

## Do your face a favor.

**What does it take to get fresh-, healthy-looking skin? It's simple!**

It's called Botanical Effects®.

And it's how beautiful skin that feels nourished and refreshed gets its start.



- Simple ingredients deliver a wealth of essential benefits.
- Extracts of the standout superfruit dragon fruit join well-known, centuries-old aloe for an antioxidant-packed infusion in every product.
- Uncomplicated, easy-to-use skin care that won't slow down your busy lifestyle.
- A choice of products (cleanser, toner, scrub, moisturizing gel), that feel as good *on* your skin as they are *for* your skin.

Dragon fruit and aloe are known to contain vitamins, minerals and fatty acids.  
So, thanks to our extracts of both plants, you're doing your face a favor!

**POWER STATEMENT:****Fresh, uncomplicated skincare****Wash away!**

- The **Cleansing Gel** contains ingredients naturally derived from coconuts to cleanse skin.
- Cleans deeply and effectively, and even dissolves all traces of oil.
- Doesn't strip skin or leave it feeling tight.
- Instead, skin feels smooth, nourished and clean.

**WHY DRAGON FRUIT AND ALOE?****Dragon fruit – the ultimate super fruit:**

- Also called pitaya, the vibrant fruit is packed with nutrients and is a standout superfruit because:
  - It's full of minerals like iron, calcium, and phosphorous.
  - It contains fatty acids and several B complex vitamins, including the often-called "anti-stress vitamin" B1 (thiamin), plus B2 (riboflavin) and B3 (niacin).

**Antioxidant-packed dragon fruit extract:**

- The dragon fruit extract included in each of our products is rich in antioxidants to help fight skin-damaging free radicals (a.k.a. bad guys that can make your skin look older way before its time).

**Legendary, dependable aloe:**

- One of the most nutritious plants in the world; its gel contains more than 75 nutrients, including 20 minerals and 12 vitamins.
- Aloe vera is shown to help maintain the skin's moisture barrier and has a high vitamin E content, a popular antioxidant in skin care.
- Also shown to promote healthy skin and cell turnover
- **The aloe extract:** is included in every product to give your skin an added boost of antioxidants.

**Who is the customer?**

While any woman can use Botanical Effects® Skin Care, it has been specifically designed for young women who are learning the benefits of a healthy skin care routine and don't yet have a concern about the signs of aging.

**Average Use-Up Rate: 2 months****Formula Attributes:**

- Oil-free
- Fragrance-free
- Non-comedogenic (won't clog pores)
- Suitable for all skin types (Suitable for sensitive skin, but not formulated specifically for sensitive skin. Consider a spot-test on the back of the hand or jawline for customers with previous challenges with skin care products.)
- Clinically tested for skin irritancy and allergy
- Dermatologist-tested

**What is the order of application?**

**Morning:** Cleansing Gel, Refreshing Toner, Moisturizing Gel

**Night:** Cleansing Gel, Refreshing Toner, Moisturizing Gel

\*Add the Invigorating scrub 2-3 times per week following cleansing.