

PRESS KIT



**MINIMALIST SKINCARE
MADE WITH WELLNESS IN
MIND**

Get To Know Us

CRUELTY FREE | VEGAN | NONTOXIC



We showed our face to the world in November 2017 - with our MVP “Everything Mask.” Our goal has always been to offer healing skincare without compromising health, the planet, or our furry friends. We like to imagine each of you running carefree with a fresh-faced glow. We are so thrilled that you made it here. We can’t wait to become a part of your skin story.

What Makes Us Unique

Minimal

Life can get hard, so we made it simple. *The most powerful skincare with the fewest ingredients possible.* Each product contains less than 10 ingredients. We use those potent ingredients to create formulas suited for all skin types.

Handcrafted

We want every product to be made with care and patience. So we do it ourselves! *We make each item by hand in small batches.* This allows us to bring you fresh ingredients in every batch.

Safe

Our #1 goal is your health. *We go the extra mile to ensure results without toxins.* No need to worry, because every product is 100% natural. No parabens. No perfumes. No dyes. No phthalates. No PEG. No Benzoyl Peroxide. *Every single ingredient can be found in nature!*

Conscious

We have a responsibility to take care of our planet; that's why we use glass containers, and minimal packaging. *Animals are our friends, so we wouldn't dare use them for our benefit.* All of our products are plant based and cruelty free.

What Our Customers Are Saying

“You guys this mask is amazing! It is like freakin magic!”

“They are the best skincare products that I have used thus far.”

“I swear my skin looks better and better every morning.”

“I am loving my new skin results with daily improvement's and look forward to continued healthier skin.”

OUR DEMOGRAPHIC

**85%
FEMALE**

**AGE
25-34**

**USA
UK
AUS**

Everything Mask

You're sure to put your best face forward on date night with the Everything Mask. Ingredients like organic coffee; scrub away the work day; while clay purges pores. You're left with a subtle coconut oil glow, and touchable skin.



Benefits

- Exfoliates dead skin
- Removes impurities
- Brightens skin tone
- Soothes irritated skin
- Moisturizes skin

Key Ingredients

- **COFFEE**: a natural exfoliant that stimulates blood flow
- **DATS**: a powerful antioxidant that reduces itching and soothes irritated skin.
- **CLAY**: removes toxins from pores.
- **CACAO**: an antioxidant that protects skin from damage and premature aging.

Baby Mist

Traveling just got easier with a spritz of Baby Mist. High altitudes won't leave you dry with ingredients like glycerin drawing hydration into skin. Rosewater keeps skin calm and fresh, so you can hit the ground running without a restroom pit stop.



Benefits

- Balances skin pH levels
- Reduces redness
- Hydrates dry skin
- Kills bacteria
- Prevents acne

Key Ingredients

- **GLYCERIN**: draws water into skin
- **ROSE WATER**: balances skin pH levels, anti-inflammatory properties soothe irritated skin
- **WITCH HAZEL**: a natural astringent removes oil and tightens pores.
- **TEA TREE OIL**: is highly antibacterial

Glisten

You'll be selfie ready with Glisten as your secret weapon. No need to add a filter once your skin has been brightened with ingredients like lemon oil. Those fine lines from squinting at your phone screen will be gone. All you have to worry about is your caption.

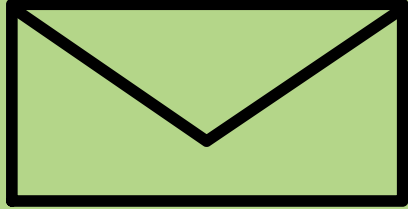


Key Ingredients

Benefits

- Repairs damaged skin
 - Fights breakouts
 - Balance moisture levels
 - Heals wounds and irritation
 - Fades discoloration
 - Diminishes fine lines and wrinkles
- **JOJOBA OIL:** resembles skin's natural oils.; balances oil production in skin.
 - **ROSEHIP OIL:** reduces dark spots, fine lines, and wrinkles.
 - **LEMON OIL:** brightens dull complexion, and prevents acne.
 - **TEA TREE OIL:** anti-inflammatory, fights bacteria, heals damaged skin.

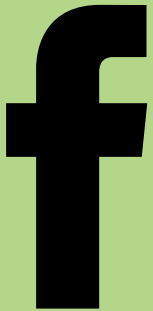
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