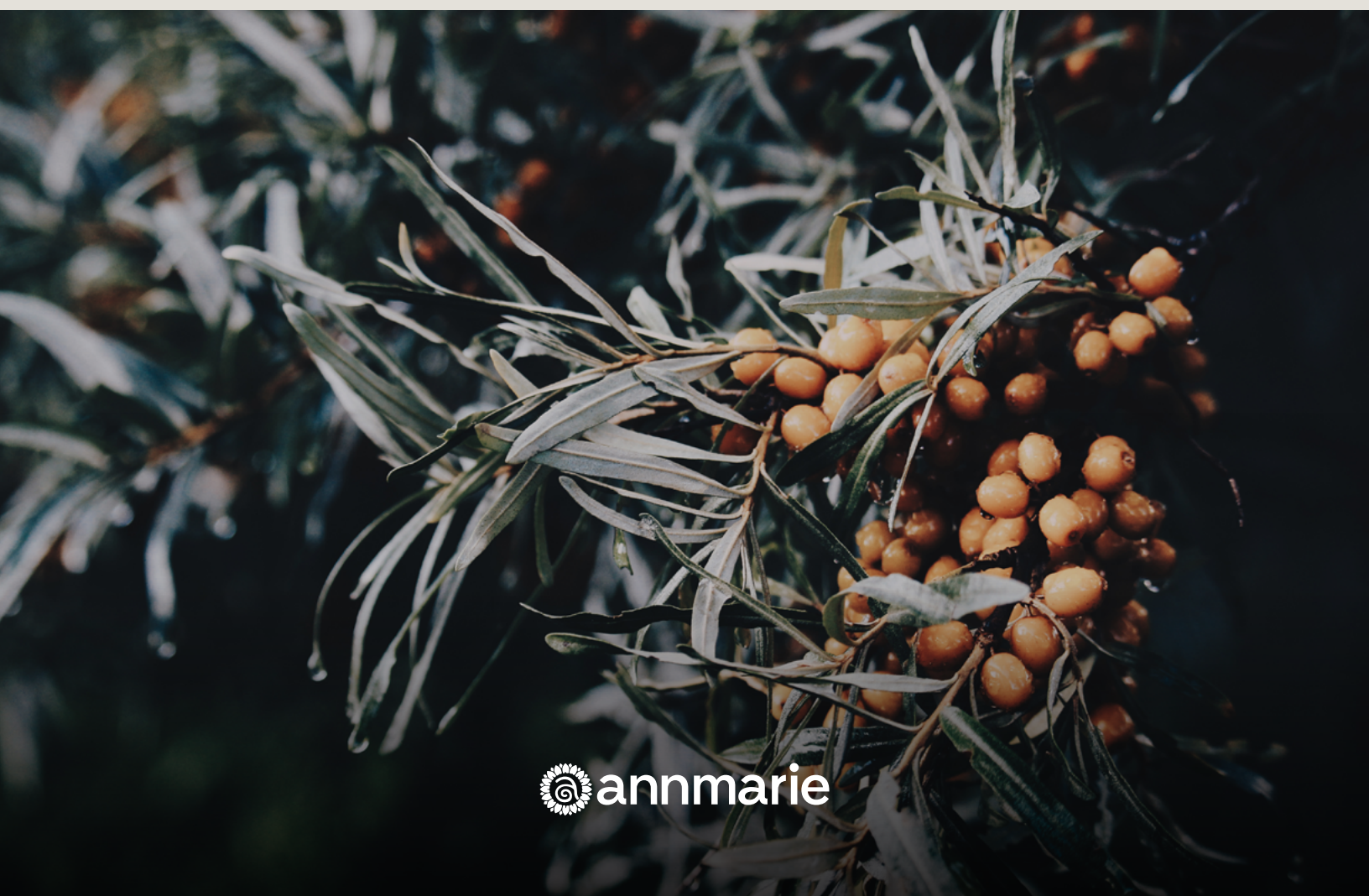



ANNMARIE SKIN CARE

FDA COMPLIANCE PROTOCOL





Pursuant to the Food, Drug & Cosmetic Act, the FDA and FTC require that we follow a very specific and detailed protocol about what we can say about our products online, over the phone and in person.

Anyone working for Annmarie Skin Care must adhere to this protocol to ensure that our company maintains good standing with the FDA and other regulatory agencies. As a team member, you are responsible for what you say about our products to others—more so than someone who is just a customer. What you say could affect our standing with the FDA, so if you're not sure if you can say something, please ask and we can help clarify.

In this document, you'll discover what you **can say** and what you **can't**—as well as our complete FDA Compliance Protocol.

FDA COMPLIANCE LEAD:

Rachel Pachivas

WHY IS FDA COMPLIANCE SO IMPORTANT?

Essentially, they can and will shut down any company that makes drug-like claims or “structure-function” claims for their products. This includes claims made by any team member on our website, over the phone or in person. Many companies continue marketing their cosmetic products by making illegal claims. Comparisons to what others may claim is not helpful, and in fact, can put our company in jeopardy.

WHAT ARE CLAIMS?

A DRUG-LIKE CLAIM:

- Suggests that the product is intended for use in the “diagnosis, cure, mitigation, treatment, or prevention of disease”
- A structure-function claim can be made for a dietary supplement, but NOT a cosmetic.
 - A structure-function claim suggests that products are “articles intended to affect the structure or any function of the human body.”

In addition to statements that expressly claim to diagnose, cure, mitigate, treat, or prevent disease, the FDA lists ten different ways that a company can make an **illegal, implied disease claim**.

THESE INCLUDE, FOR EXAMPLE:

- A statement that the product or ingredient has an effect on the characteristic signs or symptoms of a disease;
This can be as obvious as “our Citrus Stem Cell Serum helps cure your redness from rosacea” to the not so obvious “our Anti-Aging Facial Oil removes redness in the skin.”
- A statement about the product or ingredient, that cites a scientific publication that refers to disease treatment;
- Citations must NOT contain reference to what an ingredient or

product can do to treat a disease or symptom of a disease.

An example of this would be—We write an article on herbs for uneven skin tone, and cite an article that shows licorice root can help with hyperpigmentation. Even though we say that “studies show that licorice root can help even skin tone”—we

1) can't link to the study or show it and

2) it's a better approach to not even mention that studies show anything.

This should simply be stated that “licorice root can help with the appearance of uneven skin tone.”

- A statement that the product or ingredient is a substitute for a therapy for a disease;

Examples—our Kaolin Micro Exfoliant is a natural microdermabrasion treatment. Or vitamin E is a natural botox.
- A statement that the product or ingredient has a role in the body's response to a disease.

Products can't say they do anything to the response the body has when it has a disease. An example of this would be “our Citrus Mint Cleanser can help with the inflammation caused by acne.”
- And there is a catch-all: **Otherwise suggests an effect on disease.**

Additionally, the FDA gives the following as examples of claims cosmetics may not make. Here is a short list, please review the rest [here](#):

- Treats a disease (such as acne, eczema, hyperpigmentation, psoriasis, or rosacea)
- Increases collagen
- Revives cells
- Regenerates skin
- Increases cell turnover
- Stimulates circulation
- Anti-inflammatory
- Antimicrobial
- Anti-viral
- Antibacterial
- Antiseptic
- Heals burns
- Heals wounds
- Changes mood
- Anxiety
- Acne
- Breakouts
- Blemishes
- Blackheads
- Headaches
- Aphrodisiac
- Astringent
- Shrinks pores
- Cold
- Flu
- Hormone balancing
- Microdermabrasion
- Repair free radical damage
- Repair skin
- Heals scars
- Stimulates collagen production
- Stimulates hair growth
- Repairs sun damaged skin
- Sun spots
- Hyperpigmentation
- Supports cell communication
- Insomnia



FDA WARNS THAT THE DRUG CLAIMS INCLUDE:

- claims that products reduce inflammation, regenerate cells, prevent facial muscle contractions, boost activity of genes, or give you the same results as injections or surgery.
- promise to treat medical conditions, such as acne, rosacea, eczema, and psoriasis.

Please keep in mind, this refers to not only the product over all, but **when talking about the specific ingredients in the products.**

WHAT CLAIMS CAN BE MADE?

The FDA gives the following as examples of claims cosmetics may make:

- Cleanses skin
- Enhances beauty
- Promotes attractiveness
- Alters or reduces or minimizes the appearance of
- Exfoliates



These are general examples, but as long as the claim falls into one of these categories, you should be safe. **If you're unsure, please ask the FDA Compliance lead.**

YOUR CLAIM RESOURCES

Because we want to completely adhere to the FDA standards, we have created two documents you can use and reference when talking about the products. We recommend that you look them over, study them and know them well. These are essential for writing.

- Please refer to **page 13** or **this document** for alternative, approved claims for all types of skin issues.
- Please refer to **page 27** or **this document** for all claims we can say about each individual product and some frequently used ingredients.

CUSTOMER SUPPORT, IN-STORE SUPPORT AND FDA COMPLIANCE

Whether you're writing an email, on the phone or in a chat session, you must adhere to FDA compliance. Please make sure you use the appropriate claims in the documents when talking to a customer about their skin.

Also, when someone asks about a skin condition, like acne, rosacea, hyperpigmentation and others, here's how you can respond.

"The FDA considers these diseases, so I can't give specific product or ingredient recommendations based specifically for those conditions. What I can tell you is that there are some products that [insert approved claims.] Would you like to hear about them?"

If in email, you can just continue with the products.

Instead of "Would you like to hear about them?"

you can say,

"These are..."

The FDA Compliance lead is always available to assist you with what you can and cannot say. Please discuss any claims or situations you have questions about with her to determine if the situation is/was appropriate.

WEB COPY, SOCIAL MEDIA, COPYWRITING, BLOG WRITING AND FDA COMPLIANCE

When writing for the public, we must be extremely careful not to make any illegal disease treatment or structure-function claims. So all emails, testimonials and blog articles that promote products must be reviewed by the FDA Compliance lead.

If you're writing about a product, please refer to the **Claim Resources** and use the approved claims from those documents. This way, you'll always be safe from violating the FDA policy.

Please keep in mind that **anything we choose to publish containing claims on our web channels could potentially violate our FDA compliance program and place the company in jeopardy of FDA or FTC legal action**—this includes comments, testimonials, questions, videos, Facebook Live, or someone else's article. So if a testimonial claims that the customer got rid of their acne using the product, **we cannot publish that aspect of the testimonial**—since it implies that you can use that product as a drug to treat a disease or condition (acne.) Anything our customer claims in a testimonial is ours. If we “like”, publish or link to a testimonial, the company is responsible for making that claim.

When writing—always—make sure that you review the claim sheets to ensure you're not making any illegal claims. But for some mediums there are some additional things to review:

social media

- Make sure customers are not posting reviews with claims. If so, please either remove the post completely, or cut out the part of the claim that is in violation of the FDA regulations.
- Do not like a customer testimonial—on their page or ours—that has an illegal claim in it. This endorsement could imply that we agree the product can do the thing that they have claimed.

video production

- Review all scripts beforehand for claims.
- Review the video after editing and make editing adjustments if there are illegal claims.

blog writing

- We can talk about ingredients and what they do, but they must have the same “no structure and function” claims as the products.
- If we want to talk about the products in a blog post, we cannot have any structure-function claims regarding that product in that post at all.
- Please note that illegal claims cannot be made in the URL for the blog post as well.

Example: www.annmariegianni.com/cures-cancer.html

The FDA Compliance lead is always available to assist you with what you can and cannot write or post. Please err on the side of caution when writing and have someone review what you have written if you're unsure.





ACCEPTABLE

COMMON COSMETIC CLAIMS

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ACCEPTABLE COMMON COSMETIC CLAIMS

A

To say **absorbs toxic matter**, use:

1. Formulated to protect
2. Provides a clean base for nutrients
3. Provides powerful antioxidant activity to help promote beautiful skin
4. Leave skin appearing luminous
5. Care for your skin with natural defenses
6. Infuse your skin with protective botanicals

To say **acne/breakouts/blemishes/blackheads**, use:

1. Clogged pores
2. Will help unclog pores to give your skin the appearance you desire
3. Balances natural oils
4. Helps remove build up from the surface of the skin
5. Decongest pores
6. Renew the look of beautiful skin
7. Create a smoother looking appearance
8. Creates the appearance of a brighter, smoother complexion
9. Leave skin appearing luminous

To say **age spots**, use:

1. Provides powerful antioxidant activity to help promote beautiful skin
2. Can help minimize the appearance of dark spots to promote healthy looking skin
3. Evens skin appearance
4. Creates an even, glowing complexion
5. Moisturizes aging skin
6. Helps reduce visibility of aging
7. Renew the look of beautiful skin
8. Creates the appearance of a brighter, even complexion

To say **alleviates tension and headaches**, use:

1. Relieves everyday tension
2. Feel mentally refreshed
3. Feel mental relief and clarity
4. Provides tension support
5. Soothes and refreshes your appearance and outlook

To say **anti-inflammatory/inflammation**, use:

1. Lessens appearance of temporary redness
2. Calming sensation
3. Has a gentle effect on the skin
4. Alleviates temporary redness or discomfort
5. Promotes an even skin tone
6. Renew the look of beautiful skin

To say **antimicrobial/antibacterial/anti-viral/anti-fungal**, use:

1. Purifies the skin/purifying/cleansing
2. Cleans the skin/cleansing
3. Decongest pores
4. Clears pores for a fresh glow
5. Cleans impurities for a brighter appearance
6. Clarify and balance your skin
7. Tones the skin
8. Minimize the appearance of large pores
9. Helps remove build up from the surface of the skin
10. Removes dirt, oils and impurities
11. Cleansing properties

To say **antiseptic**, use:

1. Cleans dirt, oils and impurities
2. Helps protect from environmental stressors

To say **aphrodisiac**, use:

1. Supports feeling sexy
2. Inspire your sexual center
3. Supports your inner frisky
4. Feel inner inspiration
5. Inspires your inner desires
6. Love potion
7. Heart opening
8. Sensual
9. Passion igniting

To say **astringent**, use:

1. Removes dirt, oils and impurities
2. Cleans dirt, oils and impurities
3. Naturally cleansing
4. Minimizes the appearance of large pores
5. Refines the appearance of pores

B

To say **balance skin oil production/balance oil production**, use:

1. Balance natural oils

To say **burns**, use:

1. N/A

C

To say **cancer**, use:

1. N/A

To say **cell regeneration**, use:

1. Plumps/creates a plumping effect
2. Beautifies
3. Fresh revitalized glow
4. Creates radiant, glowing complexion
5. Provides powerful antioxidant activity to help promote beautiful skin
6. Provides an instant glow
7. Leaves your skin soft and radiant
8. Reduces the appearance of dullness
9. Give your skin a fresh and revived look
10. Nourish and replenish your skin's appearance
11. Face rejuvenator

To say **cell turnover**, use:

1. Reawaken the skin
2. Encourages revitalized skin
3. Provides powerful antioxidant activity to help promote beautiful skin
4. Formulated to beautify your unique skin
5. Improve the appearance of skin tone and radiance
6. Face rejuvenator
7. Powered by phytonutrients and antioxidants, product x plumps the look of your skin for an ageless appearance
8. Gives a tighter, firmer look

To say **changes mood**, use:

1. Mood-elevating
2. Scents that inspire
3. Find peace and clarity
4. Positively affects mood with energizing and refreshing properties
5. Provides positive mental balance
6. Lift your spirits with this balancing, clarifying blend

To say **clear**, use:

1. Unclog
2. Clean
3. Minimize the appearance of large pores

E

To say **elasticity**, use:

1. Helps tighten and firm your look
2. Face rejuvenator
3. Provides a fresh and revitalized appearance
4. Renew the look of beautiful skin
5. Powered by phytonutrients and antioxidants, product x plumps the look of your skin for an ageless appearance
6. Inspires rejuvenated skin
7. Plumps and softens your look

F

To say **flush out toxins/removes toxins/removes contaminants**, use:

1. Cleanse
2. Removes impurities

To say **free radicals/oxidative damage/radiative damage**, use:

1. Environmental stressors
2. Outdoor elements

H

To say **healing**, use:

1. Nutritive herbs/ingredients

To say **help with depression**, use:

1. Inspiring scents
2. Helps to release negative energy
3. Mood-elevating
4. Positively affects mood with energizing and refreshing properties
5. Provides inner positivity

To say **help with anxiety**, use:

1. Help you remain heart-centered and calm
2. Find peace and clarity
3. Helps to release negative energy
4. Mood-elevating
5. Positively energizing and refreshing

To say **highly detoxifying**, use:

1. Removes dirt, oils and impurities
2. Helps remove build up from the surface of the skin
3. Deep pore decongestion
4. Washes away built up impurities
5. Leave skin appearing luminous
6. Leave your skin clean, smooth and glowing for hours

To say **hormone balancing**, use:

1. Helps you feel balanced and centered
2. Find balance
3. Mood-elevating
4. Infuse your skin with protective botanicals
5. Helps you feel synergized

■

To say **increases/stimulates circulation**, use:

1. Brings a brighter, even look to your face
2. Gives your face a glowing look
3. Brings radiance to your look

To say **irritation**, use:

1. Lessens appearance of occasional redness
2. Has an emollient effect
3. Hydrating
4. Has a calming effect
5. Replenishes moisture to combat temporary discomfort
6. Calming botanicals
7. Formulated with your skin's feeling in mind

M

To say **microdermabrasion**, use:

1. Exfoliation

P

To say **prevent and repair free radical damage**, use:

1. Natural skin protection
2. Defy your age
3. Calming botanicals
4. Leave skin appearing luminous
5. Care for your skin with natural defenses
6. Helps protect from environmental stressors

To say **protect collagen fibers**, use:

1. Temporarily firms and tightens
2. Enrich the skin with a moisturizing barrier
3. Powered by phytonutrients and antioxidants, product x plumps the look of your skin for an ageless appearance
4. Promotes ageless beauty
5. Care for your skin with natural defenses
6. Keeps your look firm and tight

To say **psoriasis relief/eczema**, use:

1. Has a calming effect
2. Replenishes moisture
3. Provides rejuvenating moisture
4. Calming botanicals
5. Formulated with your skin's feeling in mind

R

To say **re-mineralize**, use:

1. Provides a fresh and revitalized appearance
2. Clarify and balance your skin
3. Promotes skin's natural balance
4. Balances natural oils
5. Leaves a healthy complexion
6. Infuse your skin with antioxidants

To say **reduce wrinkles and fine lines**, use:

1. Visibly plumps fine lines temporarily
2. Diminish/reduces the appearance of wrinkles and fine lines
3. Revitalize appearance of mature skin
4. Helps prolong a more youthful appearance as it nurtures the skin
5. Formulated to improve the appearance of skin tone
6. Provides an instant glow
7. Leaves your skin soft and radiant
8. Formulated to give a boost of hydration
9. Reduces the appearance of dullness
10. Give your skin a fresh and revived look
11. Defy your age
12. Minimize the appearance of expression lines and wrinkles
13. Helps reduce the appearance of frown lines creating a happy, beautiful look

To say **remove dark circles under eyes**, use:

1. Lessen/reduces the appearance of dark circles under eyes
2. Rejuvenate tired eyes
3. Helps to temporarily reduce the appearance of pesky dark circles under the eyes
4. Minimize the appearance of expression lines and wrinkles
5. Reduce visible signs of fatigue temporarily
6. Keeps the delicate skin around your eyes looking hydrated and plump
7. Helps minimize the appearance of crow's feet
8. Helps reduce the appearance of frown lines creating a happy, beautiful look
9. Delivers hydration
10. Delivers a brighter look to the eye area
11. Give your eyes a youthful glow
12. Temporarily reduces the appearance of puffiness

To say **removes/sloughs dead skin cells**, use:

1. Exfoliates

To say **repair**, use:

1. Rejuvenate

To say **rosacea**, use:

1. Balances natural oils
2. Evens the look of your skin tone
3. Lessens appearance of occasional redness
4. Calming sensation
5. Has a gentle effect on the skin
6. Alleviates temporary redness or discomfort
7. Calming botanicals
8. Formulated with your skin's feeling in mind

S

To say **saggy skin**, use:

1. Visibly plumps the look of beautiful skin
2. Renew the look of beautiful skin
3. Provides a fresh and revitalized appearance
4. Revitalize appearance of mature skin
5. Helps prolong a more youthful appearance as it nurtures and moisturizes the skin
6. Defy your age
7. Powered by phytonutrients and antioxidants, product x plumps and regenerates your skin for an ageless appearance
8. Promotes ageless beauty
9. Firms and tightens your look

To say **shrinks pores**, use:

1. Minimizes the appearance of large pores

To say **skin healing**, use:

1. Provides protective moisture
2. Skin loving
3. Gives your skin the love it deserves
4. Skin balancing
5. Calming botanicals
6. Care for your skin with natural defenses

To say **skin lightening**, use:

1. Brightens and lightens your look
2. Formulated to improve the appearance of skin tone
3. Provides an instant glow
4. Eliminates the appearance of dullness
5. Give your skin a fresh and revived look
6. Clarify and balance your skin
7. Provides powerful antioxidant activity to help promote beautiful skin
8. Leave skin appearing luminous

To say **sleep aid**, use:

1. Find peace and clarity
2. Promotes a quiet restful mind
3. Promotes the feeling as if you're with unicorns and fairies

To say **soothes sensitive skin**, use:

1. Creates a calming sensation
2. Emollient effect on the skin
3. Alleviates temporary redness or discomfort
4. Balances natural oils
5. Calming sensation
6. Has a gentle effect on the skin
7. Leaves skin feeling smoother and calmer

To say **stimulates collagen production**, use:

1. Face rejuvenator
2. Provides a fresh and revitalized appearance
3. Renew the look of beautiful skin
4. Powered by phytonutrients and antioxidants, product x plumps the look of your skin for an ageless appearance
5. Inspires rejuvenated skin
6. Firms and tightens your look

To say **stimulates hair growth**, use:

1. Optimal scalp health—cleansing and moisturizing

To say **stretch marks**, use:

1. Moisturizes
2. Temporarily firms and lifts

To say **sun damage**, use:

1. Helps improve the appearance of dull skin
2. Create the appearance of a more even skin tone
3. Brightening
4. Formulated with ingredients that soothe
5. Product for sun lovers
6. Moisturizes your inner sun goddess
7. Infuse your skin with moisturizing botanicals
8. Perfect for those that love the outdoors

To say **sun protection (not referring to our SPF Sun Love)**, use:

1. The ultimate product for sun lovers
2. Creates a radiant, glowing complexion
3. Even the appearance of skin tone
4. Non-chemical skin moisturizer and barrier to the elements
5. Care for your skin with natural defenses
6. Infuse your skin with moisturizing botanicals
7. Perfect for those that love the outdoors

To say **sun sports and hyperpigmentation**, use:

1. Plumps up appearance of dull or sluggish skin
2. Revitalize appearance of mature skin
3. Tones
4. Even appearance of skin tone
5. Formulated to improve the appearance of skin tone
6. Clarify and balance your skin
7. Provides powerful antioxidant activity to help promote beautiful skin
8. Formulated for those who love the outdoors
9. Can help minimize the appearance of dark spots to promote healthy looking skin; the ultimate product for sun lovers
10. Care for your skin with natural moisturizers and barriers to the elements

To say **supports cell communication**, use:

1. Reawaken the skin
2. Encourages revitalized skin
3. Provides powerful antioxidant activity to help promote beautiful skin
4. Formulated to beautify your unique skin
5. Improve the appearance of skin tone and radiance
6. Face rejuvenator
7. Formulated to provide facial synergy

T

To say **toxins**, use:

1. Impurities

To say **treatment**, use:

1. Approach
2. Protocol
3. Method

To say **treats/treating**, use:

1. Helps with
2. Used for

To say **treats insomnia**, use:

1. Find peace and clarity
2. Promotes a quiet restful mind

W

To say **would healing/heals wound**, use:

1. Helps beautify



ACCEPTABLE AND APPROVED

CLAIMS BY PRODUCT

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ACCEPTABLE AND APPROVED CLAIMS BY PRODUCT

A

aloe herb cleanser

Cleanse and lift excess oil with this pH-balanced, aloe vera-based cream cleanser. Infused with beautifying herbs and a light blend of natural oils containing essential fatty acids, to keep your skin naturally hydrated. Gently removes makeup and impurities without drying or leaving any residue. Leaves your skin feeling nourished, soft and beautiful.

CLAIMS:

- Gentle and cleansing blend of beautifying herbs and plants.
- A unique blend of oils and extracts.
- Soothes the skin.
- Features the antioxidant vitamin E.
- Enhance your skin's appearance.
- The complete relationship between herbs, oils and aloe enhances the benefits of this cleanser.
- Leaves your face clear and smooth.
- Synergistic blend of ingredients for maximum effectiveness.
- pH balanced.
- Protects the skin.
- Leaves skin clean and silky soft.
- Contains essential fatty acids, similar to those produced by your skin.
- Leaves your face clear and smooth.

anti-aging eye cream

Eyes look rested and more beautiful with this luxurious eye cream containing soothing herbs and active plant cells. Antioxidant-rich green tea and goji berries reduce the appearance of fine lines and wrinkles, while cucumber extract and the herb eyebright temporarily ease the look of puffy eyes.

CLAIMS:

- A soothing and moisturizing cream.
- The formula features nourishing plant butters and antioxidant herbs.
- Rose supports fresh looking skin.
- Contains licorice root, which can brighten appearance of skin.
- Softens the look of fine lines.
- Soothes and calms.
- Lessens the appearance of dark circles.
- Helps reduce the appearance of dark circles.
- Helps smooth the appearance of fine lines and wrinkles around the eyes.
- Achieve visible results.
- Blend of beautifying herbs and plants.
- Sweet iris stimulates.
- Larch tree helps diminish the appearance of fine lines and wrinkles.

anti-aging facial oil

This luxurious, herb-infused formula delivers intense moisture to keep dry and mature skin supple and dewy. Antioxidant-rich seed oils—chia, goji berry, and broccoli—firm and tighten, while reducing the appearance of fine lines and wrinkles. Jojoba oil—bio-identical to your skin’s natural oil—softens and conditions mature skin. Your skin vibrates in perfect harmony.

CLAIMS:

- Pure “skin care nutrition.”
- Chia seed oil and carrot seed oil are two of the best oils for moisturizing the skin.
- A combination of beautifying herbs, antioxidants and moisturizing oils.
- It also features plantain for a calming sensation.
- Softens the look of fine lines.
- Provides a powerful antioxidant boost.
- Ensure your complexion is supple and soft.
- Achieve visible results.
- Temporarily diminishes the appearance of fine lines.

anti-aging serum

This versatile, aloe vera-based serum provides active nutrients for all skin types, firming and tightening aging skin. Hyaluronic acid hydrates, while the herbal extracts buddleja davidii and edelweiss protect skin from environmental stressors. Life everlasting flowers soothe and refresh.

CLAIMS:

- Increases skin hydration.
- The Life Everlasting Flower Extract helps prolong a more youthful appearance as it nurtures the skin.
- Moisturizes.
- Soothes the skin.
- Sunflower Seed Extract adds essential fatty acids to the skin.
- Flaxseed is very high in lignans.
- Enhances your skin's appearance.
- Blend of beautifying herbs and plants.
- Achieve visible results.
- Softens the appearance of fine lines.

ayurvedic facial scrub

This fragrant Indian herbal treatment with horsetail and fenugreek seeds sloughs off dead skin cells. Mineral-rich Rhassoul clay from the Atlas Mountains of Morocco absorbs excess oil. This gentle but powerful exfoliant leaves skin revitalized, fresh and alive.

CLAIMS:

- This exotic blend of Indian herbs, Moroccan Rhassoul Clay and traditional herbal ingredients are combined to act synergistically.
- Nourishes and cleanses your skin.
- A soft, gentle exfoliant.
- Deeply cleansing
- Fenugreek seeds are soothing and nourishing—they contain protein, vitamin C, niacin, and potassium, as well as diosgenin.
- Nourishes and balances the look of your skin.
- Absorbs excess oil and dirt from the skin for deep cleansing.
- Blend of beautifying herbs and plants
- Helps to exfoliate.
- Will leave skin with a fresh, revitalized glow.
- Leaves the skin looking young.

B

bamboo face brush

CLAIMS:

- Face brushing helps effectively massage your cleanser in.
- Helps deep clean pores.
- Exfoliates

C

calm pure essential oil signature blend

Relax, meditate, and be peaceful. Create a sacred space for yourself where you can breathe deeply and release negativity. Spruce oil lends freshness to this blend of florals, tied together with comforting frankincense for a clean and crisp scent.

CLAIMS:

- Helps to release negativity.
- Encourages relaxation and a sense of peace.
- Has a clean and crisp scent.

citrus mint cleanser

Gently lift excess oil with this pH-balanced, aloe vera-based gel cleanser. Removes makeup and impurities without harsh chemicals or leaving any residue. Witch hazel cleanses without stripping the acid mantle, the skin's protective barrier. Astringent herbs and oils keep your pores clear and skin refreshed.

CLAIMS:

- This cleanser is formulated specifically for oily and combination skin types.
- Balances natural oils.
- A great cleanser for oily skin.
- Helps maintain a healthy, balanced pH.
- Will help to unclog pores.
- Potent blend of supportive nutrients and skin cleansing ingredients.
- Will help give your skin the appearance you desire.
- Removes dirt.
- Removes excess oils, dirt and impurities without harsh detergents or chemicals.
- Nourishes and cleanses your skin.
- Leaves your skin feeling clean and fresh.

citrus stem cell serum

Increase the appearance of firmness and elasticity with this special citrus stem cell complex. This serum brightens the look of dull, lackluster skin. Formulated with uva ursi, licorice root and amla berry to deliver youthful, vibrant and radiant looking skin.

CLAIMS:

- Carefully formulated to boost the appearance of your skin naturally.
- Plumps up the appearance of dull or sluggish skin, temporarily.
- Evens the appearance of your skin, temporarily.
- Using vegan stem cells derived from oranges, we have created a new way to nourish your skin.
- Along with superoxide dismutase (SOD, a powerful antioxidant), the combined ingredients in this serum will help your skin to attain and maintain balance.
- Amla and sea buckthorn berries are natural sources of Vitamin C, and essential oils of Lavender and Sandalwood are both toning and balancing, with a lovely aroma.
- Brightens skin.
- Tones skin.
- We recommend using twice a day over the course of 30 - 40 days to give your skin a radiant glow.

coconut body oil

Nourish and soften your skin daily with a unique blend of oils infused with nutrient-rich herbs—milk thistle, life everlasting and calendula. This luxurious formula is rich in coconut oil (lauric acid) and finished with the aroma of lavender. Soothes the body and eases the mind.

CLAIMS:

- Infused with nutrient rich herbs to nourish and soften your skin.
- Coconut oil is rich in lauric acid, used in many cultures to protect and moisturize the skin's surface.
- It also contains essential oils that will help you stay heart centered and calm.
- The small molecular structure of our coconut oil provides deep moisturization.
- Milk thistle seed contains antioxidants and flavonoids to nourish dry skin.
- Gives your skin a soft, smooth texture.
- It makes an ideal ointment for the cosmetic relief of dry, rough and wrinkled skin.
- Achieve visible results.

coconut honey mask

Nourish your skin with this unique, vitamin-rich mask enriched with pure Colorado mountain wildflower honey. Live enzymes and amino acids keeping skin looking smooth and plump. Coconut oil, rich in lauric acid, gives a soothing feeling.

CLAIMS:

- This product is so natural it's good enough to eat!
- Honey is high in vitamin C, B vitamins, and amino acids—all of which nourish your skin.
- The live enzymes will nourish your inner and outer beauty.
- Our luxurious Coconut Honey Mask is the perfect moisturizing spa treatment for those who want the appearance of even skin tone and smooth, soft skin.
- It is naturally moisturizing and soothing.

G

grounded pure essential oil signature blend

Secure, strengthen, and be centered. Find peace and clarity in this balanced blend. Woody and earthy base notes with a touch of sweetness give you a beautifully understated scent that emanates warmth and wisdom.

CLAIMS:

- Find peace and clarity in this balanced blend.
- Encourages feelings of security and strength.
- Woody and earthy base notes with a touch of sweetness.
- Gives you a beautifully understated, quietly confident scent.

H

herbal facial oil for normal & combination skin

Nourish normal or combination skin with this gentle and calming herbal blend. Our unique balancing grapeseed-oil base helps regulate oil production. Skin-enriching oils—tamanu, passion fruit seed, and buriti fruit—enhance the skin's natural radiance. This lightweight, quickly absorbed moisturizer feels soothing while delivering essential nutrients for healthy skin.

CLAIMS:

- This calming and gentle herbal oil is formulated for those who have normal or combination skin.
- Balances normal and combination skin.
- This potent blend of antioxidants and moisturizing oils are a pure delight for your skin and will leave you with a glow that others will envy.
- Our Herbal Facial Oil for Normal and Combination Skin will leave your face refreshed and hydrated.
- Soothes sensitive skin.
- Restores your youthful glow.
- Achieve visible results.

herbal facial oil for oily skin

Specially formulated with cleansing botanicals, white willow bark and neem, this slightly astringent herbal blend helps unclog pores and balances natural oils. Lightly moisturizing with a fast-absorbing grapeseed oil base. Leaves skin soft and smooth for a beautiful, clear complexion.

CLAIMS:

- This herbal oil is formulated for those who have oily skin.
- Lightly moisturizing.
- Minimizes the appearance of large pores.
- A blend of ingredients that will leave your skin feeling soft, smooth, and beautiful.
- Helps open clogged pores.
- Balances natural skin oils.
- Absorbs cleanly without leaving a greasy feel.
- Achieve visible results.

herbal facial oil for sensitive skin

This calm and soothing formula reduces the appearance of fine lines and wrinkles without irritating sensitive skin. Omega-rich oils—sacha inchi and camellia seed—nourish and revitalize skin. Though formulated for sensitive skin, this oil is moisturizing enough for dry skin as well. No essential oils are added, making it ideal for anyone sensitive to scented products.

CLAIMS:

- This herb-infused oil is perfect for those who want to reduce the appearance of fine lines and wrinkles.
- Soothing.
- The light yet fully moisturizing formula penetrates into your pores, bringing with it powerful, nourishing antioxidants from seed oils like pomegranate, cranberry, and rosehip.
- The grapeseed oil based formula is suitable for all skin types.
- There are no essential oils in this formula, making it perfect for those with sensitive skin or who are sensitive to smell.
- With a gentle herb infusion of lavender, calendula, and helichrysum, this oil calms the skin.
- Unscented for those sensitive to scent.
- Restores your youthful glow.
- Achieve visible results.
- Leaves your skin nourished and glowing.
- Won't irritate sensitive skin.
- Helps reveal a more even-toned and radiant complexion.

L

love pure essential oil signature blend

Adore, embrace, and be tender. A heart-opening blend of natural, sensual oils to inspire you to be your most loving self. Sweet jasmine and classic rose are balanced by sandalwood and frankincense for a scent that's nothing short of irresistible.

CLAIMS:

- A heart-opening blend of natural oils to inspire you to be your most loving self.
- Adore, embrace, and be tender.
- Natural essential oils to inspire you to be your most loving self.
- Feel inner inspiration.
- Love potion.

M

minerals multi-purpose foundation

Our multi-purpose foundation is a non-toxic way to control coverage and customize the shade. Whether applied as a dry powder or blended with other skin care products, Minerals creates a smooth, even-toned complexion. The foundation comes in multiple shades, to use singly or blend to match your skin tone. Endlessly versatile, Minerals can be worn as a foundation, concealer, highlighter, or eye shadow, or to contour.

CLAIMS:

- Created for people who want to give their complexion the perfect finish without compromising the health of their skin.
- We chose just four ingredients to create our pigmented mineral powders: zinc oxide, titanium dioxide, iron oxide, which is water resistant and provides the color; and mica, to add radiance.
- 100% pure mineral powders contain no additives.

N

neroli toning mist

This delicate aloe vera infusion hydrates, softens and balances your skin, and enhances absorption of all serums and oils. The sweet, orange-blossom aroma of neroli oil calms and soothes the mind. Use throughout the day to instantly feel hydrated and refreshed.

CLAIMS:

- Our soothing, refreshing Neroli Toning Mist is now made with a base of aloe vera juice, helping to soothe and hydrate your skin with each spray.
- Aloe Vera has beneficial properties and is used traditionally for all skin types and conditions.
- Use anytime you want to feel cool, clean and refreshed.
- Helps calm.
- Naturally hydrating.
- Use aloe vera everyday to help your skin feel soft and look best.
- Naturally cleans and moisturizes.
- The scent is just as calming, soothing and inspiring to the spirit.
- Neroli essential oil is made from the distillation of orange blossoms.
- Refines pores.
- Increases the absorption of treatment products and moisturizers by prepping your skin.

P

passionate pure essential oil signature blend

We envisioned essential oil blends that smell amazing and each offer you a unique aromatherapeutic experience. That's what's so effective about essential oils—beyond smelling amazing, they can also help you set your intentions and choose how you show up in the world. So we hope that in our collection, you find a blend that awakens your senses and supports your emotions in a way that you may never have thought was possible from a parfum.

CLAIMS:

- A warm and sweet essential oil blend to help you relax and awaken your senses.
- Helps to shape your mood and emotions.
- Indulge, electrify, and be sensual.
- Helps you relax and awaken your sensuality
- Passion igniting

purifying mud mask

Firm and tighten your skin naturally with this powder-to-paste clay mask. Rhassoul clay, exclusive to the Atlas Mountains of Morocco, is rich in the minerals silica and magnesium. Blue-green algae provide phytonutrients, while rose clay absorbs excess oil. Each use will leave your skin renewed and fresh.

CLAIMS:

- Tones and tightens skin's look.
- Provides essential minerals.
- Using our Purifying Mud Mask regularly will cleanse and provide essential minerals.
- Deeply purifies pores.
- Balances natural oils.
- A natural spa treatment straight from Mother Earth.
- Helps remove impurities from the pores.
- Won't destroy the skin's natural balance.
- Achieve visible results.

R

radiant skin silk

This is our richest body moisturizer, formulated for dry and dehydrated skin. Sunflower seed oil provides a protective layer of moisture, aloe vera deeply hydrates and soothes sensitivities. Essential oils of rosewood and frankincense blend perfectly to give an earthy, floral finish. Each use will leave your skin feeling hydrated, fresh and silky smooth.

CLAIMS:

- Will leave your skin feeling hydrated, silky and smooth.
- Smooths and richly moisturizes.
- Sunflower oil is highly nutritious with mono and polyunsaturated fats and vitamin E.
- The oils and herbs in this product soak into your skin to keep it nourished and protected, leaving you with a wonderful glow.
- Leaves your skin nourished and glowing.
- Protects your skin's surface from the elements.
- Helps minimize the appearance of fine lines and wrinkles.
- Achieve visible results.
- Gives your skin the essential fatty acids it needs to stay hydrated and soft.

rosemary peppermint body wash

Cleanse and energize your skin with this aloe vera-based, herb-infused body wash. A pH-balanced cleanser, it contains rosemary and essential oil of peppermint combined to leave your skin feeling cool, refreshed and uplifted.

CLAIMS:

- This body wash is made with a blend of nourishing herbs that will cleanse without stripping your natural oils.
- Gently cleanses your skin.
- Rosemary is one of nature's most gentle and effective cleansing oils.
- Won't strip your natural oils.
- Hydrating.
- Stimulating for you and your senses.
- Achieve visible results.

rosemary toning mist

Invigorate skin with this refreshing herb-infused, aloe-based distillate. Replenishes skin with essential minerals and cleansing botanicals. White willow bark calms, while thyme and neem cleanse. Spritzed on hair near the roots, the mist revives and refreshes with rosemary's stimulating properties.

CLAIMS:

- Rosemary has been used for centuries as a topical stimulant.
- Balances natural oils.
- Rosemary Hydrosol is a distillate from the rosemary leaf.
- Rosemary has wonderful uplifting properties for both your skin and your hair.
- Uplifting.
- Tones the look of your skin.
- Achieve visible results.

V

vibrance pure essential oil signature blend

Vibrance is our most uplifting blend. The refreshing notes of citrus blended with classic florals bring an energizing, yet calming aroma. We love wearing this blend at parties and social gatherings, and diffusing it through our homes in morning.

CLAIMS:

- Uplift, energize, and be happy.
- Mood-elevating, clean scent of citrus.
- Aroma uplifts and calms.

W

wild fruit serum

The ultimate skin elixir—this serum brightens, hydrates, and helps tone aging skin. Brightens skin tone with a concentrated dose of fruit, herb and plant-cell extracts. A dynamic blend of Kakadu plum and apple helps revive dull skin. Resveratrol-rich knotweed, plant-cell extracts and copper combine to help keep skin moist, plump and supple for an overall even-toned, luminous glow.

CLAIMS:

- Brightens.
- Hydrates.
- Rejuvenates.
- Helps tone the look of aging skin.
- Brightens the look of your skin tone and overall appearance.
- Revives the look of dull skin.
- Keeps skin moist, plump and supple.
- Gives skin a luminous glow.
- Achieve visible results.
- Restores a youthful glow.
- Leaves skin nourished.
- Infuses your skin with protective botanicals.



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