

NovoRetin™ our plant-based inhibitor derived from the aromatic resin of the mastic tree. NovoRetin™ not only inhibits enzyme CYP26A1 but maintains the activity of retinoic acid, mimicking the benefits of retinol without the irritation, leaving you with youthful, glowing skin.

BORÉALINE® EXPERT

Ocean DerMX, a biodiverse botanical blend derived from native New Zealand Red seaweed and Mamaku- Black fern meristem cells, enhances the delivery of its own active ingredients, and those that have been added. It suppresses the harmful toxins that cause the skin to become dehydrated, hyperpigmented, and prematurely old. This adds a high level of 100% natural anti-aging, moisture-binding, antioxidant, and pollution protection ingredients to your cosmetic products.



★★★★★

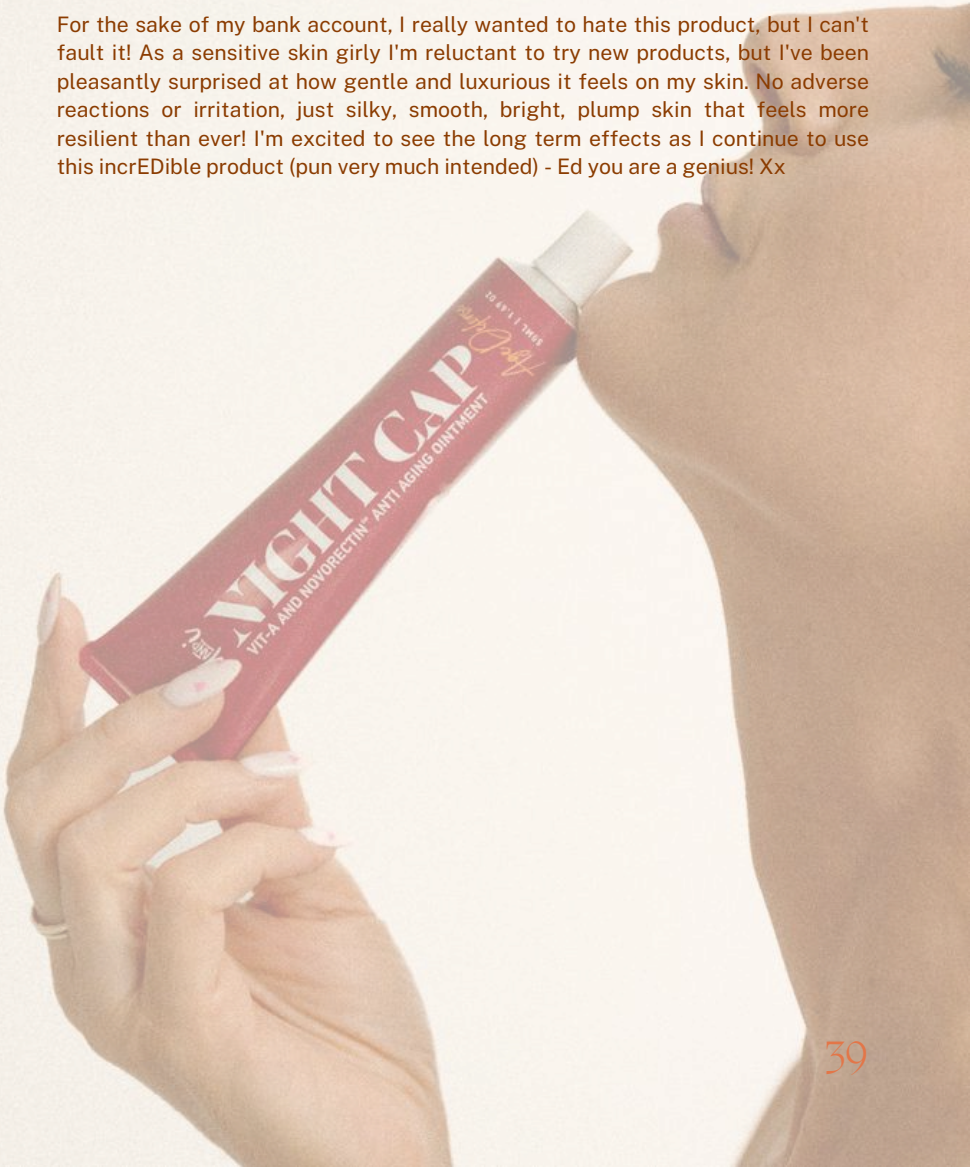
Such a beautiful product and can't get over the value for money. My skin feels amazing and can visibly see improvements in texture so quickly. I'm in love!

★★★★★

I absolute love this product, anything Ed makes is liquid gold! I have only been using this product for 2 weeks so I am in the early stages and I am very aware products like this take time to work but this product I know is going to be a game changer.

★★★★★

For the sake of my bank account, I really wanted to hate this product, but I can't fault it! As a sensitive skin girly I'm reluctant to try new products, but I've been pleasantly surprised at how gentle and luxurious it feels on my skin. No adverse reactions or irritation, just silky, smooth, bright, plump skin that feels more resilient than ever! I'm excited to see the long term effects as I continue to use this incrEDible product (pun very much intended) - Ed you are a genius! Xx



What is NovoRetin?

NovoRetin™ is based on mastic, an aromatic resin that comes from a tree which exclusively grows on the Greek island of Chios. NovoRetin™ serves as an ideal plant-based retinol alternative, providing both strong anti-aging effects and exceptional benefits for acne-prone skin.

How does NovoRetin work?

Retinoic acid, the potent form of retinol, is responsible for its effects on the skin. It's naturally present in skin cells (VIT A) but gets broken down by specific enzymes (CYP26). By stopping these enzymes by inhibiting them, we can boost retinoic acid levels, which has effects like retinol. NovoRetin™, a plant-based inhibitor, decreases these enzymes in skin cells. Studies demonstrate that NovoRetin™ maintains retinoic acid activity, just like retinol, offering potential skin benefits.

Benefits of NovoRetin

- Inhibition of retinoic acid degrading enzyme
- Boosts naturally occurring retinoic acid in the skin
- Improves skin elasticity and density
- Effects immediate lifting
- Visibly refines pores and blemishes
- Stable and safe retinol activity
- Demonstrates clinical skin brightening effects



Furthermore, here are additional ways to support your journey in aging.

Sun Protection: Shield your skin from harmful UV rays by using sunscreen with a high SPF, wearing protective clothing, and seeking shade when outdoors.

Healthy Diet: Consume a diet rich in antioxidants, vitamins, and omega-3 fatty acids. These nutrients help combat free radicals that can cause skin damage.

Stay Hydrated: Drink plenty of water to keep your skin hydrated and maintain its elasticity.

Skincare Routine: Establish a consistent skincare regimen that includes cleansing, moisturising, and using products containing retinoids, vitamin C, or hyaluronic acid to promote collagen production and reduce wrinkles.

Avoid Smoking and Limit Alcohol: Smoking accelerates skin aging, while excessive alcohol consumption can dehydrate the skin, leading to premature aging.

Adequate Sleep: Aim for 7-9 hours of quality sleep per night. During sleep, the body repairs and rejuvenates the skin.

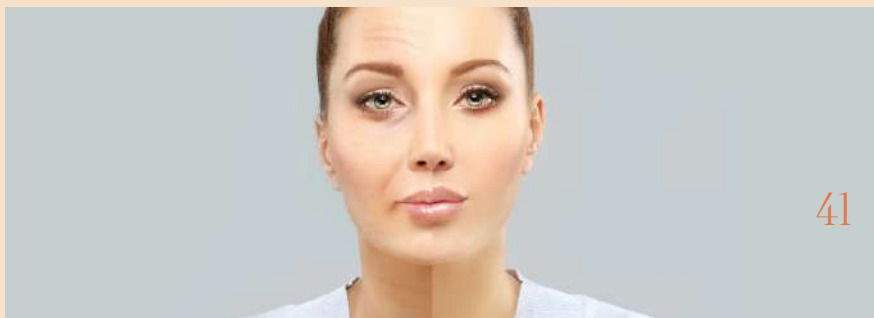
Stress Management: Chronic stress can accelerate aging. Practice relaxation techniques like yoga, meditation, or deep breathing exercises to manage stress levels.

Regular Exercise: Engage in regular physical activity to boost circulation, which can nourish the skin and keep it healthy.

Avoid Harsh Chemicals: Be mindful of the skincare products you use. Harsh chemicals can irritate and damage the skin, contributing to premature aging.

Regular Check-ups: Visit a dermatologist regularly for skin check-ups and to address any concerns or changes in your skin.

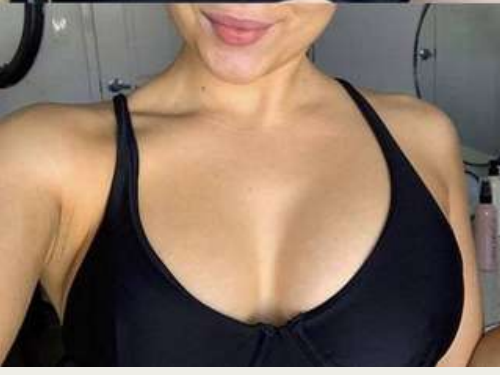
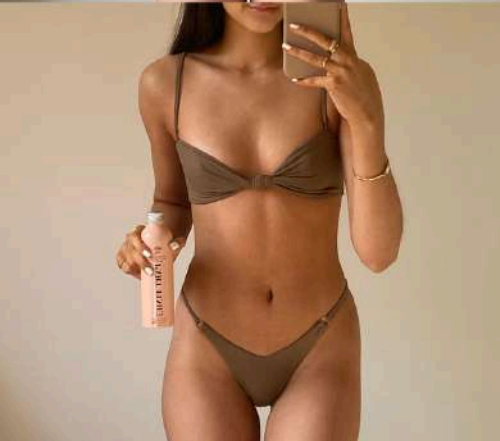
Remember, while these practices can help prevent premature aging, aging is a natural process. Taking care of your skin can slow down the process, but it's essential to embrace aging gracefully and prioritise overall health and well-being.





"Dull skin" typically refers to skin that lacks radiance, brightness, or vitality. It may appear tired, or uneven in tone and texture. Dull skin often results from various factors such as dead skin cell buildup, dehydration, lack of proper skincare, environmental stressors, poor diet, inadequate sleep, and aging. When the skin is dull, it may not reflect light well, making it appear flat or tired. Reviving dull skin involves addressing these underlying factors through skincare practices, lifestyle changes, and sometimes professional treatments to restore its natural glow and vitality.

DULL SKIN



**PATCH FREE
FADE FREE
NATURAL
VEGAN**

COFFEE SEED EXTRACT

Coffee seed extract helps boost collagen, firm the skin, reduce redness, improve skin texture, boost circulation, brightens the skin, moisturises the skin and best of all helps fight early signs of aging.



CHAMOMILE EXTRACT

Chamomile extract is a powerful anti-inflammatory agent. Ideal if you have sensitive skin such as eczema or dermatitis. Helps heal and soothe skin.

**PLASTIC PUMP FREE
TRANSFER FREE
STICK FREE TAN**



★★★★★

This is the best tan that I have used to date! It lives up to the name of being transfer proof and it is very easy to use. I would definitely recommend this to anyone wanting to fake tan for the first time as it is straightforward to use and can produce many different results depending on how much of a tan you are wanting.


★★★★★

I thought it would be hard to tell where it was when applying due to no guide colour but it was fine. The more you buff everywhere the better. Gives a great colour and LOVE the no transfer - game changer.

★★★★★

This is the best tan I have ever used and I have been tanning for 40 years. It doesn't grab on dry skin or age spots, it doesn't come off on my sheets. It smells great and the colour is perfect to wear the moment it's applied .





Reviving dull skin can involve a combination of skincare practices, lifestyle adjustments, and dietary changes. Here are some tips:

Exfoliation: Regular exfoliation removes dead skin cells, allowing newer and healthier skin to emerge. Use a gentle exfoliant suited for your skin type, whether physical (like scrubs) or chemical (like AHAs or BHAs).

Hydration: Keeping your skin well-hydrated is crucial for maintaining its glow. Use a moisturiser appropriate for your skin type and consider using hydrating serums or facial oils.

Sun Protection: Protect your skin from harmful UV rays by using sunscreen daily. Sun damage can lead to dullness and premature aging.

Healthy Diet: Eat a balanced diet rich in fruits, vegetables, lean proteins, and healthy fats. Foods high in antioxidants, vitamins, and minerals can help promote healthy skin.

Hydration: Drink plenty of water throughout the day to keep your skin hydrated from the inside out.


Adequate Sleep: Ensure you're getting enough sleep each night. Your skin repairs and rejuvenates itself while you sleep, so insufficient sleep can lead to dullness.

Reduce Stress: Chronic stress can take a toll on your skin. Practice stress-reducing activities such as meditation, yoga, or deep breathing exercises.

Skincare Routine: Establish a consistent skincare routine that includes cleansing, toning, moisturising, and using targeted treatments like serums or masks.

Professional Treatments: Consider professional treatments like chemical peels, microdermabrasion, or facials to rejuvenate your skin.

Avoid Harsh Products: Avoid using harsh skincare products or over-cleansing, as they can strip the skin of its natural oils and contribute to dullness.



BRIDGING
THE GAP
BETWEEN
FACE CARE
AND BODY
CARE



PREPARE

Experience the ultimate renewal with our gentle yet effective dry body scrub. Feel the invigorating embrace of natural exfoliation as it effortlessly removes dead skin cells, revealing a radiant, rejuvenated you. Indulge in a pampering ritual that respects your skin's delicate balance, leaving it soft, supple, and nourished. Embrace the transformative power of our dry body scrub and immerse yourself in a blissful journey towards renewed skin perfection.



PROTECT

Discover the blissful fusion of sun protection and deep hydration with our SPF 30 body moisturiser. Experience the sheer delight of a formula that defies convention, as it melts into your skin without a trace of that typical thick SPF feeling. Feel the weightless shield of protection envelop you, while your skin drinks in the nourishing moisture it craves. Embrace the joy of basking in the sun's warmth, knowing that your skin is shielded and replenished. Revel in the sensation of silky smoothness as you savour the confidence that comes from healthy, hydrated, and safeguarded skin.



PRESERVE

Embark on a luxurious journey with our vitamin E-enriched body oil, where every touch feels like a silk caress. Delight in the sensation as it glides effortlessly over your skin, leaving you with an unparalleled feeling of indulgence. Experience the radiant transformation as your skin becomes an illuminated canvas, glowing with vitality and deeply hydrated. Allow the powerful benefits of vitamin E to work their magic, as they help diminish the appearance of scars and stretch marks, revealing a more confident and flawless you. Embrace the ultimate pampering experience, where each application is a moment of pure bliss, resulting in skin that is not only nourished but also graced with an irresistible luminosity.



LOVE

Experience the epitome of indulgence with our buttery body moisturiser, where each application is a luxurious treat for your skin. Delight in the velvety-smooth texture that envelops your body, as it effortlessly melts into your skin, leaving it intensely hydrated and nourished. Immerse yourself in the enchanting aroma of beautiful nut oils, delicately infused with the calming essence of rosemary, soothing your senses and promoting a serene state of bliss. Embrace the transformative power of vitamin E as it works its magic, restoring and rejuvenating your skin, leaving it supple, soft, and radiantly healthy. Embrace the delight of ultimate pampering, as your skin is cocooned in a velvety embrace, revealing a renewed, glowing you.



★★★★★

Have to say this is very addictive. Skin does not dry out during the day anymore, feels and smells great ALL day long

★★★★★

Really loving these products! so nice to treat myself and feels amazing getting into bed at night with soft and cared for skin and it smells so good. Went to the lake in the weekend and took my during and after along in my beach bag, it was so nice to know I was protected from the sun all over with a product that didn't stink, it wasn't oily and horrible to apply. It leaves your skin feeling nourished and hydrated (not oily) at the same time as been protected from the sun. Definitely recommend!



★★★★★

This skincare pack is an absolute must, I have never been one for a skincare routine but let me tell you this set is amazing. The BEFORE smells amazing and when you wash it off in the shower your skin is left feeling so so soft and clear then I get out and add the AFTER oil which just soaks into my skin. Then I apply the ALWAYS, I go to bed smelling amazing and the dryness in my skin has reduced significantly since I started using these products 3 weeks ago. Thank you for creating an amazing skincare range that doesn't cost the world!!

Sensitive skin can vary in severity from mild discomfort to more serious conditions like eczema or rosacea. Proper skincare routines using gentle, hypoallergenic products and avoiding known triggers can help manage sensitive skin effectively.

Sensitive skin refers to a skin type that is more prone to react to various environmental factors or products compared to normal skin. People with sensitive skin may experience sensations like itching, burning, stinging, or redness when exposed to certain triggers. These triggers can include:

Harsh Chemicals: Ingredients in skincare products, such as fragrances, preservatives, and dyes, can irritate sensitive skin. We are proud to say that none of our facecare products has fragrance in it, and formulated to take those with sensitive skin into consideration.

Weather Conditions: Extreme temperatures, sun exposure, wind, and low humidity can aggravate sensitive skin.

Allergens: Pollen, pet dander, dust mites, and certain foods can trigger allergic reactions in sensitive individuals.

Fabric: Rough or synthetic fabrics can cause friction and irritation for sensitive skin.

Stress: Emotional stress or hormonal changes can sometimes intensify skin sensitivity.

Genetics: Some people are genetically predisposed to having more sensitive skin.

This customer used SKIN COAT to combat her dry sensitive skin



This customer used DAY DRIN-C to combat her dry sensitive skin



Introducing SKIN COAT, our vegan full body (face and body) collagen serum that supports collagen production and safeguards your skin against signs of aging. SKIN COAT is formulated to support existing collagen and overall skin health. After the age of 20, a person produces about 1 percent less collagen in the skin each year. As a result, the skin becomes thinner and more fragile with age. SKIN COAT is carefully formulated with natural plant-based ingredients and enhanced with science to promote skin health by protecting and preserving collagen.



★★★★★

I am in love with this product! The holy grail for dry skin. I've been looking for a product like this for a while but this has so many benefits all in one product. The most delicious texture, so hydrating and soothing.

★★★★★

I was gifted this gem by my partner who is a chemist. And dang I'm glad! He noticed I had a stash of serums and this is an all in one. So it makes my routine simpler, especially post-partum. After a couple of months I noticed a reduction of uneven skintone. My skin feels hydrated more than usual. I love how this makes my skin feel, I love how it makes ME feel when I feel skin confident walking out without make up. Just this and my SPF. I don't usually pop on to review skincare products because not many has made me feel this way, I'm mid-30's and by far the most superior product I've used.



★★★★★

Initially I bought this product to help with skin firmness I have pigmentation on my upper lip and have done skin needling to help with it which it never worked. I have been using this product for 7 weeks and my pigmentation has reduced so much. Nothing else in my routine has changed so this is what I've put it down too. Skin feels and looks amazing.



SKIN COAT



Acer Rubrum, extracted from red maple bark is a 'new natural anti-ageing' active procollagen and proelastin properties. Red Maple Bark extract has been proven to help boost elastin synthesis to maintain skin elasticity, reduce the appearance of wrinkles in the hands, neck and face and reduce inflammation. Red maple also helps to reduce dark spots and pigmentation on the body.



Hyaluronic acid is a naturally occurring substance in the body that is renowned for its benefits in skincare. It has the ability to hold up to 1,000 times its weight in water, making it an excellent hydrator for the skin. When used in skincare, hyaluronic acid can help to plump and hydrate the skin, reducing the appearance of fine lines and wrinkles. It can also help to improve skin texture, increase elasticity, and promote a more youthful complexion.



Ocean DerMX, a biodiverse botanical blend derived from native New Zealand Red seaweed and Mamaku- Black fern meristem cells, enhances the delivery of its own active ingredients, as well as those that have been added. It suppresses the harmful toxins that cause the skin to become dehydrated, hyperpigmented, and prematurely old. This adds a high level of 100% natural anti-aging, moisture-binding, antioxidant, and pollution protection ingredients to your cosmetic products.



Extracted from Kakadu Plum, the world's highest source of Vitamin C. Helps increase collagen & hyaluronic acid production. Superox-C is known to reduce the appearance of wrinkles, helps boost skin luminosity, induce skin brightening, reduce skin redness and improves skin tone evenness.



Tremella mushroom, also known as snow fungus, is a popular ingredient in skincare due to its many benefits for the skin. It is a natural humectant that can hold up to 500 times its weight in water, making it an excellent ingredient for hydrating and moisturising the skin. Tremella mushroom also contains antioxidants that help to fight free radicals and reduce signs of aging, brightening the skin, reducing hyperpigmentation and soothing irritated skin.



A highly functional natural polysaccharide extracted from North American Larch trees. Galactoarabinan has been proven to help moisturise the body, improve appearance of fine lines. By helping to reduce the water loss in the bodies skin and provide longer lasting moisture, Galactoarabinan helps support the tightening of skin and the appearance of fine lines and wrinkles.

LET YOUR
BELLY BLOOM,
PAMPER YOUR
JOURNEY TO
MOTHERHOOD



After discovering my surprise pregnancy, I recognised a crucial gap in my mission to empower all women to feel confident in their skin. I realised there was a need for a product specifically designed to support women during pregnancy, helping them feel confident in caring for their baby bump. That's why I'm thrilled to introduce BUMP BALM, a skincare solution tailored to meet the unique needs of expectant mothers.





Women who are on a pregnancy journey and wanting to care for their bump, help support the prevention of stretch marks and overall general health of the skin on their bump.



For women to connect with their babies while spending time on caring for their skin. Self care and baby connection.



Natural ingredients and derived natural components. Contains no silicones, parabens, sulfates (SLS/SLES), PEGs, chemical UV filters, or synthetic colours and fragrances.



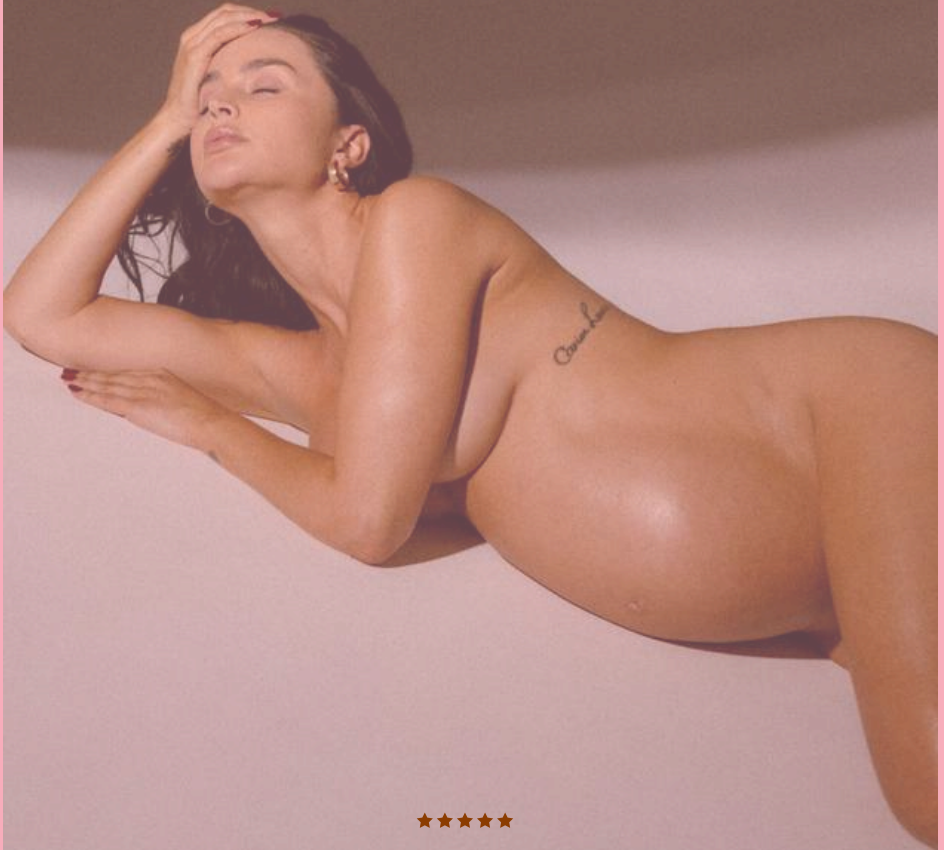
General use for others who desire a deeper form of hydration and shine to their skin. Not just for women who are pregnant. And can be used for other areas of the body.

★★★★★

This balm beautifully melts in your hands before applying to your belly. Its so intensely hydrating. I used it through my whole pregnancy and didn't receive one stretch mark or anything. Highly recommend to adopt just in general to your body care routine for general hydration of your skin.

★★★★★

The smell and the super smooth consistency is simply divine. Leaves your skin feeling amazing!!! If your after a little pamper time this is the perfect product. I will be buying this over and over again. Would highly recommend.



★★★★★

I love this product! I use it on my hands as they get very dry especially in the winter. It has a nice smell that is not too overbearing and a little goes a long way. I am impressed at how many uses it has! It is great for skin that needs the extra hydration!

THANK YOU

For further questions and help please
email info@ednibod.com

Shop ed&i [here](#)

