

**Minimalist.**

*Naturally Uncomplicated Skincare*

## **Minimalist.**

Naturally Uncomplicated Skincare.

A luxurious skincare range for all skin types created to uplift the soul.

Our small batch products are expertly hand crafted in New Zealand, using only the best natural, organic, vegan + cruelty-free ingredients.

Minimalist. Boutique Skincare. gives you a simple process to achieve your most perfect skin, with formulations that are not only highly effective, but also completely free of toxins + nasty chemicals.

Slow down + immerse yourself in a mood enhancing self-care routine with Minimalist.

**The Cleansing Oil.** Effectively cleanse pores of dirt + bacteria naturally + gently, while replacing the dirty oil with beneficial ones that heal, protect + nourish your skin.

**The Polishing Powder.** Gently + effectively remove dead skin cells + debris, leaving your skin glowing, soft + youthful.

**The Super Serum.** A truly beautifying oil to reverse skin damage, revive skin + reveal a younger looking appearance.

**The Perfecting Elixir.** Your own drop of the fountain of youth. A powerful restorative elixir to help turn back the clock + heal the signs of aging.

**The Crème de la Cream.** An indulgent, silky mousse created from nature's true miracle oils, designed to be used as an intensive dream cream to regenerate + repair your skin while you rest.

## **Ingredients.**

### **The Cleansing Oil.**

Safflower Oil.  
Grapeseed Oil.  
Sweet Almond Oil.  
Pink Grapefruit Essential  
Oil.

### **The Polishing Powder.**

Kaolin Clay.  
French Pink Clay.  
French Red Clay.  
Sodium Crystalline.

### **The Super Serum.**

Pomegranate Oil.  
Rosehip Oil.  
Macadamia Oil.  
Apricot Oil.  
Neroli Essential Oil.

### **The Perfecting Elixir.**

Prickly Pear Oil.  
Cacay Oil.  
Chia Seed Oil.  
Avocado Oil.  
Black Cumin Oil.  
Apple Seed Oil.  
Petitgrain Essential Oil.  
Fragonia Essential Oil.

### **The Crème de la Cream.**

Meadowfoam Oil.  
Abyssinian Oil.  
Kakadu Plum Oil.  
Goji Seed Oil.  
Seabuckthorn Oil.  
Cupachu Butter.  
Sandlewood Essential  
Oil.  
Neroli Essential Oil.  
Grapefruit Seed Extract.  
Tuberose Wax.

Plus Artisanal Water,  
Emulsifier, Geoguard  
Ultra

## **Tips + Tricks.**

**Step 1. The Cleansing Oil.** Place a few drops of oil onto clean, wet hands + spread over fingertips. Start right under the nostrils, then massage into the rest of the face for at least 60 seconds (the longer the better) while focusing on your breathing. Breathe in deep for five counts, then out for six. Continue. With a hot cloth, steam your face for 20 seconds, then wipe off oil (+ makeup, dirt, bacteria etc.) Use The Cleansing Oil. twice a day. Or apply The Cleansing Oil. directly onto a cotton pad + use as a stubborn lipstick or waterproof mascara remover.

**Step 2. The Polishing Powder.** Polish - Pour a small amount of powder onto palm of your hand, add a few drops of The Cleansing Oil. + mix. Starting at the center of your cleansed face, massage upwards + outwards in small circular motions, until your entire face has been polished. With a hot cloth, steam your face for 20 seconds, then wipe off until clean + smooth.

Mask - Create a thick paste with cool water + apply to your face focusing on problem areas such as the nose or chin + allow to dry completely, at least 20 minutes is ideal. With a hot cloth, steam your face for 20 seconds, then wipe off. Use The Polishing Powder. two to three times per week + as a mask one to two times, or as often as you like.

**Step 3. The Super Serum.** Place a few drops of oil onto clean, wet hands + spread over fingertips. Start right under the nostrils, then gently massage into the rest of the face while focusing on your breathing. Again, breathe in deep for five counts, then out for six. Pat oil into skin, concentrating on problems areas. Use one to two times a day. The Super Serum. needs at least 15 minutes to penetrate the skin completely before makeup application.

**Step 4. The Perfecting Elixir.** Only a drop or two of this powerful elixir is needed. Dispense onto ring fingers + pat into problem areas such as scars, crow's feet, frown, smile + lip lines or even acne. Best used in your night time routine, or any other time followed by an SPF. Add to The Super Serum. for a full-face treatment, or vigorously rub into lips for an intensive lip treatment.

**Step 5. The Crème de la Cream.** Apply to a freshly cleansed (and exfoliated, if you really want to treat yourself!) face just before bed. Warm slightly between fingertips. Start right under the nostrils, while focusing on your breathing. Breathe in deep for five counts, then out for six. Gently but firmly massage in an upwards circular motion into the rest of the face + neck (and even the back of hands) concentrating on problems areas. You can apply it thicker at night to double as a night mask, or very thinly in the morning to help your foundation go on more smoothly (please note, that this may not work with all types of foundation but does work well with most.) You can even layer it over The Super Serum. for a heavy duty full-face treatment.

Although presented in UV proof bottles, keep Minimalist. in a cool, dark + dry space away from sunlight + heat. Keep away from kids (they'll just waste it!) + always make sure the lids are tightly secured after each use.

Please consult a medical professional prior to use if you suffer from nut sensitivities or allergies to any of the ingredients. Recommended for topical use only. It's best if you avoid eye contact, but if s\*\*\* happens, rinse out with cool water. Vegan, organic + completely cruelty-free, of course!

**The Cleansing Oil.** This luxurious handcrafted + organic facial cleanser uses a basic chemistry principal - like dissolves like (in this case oil dissolves sebum) - to effectively cleanse the skin + pores of makeup, dirt + bacteria naturally + gently, while replacing the dirty oil with beneficial ones that heal, protect + nourish your skin. It is perfect for all skin types. Helping to moisturise + soothe dry + sensitive skin, + reduce the amount of sebum your skin naturally produces, making oily skin less oily.

**Safflower Oil.** An ancient ingredient that has been used for its moisturising properties for centuries. It contains high amounts of Linoleic acid, an essential fatty acid that offers many benefits for skin, including maintenance of cell membrane integrity. is also an important carrier of vitamins A, D, K, + especially vitamin E. This acid offers powerful dirt + oil-removing abilities.

**Grapeseed Oil.** A regenerative + restructuring oil that balances, tightens + tones the skin. It contains vitamins A, C, E + F + essential Omega 6 fatty Linoleic acids.

**Sweet Almond Oil.** A nutrient rich oil containing vitamins A, B1, B2, B6 + E. It has a smoothing + softening effect on the skin + is also known for its ability to plump + firm aging skin.

**Pink Grapefruit Essential Oil.** An antioxidant-rich, revitalising + cleansing oil, that increases circulation + supports new cell growth, but more importantly uplifts + enhances the mood + self-esteem of anyone who inhales it. It creates a sense of empowerment + can relieve anxiety, stress, depression + lack of energy.

When used properly + consistently, The Cleansing Oil. can clear the skin from issues like excess oil or dryness, blackheads, whiteheads, sebum plugs + acne, all while leaving your skin clean, healthy, balanced + moisturised + creating an overall sense of well-being.

## **The Polishing Powder.**

We all know the many benefits of exfoliation. It increases cell turnover to reveal newer, healthier skin cells, plus it decreases blackheads, minimises hyperpigmentation + fine lines + imparts an all-over healthy glow. But unlike The Polishing Powder., today's cosmetic exfoliators can be harsh + leave your delicate facial skin with microscopic cuts, causing it to be rougher + drier than before.

The Polishing Powder. will help rejuvenate your skin, leaving it glowing + youthful. Whether you have dry, normal, oily or sensitive skin, Polishing can bring new life to your complexion.

**The Polishing Powder.** contains a unique combination of powdered ingredients that gently + effectively remove dead skin cells + debris, creating your most perfect skin.

**Pink Clay.** A naturally occurring, softening clay from France that helps to detoxify the skin + remove dead skin cells. Rich in trace elements, Pink Clay is soothing + restores a healthy glow to your complexion, while respecting the skin's pH, which has been weakened by pollution. A very gentle clay that will sooth your skin leaving it refreshed.

**Red Clay.** A living, active + pure clay also from France that helps to perfect the skin. It has rejuvenating properties that help to restore + rebalance any skin type. Red Clay may reduce the appearance of dark circles or under-eye bags. High in iron oxide, it can help to improve the appearance of broken capillaries + improve muscle tone + skin firmness in the face. This clay treats blackheads or sebum plugs by pulling them + other toxins to the surface, improving the clarity of the skin.

**Kaolin.** Originating from Mount Kaolin in China, this natural, white mineral has been used in skincare for hundreds of years. It is extremely gentle, nourishing + soothing but can effectively clear pores of problematic dirt, oil, pollutants, + other impurities. Kaolin contains high amounts of silica that helps in removing dead skin cells from the surface of the skin + to regenerate new cell turnover. The unique minerals + phytonutrients present help to purify + detoxify the skin.

**Sodium Crystalline.** The polishing part to The Polishing Powder., Sodium Crystalline is a super-fine powdered salt compound which effectively removes the hardened skin cells on the surface of the skin, improves circulation + regenerates the growth of new skin cells. As dead skin cells harden with age, the longer they remain on the surface of the skin, the harder they get. This layer of skin will become thicker + thicker until it is finally removed. Layers of dead skin cells can make the skin look dry, dull + flaky, Sodium Crystalline reveals the fresh, youthful skin hidden underneath, + enhances the benefits of the other ingredients. It tightens the skin, giving it a firmer + younger-looking appearance. It may also reduce skin discoloration, improve texture + even out skin tone.

The Polishing Powder. can improve your skins texture + complexion, help to clear acne + breakouts, reduce appearance of large pores + fight the signs of aging.

**The Super Serum.** This highly concentrated, active botanical serum is pure handcrafted indulgence. 5 precious oils in this liquid gold formula combine to regenerate the cells of the skin, offset the appearance of aging + repair skin damage caused by free-radicals + the sun. The Super Serum. revives tired, dull skin + dry skin, + invokes a feeling of joy + happiness.

**Pomegranate Oil.** A truly precious oil that has the marvellous ability to nurture, moisturise + restore the epidermis (the outer layer of the skin) + also improve the elasticity of the skin. Derived from the seed of the plant, it appears to cause changes in the outer layers of the skin that may help to reduce the skin wrinkling + aging by stimulating keratinocytes, the major cells found in the epidermis. Pomegranate Oil may help to regenerate these cells + in turn, offset the appearance of aging skin. It is a rich source of a unique polyunsaturated acid known as Punicic acid which has strong anti-inflammatory properties + anti-oxidant effects. Reverse skin damage, revive skin + reveal a more youthful appearance.

**Rosehip Oil.** A multi-vit for your skin that will help combat damage caused by the environment. Packed full of essential fatty acids, vitamins + antioxidants that are vital for skin health, Omega's 3, 6 + 9 help to regenerate skin cells, repair damaged skin tissue, quench dry, sun damaged skin + help to improve the appearance of burns, scars + wrinkles. Lycopene + Beta-carotene are powerhouse antioxidants that help to protect, perfect + repair skin from premature aging. And, most notably, it contains a version of Vitamin A that is very similar to the active ingredient of Retin-A (a commonly used wrinkle-reducing pharmaceutical preparation), that also makes this oil easily penetrating + well absorbed – it does not leave an oily feeling, just one of healthy skin.

**Macadamia Oil.** As delicious as it sounds. A truly beautifying oil that contains high amounts of Palmitoleic fatty acids, a vital ingredient for delaying skin deterioration + premature aging. As our skin ages, it rapidly becomes depleted in this important fatty acid, which is why Macadamia is the perfect inclusion for mature skin types, keeping it taut + discouraging wrinkles from forming. This fatty acid is a potent antioxidant, which is known to support healthy cell membranes, hydrating the skin + supporting skin healing. Oleic + Linoleic fatty acids which give Macadamia Oil its fantastic regeneration + moisturising properties, + help to prevent trans-epidermal water loss from the skins delicate tissues. Oleic Acid is highly moisturising + anti-inflammatory, making it a great choice for a dry, sensitive skin types. It is high in Phytosterols, the building blocks of our cellular membrane + structure, but are also calming, healing + help repair the skin's barrier function + act as a penetration enhancer, delivering the all-important benefits to the deeper layers of your skin.

**Apricot Oil.** This delicate oil has been used in ancient medicines to treat an array of skin disorders. It is extremely gentle on the skin + has a light texture, making it easily absorbed + doesn't leave the skin feeling greasy. It is a brilliant emollient that has anti-inflammatory, anti-bacterial + anti-septic properties, making it ideal for anyone that suffers from acne as well as providing nutrition, antioxidants, vitamins + support to the skin, so that aging + damage by free radicals is reduced. It is known for healing under eye skin, reducing dark circles, puffiness + helps to strengthen the skin around this delicate area. With regular application, Apricot Oil can reduce the appearance of fine lines + wrinkles around the eyes, tone + nourish the skin + lower the over-all appearance of aging signs like wrinkles, lines + blemishes.

**Neroli Essential Oil.** It gives your soul a hug. The relaxing properties of this prized oil are imparted on a cellular level making it especially beneficial for sensitive skin. It is reputed to have a rejuvenating effect on the skin, as it has an ability to stimulate the growth of new + healthy cells. It helps improve skin health by regenerating the renewal process, keeping your skin elastic, preventing the appearance of stretch marks, banishing acne, reducing the appearance of scars + helping heal broken capillaries. More remarkably though, Neroli is a fantastic natural anti-depressant + is useful for anxiety, tension or any other stress-related disorders. Valued for its calming + relaxing properties that help to alleviate heart palpitations, nervousness, lethargy or insomnia, + even prevent or treat stress-related anger or depression. It can help promote proper circulation, healthy metabolism, + immune system support, while ridding sadness, invoking a feeling of joy + happiness + uplifting your overall mood.

The Super Serum. For happy, healthy, glowing skin.

**The Perfecting Elixir.** An incredibly fast acting, opulent, spot treatment created from nature's true miracle oils, designed to perfect imperfections, increase luminosity + preserve youthful looks. The Perfecting Elixir. has the ability to facilitate the skin's own natural healing processes, aiding in the regeneration of skin cells + collagen synthesis. It contains remarkably high concentrations of vitamins, omegas + antioxidants to plump, smooth + soothe.

**Prickly Pear Oil.** An opulent, rich oil sourced from cold pressing the seeds of the rare Prickly Pear Cactus. It is incredibly fast-acting + effective in aiding the regeneration of new skin cells, increasing collagen production, reducing the appearance of wrinkles, + leaving skin glowing.

**Cacay Oil.** Luxuriously silky, Cacay Oil is a potent anti-aging weapon. It contains a high concentration of antioxidants + vitamins including Retinol; an anti-aging powerhouse that while improving the skin's texture, also fights free-radical damage.

**Chia Seed Oil.** From the super food comes this super oil for your skin, a regenerative skin tonic that increases luminosity, reduces wrinkles + soothes tired skin.

**Avocado Oil.** Nature's skin plumper. A rejuvenating oil that smoothes + nourishes the skin. It has incredibly high levels of omegas + vitamins that improve the appearance of age spots, boost collagen production + heal sun-damage + scarring.

**Black Cumin Oil.** Used by Cleopatra as a beauty treatment, Black Cumin Oil is renowned for its healing + perfecting properties. It has the power to restore the skin's vitality leaving it smooth + supple.

**Apple Seed Oil.** Makes even the dullest skin radiant + bright. Rich in fatty acids that enhance the overall appearance of the skin, Apple Seed Oil nourishes, hydrates, softens + protects. It is valued for its capability to facilitate skin regeneration + collagen synthesis.

**Petitgrain Essential Oil.** A refreshing, energizing + delightfully woody essential oil that is great for maintaining moisture + oil balance of the skin, as well as treating acne, pimples, abnormal sweating, dryness or cracking of the skin. More significantly though, is its ability to help overcome depression, anxiety, stress, anger + fear. It uplifts the mood, induces positive thinking + can help ease insomnia.

**Fragonia Essential Oil.** While excellent for tired skin, the real magic of Fragonia is in its relaxing properties. Known for its remarkable ability to create inner peace, self-love + love for others + to create Zen-like calmness. It is found to bring balance, harmony, resilience + empowerment for the user.

**The Perfecting Elixir.** The natural way to inject life into your skin + peace into your life.

**The Crème de la Cream.** This luxurious, rich cream enhances the restorative effects that sleeping has on your skin, leaving you to reap the benefits while you rest.

The unique synthesis of powerful active botanical ingredients in The Crème de la Cream. will have a profound effect on your skin, resulting in an all-encompassing treatment of wrinkles, facial blemishes, dullness + oxidative stress.

**Meadowfoam Oil.** An amazing moisturizing + rejuvenating oil that locks in moisture + delivers a plump, dewy + glowing complexion. It boasts a rich antioxidant profile that lends it anti-aging properties and the ability to tackle fine lines, wrinkles, + dryness.

**Abbyssinian Oil.** This luxuriously silky oil quickly penetrates the epidermis, providing a noticeably smoother + softer texture to the skin. It has wonderful regenerating properties that fight aging skin + provide lustre to dull + lifeless skin, giving it a more youthful appearance. Its high levels of hyaluronic acid protect against + prevent dehydration + provide long-lasting nourishment.

+ **Kakadu Plum Oil.** The better way to deliver Vitamin C to skin. This incredible oil reduces fine lines + wrinkles, brightens the complexion, reduces scarring, hyperpigmentation, + protects from harsh environmental aggressors, such as pollution. This supercharged ingredient also works to stimulate the production of collagen, resulting in a smoother, firmer + plumper face.

**Goji Seed Oil.** This miraculous superfood is just as incredible for your skin as it is for your body. It smoothes wrinkles, enhances skin elasticity + evens out skin tone leaving the skin feeling silky soft + looking youthful + radiant.

**Seabuckthorn Oil.** Delivers intensive skin hydration, elasticity, cell regeneration, + even helps treat and prevent acne. It has anti-inflammatory properties that help reduce swelling + redness associated with many skin conditions, including eczema, psoriasis and rosacea. Seabuckthorn Oil is immensely rich in vitamins, nutrients, + omegas (not to mention the only plant in the world that contains Omega 7!) that work together to boost the overall health of your skin complexion.

**Cupachu Butter.** A regenerative, restructuring + moisturising butter that is rich in vitamins, antioxidants + phytosterols. It reduces degeneration of skin cells along with restoring elasticity to damaged skin. It prevents the development of wrinkles, softens + restores skin flexibility + provides deep hydration. Cupachu butter is non-comodogenic (doesn't clog pores) + penetrates the skin quickly.

**Sandlewood Essential Oil.** This essential oil boasts some impressive beauty + health benefits, especially when it comes to aging skin. It has potent anti-inflammatory, anti-viral properties, is especially high in antioxidants, which help to fight the free radicals that cause age-related skin damage. It's also used to reduce the appearance of dark circles and other dark spots appearing on the skin. As an antiseptic and astringent, it also helps to clean the pores and reduce inflammation from mild skin irritations. It is especially calming to the nervous system + can help to relieve feelings of anxiety, improves mental clarity, and is a natural aphrodisiac.

**Neroli Essential Oil.** The relaxing properties of this prized oil are imparted on a cellular level making it especially beneficial for sensitive skin. It is reputed to have a rejuvenating effect on the skin, as it has an ability to stimulate the growth of new + healthy cells. It helps improve skin health by regenerating the renewal process, keeping your skin elastic, banishing acne, reducing the appearance of scars + helping heal broken capillaries. More remarkably though, Neroli is a fantastic natural anti-depressant + is useful for anxiety, tension or any other stress-related disorders. Valued for its calming + relaxing properties that help to alleviate heart palpitations, nervousness, lethargy or insomnia, + even prevent or treat stress-related anger or depression. It can help promote proper circulation, healthy metabolism, + immune system support, while ridding sadness, invoking a feeling of joy + happiness + uplifting your overall mood.

**Tuberose Wax.** An exotic, intoxicating fragrance that helps to calm the mind + relieve stress, while the antibacterial + antifungal properties help to heal blemishes + spots.

**Grapefruit Seed Extract.** A powerful broad spectrum citrus based anti-microbial that can be used to extend product shelf life and protect personal skin care formulations against bacteria and fungus. GSE possesses strong antiseptic, germicidal, antibacterial, fungicidal and anti-viral properties and also acts as an anti-oxidant. It's useful in the treatment of candidiasis and other skin infections, including acne and dermatitis + clogged skin. Wake up looking + feeling refreshed with The Crème de la Cream.

Let's Hang.

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