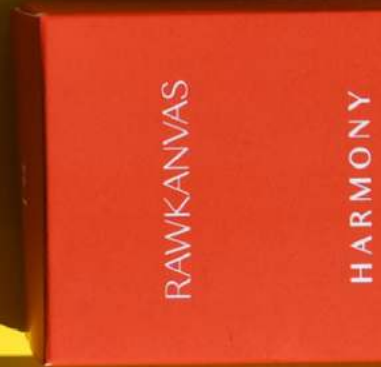


THE BUSY PERSON'S GUIDE TO HEALTHY SKIN



RAWKANVAS



ABOUT

THE BUSY PERSON'S GUIDE TO SKINCARE

Nowadays, our lives are busy! While we're trying to juggle everything from simply drinking enough water, work, chasing dreams and putting the kids to sleep, it's easy to see how the likes of self-care and skincare start to slip. So if you find yourself stretched and out of hours by the end of the day, but you desperately want to get your skincare journey on the right track, then this one is for you! It's our quick, to-the-point guide containing all you need to know for skincare beginners and experts alike. You'll be on your way to glowing skin in no time!

THE AUTHORS



This guide has been created by us, Shannon and Simona, co-founders of RAWKANVAS.

We founded RAWKANVAS in 2017 as a skincare brand for Australian and New Zealand clients. Since then, we've expanded globally with clients across Canada, United States, United Kingdom, Germany, France and Singapore too. Along the way we've picked up multiple awards for our range and we've entered into two major retailers - Sephora (Australia and New Zealand) and Farmers (New Zealand).

Built on the concept of 'confidence, naturally', RAWKANVAS is a collection of award-winning natural and vegan skincare backed by science. Handcrafted in boutique batches using stunning natural scents and colours, an eco-friendly design, beautiful recyclable packaging and cruelty-free practices too, it's skincare that loves your skin and the earth.



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The best way to care for your skin, starts with knowing it. Get to know your skin type (it can change over time), learn how to accelerate your skin cycle and discover how to take care of your skin's microbiome. With these insights, you're well on your way to happy, healthy skin!

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02: GET TO KNOW INGREDIENTS

Gels, lotions, creams, balms and everything in between - how do you know what they are and what to choose? With so many products, promises and trending ingredients on the market - how do you know what's worth your time and investment? We've got everything you need to know on textures and ingredients.

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03: SKINCARE GUIDES

Did you know there's a 'right' way to introduce a new product into your routine? Are you layering your products correctly? Are you getting the MOST out of your products? We've got all of our best tips to help you use your skincare the right way!

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GET TO KNOW YOUR SKIN TYPE

The best way to care for your skin starts with knowing your skin type. And while we believe that everyone's skin is as unique as their personality, there are a few common characteristics that help to define your skin type. Whether it's oily, dry, combination or sensitive, knowing your skin type allows you to focus on the right products for you. So let's find out your skin type, so you can align with the right products!

Whether you're in your early twenties, mature or pregnant, most skin types will fall into one of four categories:



OILY

Oily skin is the result of excess sebum production. Characterised by a shiny appearance, oily skin types can be prone to breakouts



DRY

Dry skin is the result of an under-production of sebum. Characterised by a rough and flaky texture, dry skin can often feel tight and irritated



COMBINATION

Combination skin is made up of multiple skin types, namely oily and dry. It is usually characterised by an oily T-zone and drier cheeks, when talking about both look and feel



SENSITIVE

Sensitive skin is the result of a weakened or compromised skin barrier. Characterised by itchiness, flushing, redness or irritation, sensitivities can often be caused by ingredients



ALL YOU NEED TO KNOW ABOUT THE SKIN CYCLE



Chances are you haven't been laying awake at night wondering what your skin cycle is. And you don't need to! Because we're here to tell you what it is, why it even matters and how you can help speed up your skin cycle (side note up-front: it slows as we mature) for fresher, smoother and more vibrant skin (really!).

WHAT'S A SKIN CYCLE?

While we live our days 24 hours at a time, our skin is in a constant cycle of renewal that lasts an average of 28 days! Basically, our body produces new skin cells at the deepest layer of the epidermis which then work their way to the surface of the skin, where they reach maturity (aka what we call 'dead skin cells') and begin to flake off. And so it goes, on repeat.

When the skin cells reach the surface of the skin they're strong and healthy and they play a role in the skin's barrier function (protecting us from nasties while also sealing in moisture). But the skin cycle isn't clear cut (not all skin cells got off the mark at the same time when the race started!) – which is why sometimes you'll notice patches of dryness and breakouts, or uneven skin tone, while the rest of the skin could be oily or perfectly glowy! The more you know, right?!



WHAT AFFECTS THE SKIN CYCLE?

The skin cycle varies from person-to-person, and it's affected by the likes of age, hormones, health, stress and the condition of your skin too. Sadly, the skin cycle slows down as we mature... From say 19-21 the skin cycle is speedier at just 14-21 days, as an adult is around 28 days, and when we reach our 40's and 50's it's around 45-60 days



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WHY IS THE SKIN CYCLE IMPORTANT?

There's benefits to working our skin cycle the right way! Because when dead skin cells accumulate on the surface of our skin (as they do when the cycle is slowing) they can cause the likes of sagging, fine lines, wrinkles, dullness, discolouration and breakouts too – and we think this is totally unnecessary given it's just some pesky dead skin causing this!

And the good news is, we can actually accelerate our skin cycle to keep fresher skin cells flourishing at the surface of our skin. We're talking softer, smoother and more vibrant skin

HOW DO I SPEED UP MY SKIN CYCLE?

Take back some control. You can easily speed up your skin cycle and cellular turnover by adding a few key products into your routine! Look for the likes of a manual or chemical exfoliant, a retinol or bakuchiol-based treatment, and then follow with a luxurious cream to nourish and nurture your fresher skin cells

-

If this isn't the easiest way to address unnecessary skin sagging, fine lines, wrinkles, dullness, discolouration and breakouts... then we don't know what is! Enjoy that softer, smoother and more vibrant skin.





WHY THE SKIN MICROBIOME IS THE KEY TO HEALTHY, HAPPY SKIN



Balance. The key to almost everything in life, including the human body. We all know by now that a balanced gut is a healthy gut. And a healthy gut assists with everything from immunity function, inflammation and even our mental health. Just like the gut, our skin has its own microbiome which requires balance too. Let's get to know our skin's microbiome and why it's key to healthier, happier skin.

WHAT IS THE SKIN MICROBIOME AND WHY IS IT IMPORTANT?

Put simply, the skin microbiome is the term used to describe the trillions of bugs that live on our skin. Our skin's microbiome is critical to our skin's health as it works to reinforce the natural barrier of defence (e.g. providing immunity and defence against bugs), protect against environmental aggressors (e.g. pollution, UV rays) and helps to regulate our skin's natural PH levels too. When our skin's microbiome is out of balance we can expect stressed, inflamed, dry skin and the likes of breakouts, redness, eczema, etc.

When even just one strain in our skin microbiome overgrows, this can create an imbalance and can lead to what is called "leaky skin". This can manifest in many ways including severe breakouts, eczema, rosacea, psoriasis, sensitive skin and can even accelerate signs of maturing in the skin such as a loss of elasticity, fine lines and wrinkles. Basically, the skin's microbiome is crucial to healthy, happy skin

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GLOSSARY OF SKINCARE TEXTURES



SERUM

Serums are a light and silky fluid that usually contain a high percentage of active ingredients. Because of their ability to absorb quickly, they're perfect to use in skincare layering and they're usually suitable for all skin types. Opt for a serum when you have a specific skin goal in mind e.g. hydration, collagen



GEL

Gels are usually oil-free, making their texture watery and light. With more water content than oils, they are hydrating and fast-absorbing, and they're great for oily and breakout-prone skin types. Go for a gel formula (for say a moisturiser) when you want a dose of hydration while minimising excess oil and shine



LOTION

A lotion falls between a gel and a cream – being richer than a gel and lighter than a cream. They typically contain little (if any) oil. It's this rich but light consistency that makes a lotion great for the drier skin types (in comparison to a gel texture). Lotions are fast-absorbing and great for use in skincare layering



CREAM

A cream contains a mixture of water and oil and is the thickest, most traditional, skincare formula used for moisturisers. Best layered over other serums, concentrates and lotions, this combination of water and oil can penetrate your skin to provide much needed hydration while also creating a barrier to help prevent moisture loss – making it perfect for dry and mature skin. Because of its versatility to include different actives, opt for a cream formula that aligns to your skin goals and type

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OIL

Oils have rich, silky textures that absorb into your skin slowly to deliver and seal in hydration. Best used overnight because of their density, oils are often better for combination, dry and mature skin types. Go for an oil when you want long-lasting hydration, and replenished, protected skin too



MOUSSE

While a mousse may seem thick and creamy, they also offer a somewhat airy and fluffy texture too. Mousses are versatile and often span the likes of moisturisers, masks and fake tan. Skin type suitability depends on the product. Opt for a mousse when the product benefits simply align with your skin goals



EXFOLIANT

Exfoliants are typically formulated with tiny beads that provide a rougher texture – but it is this ‘rougher’ texture of the beads that work to polish away dead skin cells. Used with care, exfoliants are suitable for all skin types. Opt for an exfoliant when you need to refresh, smooth and brighten your skin



BALM

Balms are typically dense but nourishing butter and oil formulations. Balm formulations can span cleansers and face balms, but they’re most commonly found as a lip balm. Skin type suitability depends on the product. Go for a balm when you want a really nourishing treatment





SKINCARE INGREDIENTS WORTH THEIR HYPE

With so many products, promises and trending ingredients on the market, it's hard to figure out what's actually worth your time and investment. Not to mention analysis paralysis (it's a real thing!)... When you don't know where to start or what to choose it can really affect your skincare journey – so we'd like to help! Here are the tried, tested and scientifically proven skincare ingredients that are worth their hype (in no particular order!):

HYALURONIC ACID

What: An acid that draws moisture from its environment to hydrate the surface layers of the skin

Benefits: Not only does hyaluronic acid leave your complexion more hydrated, plumper and radiant-looking (minimising fine lines and wrinkles while increasing your glow), but it can also regulate oiliness (assisting to lessen breakouts) and assist a healthy skin barrier function too (a healthy skin barrier assists to minimise skin sensitivities, bacteria build-up and breakouts)

Why it's worth the hype: Hyaluronic acid attracts and binds to water molecules and increases the water content of the skin. Almost unbelievably, it can absorb more than 1,000 times its weight in water!

RETINOL

What: A powerhouse vitamin (a derivative of vitamin A) which assists with everything from collagen production through to a reduction in breakouts

Benefits: Retinol can assist to boost collagen, increase skin firmness, improve overall skin texture, smooth dry skin, reduce the appearance of pore size, reduce the appearance of fine lines and wrinkles, reduce the appearance of pigmentation and age spots, regulate sebum production and reduce the appearance of breakouts

Why it's worth the hype: One ingredient, 9+ benefits – need we say more?! It truly is a must in any good skincare routine

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VITAMIN C

What: A powerful antioxidant ingredient known for its skin brightening effects

Benefits: Not only does vitamin C work to brighten the skin but it also promotes collagen production, assists with hyperpigmentation, skin redness and inflammation, and acts as a shield against pollution and sun damage too (which can lead to premature maturing of the skin)

Why it's worth the hype: Vitamin C absorbs easily into the skin and begins working immediately – meaning you'll see results quick smart!

PROBIOTICS

What: Microencapsulated, live cultures of good bacteria that assist in our overall skin health

Benefits: When our skin's microbiome (the community of microorganisms that live on the surface of our skin) is out of balance, we can expect stressed, dry, cracked and breakout-prone skin... even the likes of eczema. So, probiotics assist to reinforce our skin's natural barrier of defence (providing immunity and defence against bugs) and help to regulate our skin's natural PH levels too. Simply put, probiotics decrease inflammation and sensitivities, protect against bad bacteria, decrease breakouts and leave skin repaired and sealed (smooth)

Why it's worth the hype: Skin health! When your skin is healthy, it's happy

VITAMIN B3

What: A water-soluble vitamin (meaning it's not stored in the body and often needs replenishing) that works with the natural substances in your skin to assist multiple skin goals

Benefits: Vitamin B3 can assist to improve the overall appearance of the skin, minimise redness, reduce the appearance of pigmentation, reduce the appearance of pores, minimise the appearance of fine lines and wrinkles and regulate oil production too (assisting to lessen breakouts)

Why it's worth the hype: Often likened to retinol – its versatility to assist almost any skin type and skin goal makes it a multitasking hero

While we haven't covered every 'it' ingredient here (we're looking at you seaweed collagen, bakuchiol, ceramides, peptides), this does give you a good start! If you fancy, you can discover all of our RAWKANVAS ingredients on our website.

OUR VISION

Your beauty lies with high-quality natural, pure and cruelty-free ingredients for face, body and hair. Thought to life with exciting natural scents and colours, an exciting design and beautiful recyclable packaging to enjoy your beauty routine with ease. Be confident, naturally.

OUR COLOURS

We use natural ingredients to create a rainbow of colours which means that sometimes your products vary in colour from batch to batch. While ingredients and formula remain completely unchanged, natural colours can change (depending on when the ingredients were harvested). You'll always know that each batch is FRESH and unique!

OUR SCENTS

We use natural essential oils which means that sometimes your products vary in scent from batch to batch. While the ingredients and formula remain completely unchanged, our unique aromatic blends, designed by an aromatherapist, can vary depending on the season the ingredients were grown and harvested. We love this because it makes each batch feel FRESH and unique!

RAWKANVAS ROUTINE

- Cleanse Purified
- Exfoliate Canvas Polished
- Mask Refined Luminosity Canvas
- Tone Harmony
- Serum Eternal
- Eyes Epiphany
- Moisturiser Sol The Linelight Luna Vitality
- Treatment The Foundation
- Facial Oil Vesper Youth
- Lips Luscious
- Body Luscious Detailed Sublime Blemish Healer



HOW TO INTRODUCE A NEW PRODUCT INTO YOUR ROUTINE

Did you know that there's a right way to introduce a new skincare product into your routine?! That's because when introducing a new product, it's quite common for us to experience the likes of skin purging or a skin sensitivity. And while one is signalling that a product is working for you, the latter is signalling that a product might not be the best fit for you – making it really important to be able to tell which experience you're having! Cue: The 'ease in' and 'one product' methods of course. We take a closer look at these methods so you can implement your new skincare product properly to understand your skin's response and get the most out of your new skincare routine.

THE 'EASE-IN' METHOD

Best for: Skin cell renewal products

What: The ease in method allows your skin to gradually adjust to a new product and its ingredients. Particularly good for products that are beneficially designed to increase the skin cell renewal process (e.g. retinols), this method simply introduces one new product to your skincare routine gradually so that you can potentially lessen the effects of 'skin purging'

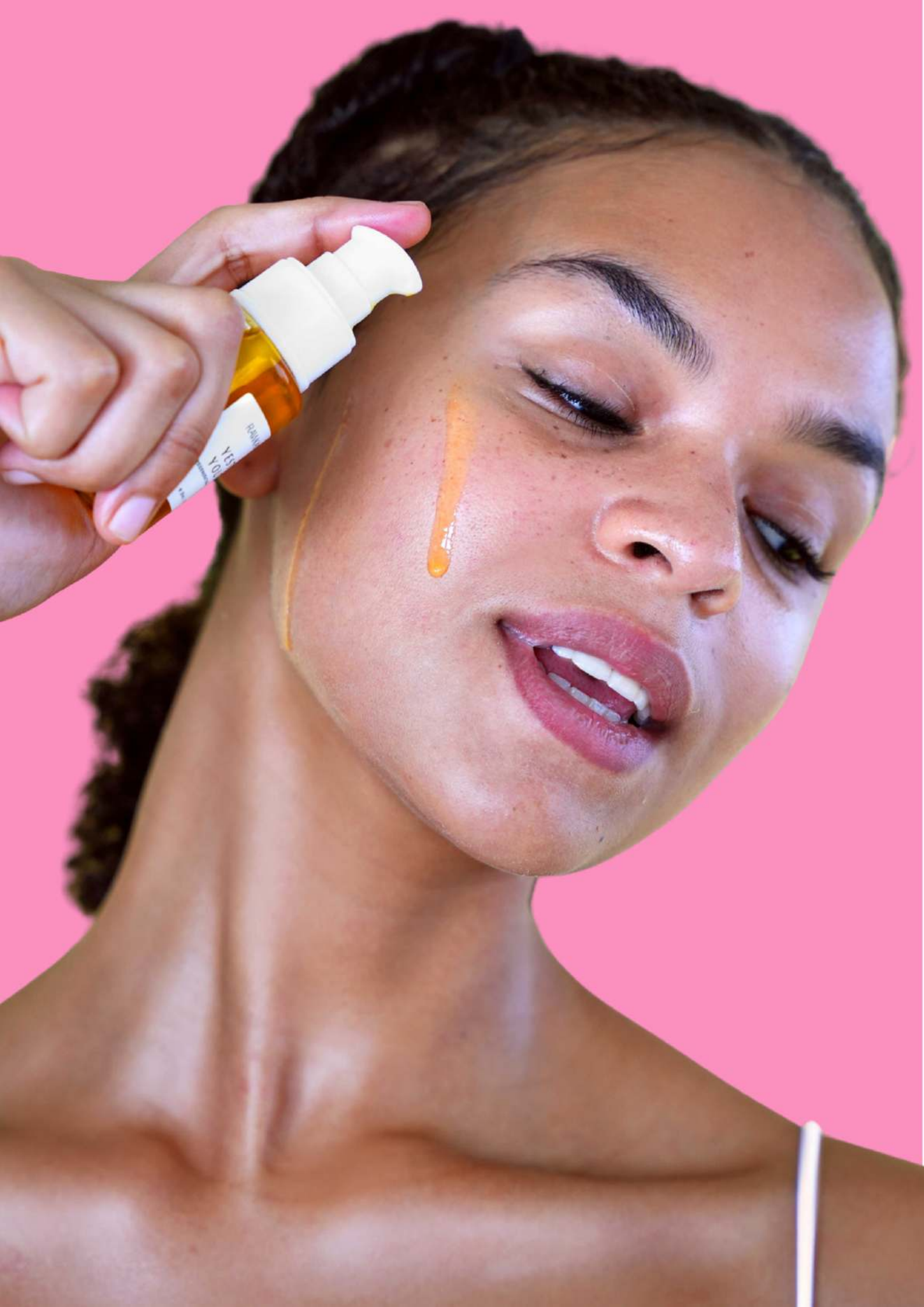
In practice: As an example, you may wish to introduce a retinol-based product such as The Foundation: Flawless Retinol & Vitamin C Lotion into your routine with two applications in the first week, three applications in the second week, and so on, until you're comfortable with frequent use

THE 'ONE PRODUCT' METHOD

Best for: Sensitive skin types

What: The one product method allows you to test your skin's responsiveness to a new product. This method simply introduces one new product into your routine at a time as opposed to skincare layering with more than one new product. This way, you can identify and isolate both a product and its ingredients should you show signs of sensitivity

In practice: Follow this method by introducing one new product into your routine each 2-3 days to test your skin's response. If there's no sensitivity, introduce the next product. If there's sensitivity, discontinue use of the product, take note of the ingredients list and seek some advice on where to go from here



HOW TO SKINCARE LAYER LIKE A PRO



Is there any better feeling than starting a new skincare brand or a bunch of new products on the pursuit of your best skin?! You pick out all these amazing new products, unbox them excitedly and jump headfirst into applying them and soaking in all the goodness. If only it were so easy! Well, it kind of is, turns out you just need to layer your skincare products in the right way. Cue: Skincare layering. Not only will skincare layering help you to achieve your skincare goals, but it will also save you time, effort and your hard-earned money. See our tips!

FIRST THINGS FIRST: CONSISTENCY

Hearing the words 'consistency is key' is almost triggering, we know. All our life we've been reminded that if we stick to something consistently, we'll see the results. This holds true when exercising, eating well... and it most certainly holds true when it comes to achieving your skincare goals - because we can't expect to see proper results when we use a product every so often. Take retinol, for example. A retinol treatment can take up to three months for you to start seeing the benefits once you've built up your tolerance to apply it every second night. The key here is the consistency of use to gain those benefits after three months because if you only use it every so often, you're going to feel let down when you're not seeing results. So long story short, form a routine and stick with it!

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LAYER BASED ON PRODUCT CONSISTENCY (THINNEST TO THICKEST SUBSTANCE)

Layering skincare in the right order is essential for product absorption and ensuring that the product can work effectively

When it comes to layering efficiently, a good rule of thumb to follow is layering based on a products' consistency – meaning layer from your thinnest (watery) substance to your thickest substance. Applying your thinnest substance first increases product absorption into your skin (after all, that's what we want!) because if you applied your thickest substance first (think oil) then this could actually prevent your thinner products from penetrating into your skin and therefore inhibiting their performance

In practice your best routine would be: cleanser, exfoliator, mask (to best prepare your base to absorb your following products) toner, treatment (light serums), moisturiser, treatment (thick treatments) and facial oil

OIL FOR THE FINALE

Facial oil, should this be your thing, should always go last and that is because oil is an occlusive which means it creates a barrier. Oil has the ability to penetrate through serums, lotions and moisturisers but it cannot work the other way around (a thinner serum, lotion and moisturiser substance cannot penetrate through oil). So, we always apply this last!

PAUSE + SPRITZ BETWEEN EACH STEP

Enjoy the self-care experience – it's one moment within your busy day that's yours to relish (in fact that's one of the reasons our skincare is aromatic, to heighten your sensory experience!). But if you have a million things to do and slow beauty doesn't convince you, this will. There's this thing called pilling and it happens when you pile on products too quickly, before each individual product has had a chance to absorb properly into your skin. This causes the products to practically band together, dry up and roll from your face as opposed to absorbing into it. The great news is that this is completely avoidable by slowing down your routine and giving each product sufficient time to completely absorb before spritzing moisture and applying the next product. We recommend at least 60 seconds

'Spritzing moisture' - you ask? We're glad you brought this up. Did you know that by applying a product to a moistened surface, this helps to both seal moisture into the skin and help the product to work more effectively? It's true! You can achieve this by spritzing the likes of Harmony (or another source of hydration) in between your skincare layering steps. E.g. allow a product to dry (for 60 seconds), then spritz and immediately apply the next product in your routine. And so on and so forth

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OUR RECOMMENDED RAWKANVAS ROUTINE:

1. Cleanser
2. Exfoliator
3. Mask
4. Toner
5. Serum
6. Eye treatment
7. Moisturiser
8. Facial treatment
9. Facial oil
10. Lip care

Now this all might sound like a lot but if there's one thing we want you to take away from all of this – it's that it's not just about what skincare you're applying, but how you're applying it. By applying your products consistently, in the right order and slowly, you will maximise the benefits of your skincare products and be on your way to achieving your skincare goals.





RAWKANVAS
LUNA VITALITY
RESURFACING PROBIOTIC Lotion
HYDRATE & REVITALISE
e 80ml | 2.92fl.oz

RAWKANVAS
DELICIOUS
RESURFACING PROBIOTIC Lotion
HYDRATE & REVITALISE
e 80ml | 2.92fl.oz

RAWKANVAS
YESTER YOUTH
RESURFACING TREATMENT OIL
HYDRATE & REVITALISE
e 30ml | 1.01fl.oz

RAWKANVAS
SCUB
MOOTH
e 18.45fl.oz

RAWKANVAS
CANVAS
RESURFACING AHA & BHA TREATMENT
CLARIFY & SMOOTH
e 60ml | 2.02fl.oz

RAWKANVAS
REMEDY
CALMING HEMP BODY OIL
HYDRATE & REVITALISE
e 100ml | 3.38fl.oz

RAWKANVAS
LUSCIOUS
Essence of Hydration
e 50ml | 1.69fl.oz

RAWKANVAS
SUBLIME
REPLENISHING HEMP & PROBIOTIC BODY LOTION
SOOTHE & BRIGHTEN
e 200ml | 6.76fl.oz

RAWKANVAS
REFINED
CLARIFYING RED WINE MASK
SOOTHE & SLEEK
e 80ml | 2.92fl.oz

RAWKANVAS
THE LIMELIGHT
BRIGHTENING PROBIOTIC LOTION
SOOTHE & BRIGHTEN
e 50ml | 1.69fl.oz

HOW TO MAKE YOUR SKINCARE WORK EVEN BETTER



We're here to let you in on a little secret. With a little know-how, you can drastically increase your skincare products' effectiveness with just ONE simple step in your skincare routine! Ok we can't hold it in any longer – it's moistened skin. 'Moistened skin', you ask? Ever the source of confusion, we break it down for you, so you can get straight into upgrading your routine!

WHAT'S 'MOIST' SKIN?

So we're all on the same page here, let's get clear on what we actually mean by moist skin! It's not sopping wet (if that's what you're picturing!), it's either –

- Skin that has just been cleansed and not dried (which applies to the beginning of your routine)
- Skin that has been lightly spritzed (which applies to skincare layering)



HOW DOES IT WORK?

Long story short, when your skin is moistened it's both hydrated and more permeable than dry skin. Think of it like a sponge... by moistening your skin before applying your product, your skin is best prepared to absorb your product thereby increasing your products' effectiveness drastically

HOW DO I MOISTEN MY SKIN?

Here are some simple ways to moisten your skin:

- Apply your product to a cleansed (but not dried) face within 60 seconds of cleansing
- Spritz toner
- Apply a hydrating mist

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HOW TO MOISTEN YOUR SKIN DURING YOUR ROUTINE

While this is all pretty straightforward stuff, it's important to note that the way you choose to moisten your skin will be based on where you're at in your routine:

- Beginning of routine: After cleansing (and not drying your face), apply product within 60 seconds
- Middle to end of routine (skincare layering): If you're in the midst of a skincare layering routine (e.g. you've finished the cleanse, exfoliate and tone steps) simply spritz your toner or hydrating mist, apply your product and allow 60 seconds for your product to absorb and dry completely (because after all, we're also trying to avoid skincare pilling too!). Then repeat – spritz, apply, dry until you're finished your routine

WHAT PRODUCTS DOES THIS APPLY TO?

While increasing hydration and product effectiveness through moistened skin is the goal here, that doesn't mean to say that this step applies to ALL products. Because some products and ingredients may end up overworking and therefore irritating your skin (the opposite of our goal!). So here's a quick breakdown on where we're at with RAWKANVAS products:

Apply these types of products to moist skin:

- Cleanser: Clarity, Purified
- Exfoliator: Polished
- Mask: Refined
- Toner: Harmony
- Serum: Eternal, Essence, Vibrance
- Eye treatment: Epiphany
- Moisturiser: Sol, The Limelight, Luna Vitality
- Facial treatment: The Foundation
- Facial oil: Yester Youth

Apply these products to dry skin:

- Mask: Luminosity (contains AHA's to exfoliate)
- Mask: Canvas (contains AHA's and BHA's to exfoliate)



We hope you enjoyed our free ebook full of useful skincare information, just as much as we enjoyed making it for you! If you ever have any questions, or you'd like some personalised help, don't hesitate to reach out - we'd love to hear from you!

Shannon and Simona
Co-Founders, RAWKANVAS

GET IN TOUCH

www.rawkanvas.com

info@rawkanvas.com

Instagram | Facebook | Pinterest | TikTok: @rawkanvas

