



# BEAUTY CARE

FEBRUARY 2024

# EVOLVE ORGANIC BEAUTY

NEW BRAND  
LAUNCH

Evolve Organic Beauty is one of the UK's leading ethical and sustainable skincare brands, we offer a real point of difference for professional skin therapists who are looking to become sustainable and help them offer a wide range of certified organic products and treatments.

## WHAT MAKES EVOLVE ORGANIC BEAUTY SPECIAL?

- One of the greenest and most ethical beauty brands available
- Iconic and highly sensorial textures and fragrances
- Visible results backed by science
- Accessibly priced (majority of products under RRP \$100)
- Multi award winning with stellar reviews from customers and press
- 100% mark up for retailers
- 20+ years of experience in organic and natural product formulation



### EVOLVE HEALTHIER

- Certified COSMOS organic and natural
- Organic and natural ingredients
- GMO free
- Small batch production for freshness

### EVOLVE KINDER

- B Corp certified
- Certified Vegan
- Certified Cruelty Free
- Sustainable sourcing
- Annual sustainability reporting
- Living wage employer
- Female founded & led

### EVOLVE GREENER

- Carbon neutral
- Committed to Net Zero
- Plastic Negative Certified
- Upcycled ingredients
- Wind powered eco studio
- Recycled and recyclable
- FSC grass paper cartons

### EVOLVE BETTER

- Highly effective clinically proven ingredients including Hyaluronic Acid, Peptides, Bio retinol and Vitamin C
- Over 30 years expertise in natural formulations
- 100 beauty industry awards
- Over 1000 5 star reviews





## EVOLVE - Verb \i-'vǎlv, -'vòlv, ē- also -'vǎv or - 'vòv\

*"to change or develop slowly often into a better, more complex, or more advanced state"*

### JOIN THE WELLNESS REVOLUTION

Our mission has always been to be a force for good in business and to make products that are healthier, greener and kinder to us and the planet.

We also want to make it easy for you to find more affordable, sustainable and healthier products for your business that also make a visible difference to your customers.

We are the caring beauty standard and we want you to join the Evolution...



Treatment costs start from \$5.64 per facial

### CONCEPT

*Verb \i-'vǎlv, -'vòlv, ē- also -'vǎv or - 'vòv\*

**NURTURE:** caring and transformative holistic face and body massage experiences create equilibrium for body and mind, releasing tension and anxiety, and promoting a sense of deep tranquillity and wellbeing

**NATURE:** sourced sustainably from organic seeds, leaves, fruits and flowers, the earth's botanical bounty is harvested, pressed and blended to create nourishing and restorative oils, balms, scrubs and creams to revitalise, smooth and firm skin to radiant perfection

**KNOWLEDGE:** holistic therapeutic expertise in energy and breath work, and holistic massage combine with more than 30 years of natural product formulation and ancient practices of aromatherapy and herbology to deliver exceptional experiences

**INCLUSIVE:** a safe haven providing welcoming care for everyone at each lifestage, providing therapeutic face and body treatments tailored and approved for all skin types, pregnancy and hormone-balancing.

BEST  
SELLER



## BEST SELLERS STARTER PACKAGE

Begin your salon journey with 8 of our best selling organic skincare products – 4 of each.

- Gentle Cleansing Melt (RRP \$69)
- Daily Defence Moisture Mist (RRP \$55)
- Rose Quartz Facial Polish (RRP \$65)
- Bio-Retinol Gold Mask (RRP \$79)
- Hyaluronic Eye Complex (RRP \$49)
- Hyaluronic Serum 200 (RRP \$82)
- Daily Renew Facial Cream (RRP \$89)
- Rosehip Miracle Oil (RRP \$79)

FREE OF CHARGE:

- Sachet samples selection x32
- Tester x8
- A5 Strut Card x1

Package WS ex GST \$986.08

## BOOSTER STARTER PACKAGE

Level up to our next package containing 6 of our favourite skincare products – 4 of each.

- Daily Detox Facial Wash (RRP \$39)
- Kalahari Dream Cleansing Oil (RRP \$59)
- Radiant Glow 2 in 1 Mask Scrub (RRP \$69)
- Bio-Retinol + C Booster Serum (RRP \$75)
- Age Defying Lifting Serum (RRP \$145)
- Multi Peptide 360 Anti-Aging Cream (RRP \$99)

FREE OF CHARGE:

- Sachet samples selection x24
- Tester x6
- A5 Strut Card x1

Package WS ex GST \$845.20



BOOSTER



TRIAL KIT AVAILABLE WS \$55  
Order via our website

The original Hydrojelly mask designed to lock in moisture & combat common skin concerns. Formulated without Parabens, Sulfates, Talc, Silicone, Phthalates or Corn Starch.

*10 masks per tub. Simply mix with water & apply.*



## SUMMER HYDROJELLY PARCEL #1

*Phyto Nutrients + Belgium Cacao + Beta Carotene Floral Hydrojelly Professional Masks*

**PHYTO NUTRIENTS** - Helps calm and soothe skin while protecting hydrated and healthy skin. Infused with broccoli extract for instant hydration, this mask helps to detoxify and nourish the body from the inside out.

**BELGIUM CACAO** - Increases skin energy for an overall glowy appearance. Packed with cacao to reduce redness and blemishes, this mask smooths skin leaving it with a velvety soft finish

**BETA CAROTENE FLORAL** - Diminishes the appearance of fine lines and wrinkles while revitalizing skin and delivering all-day hydration.

Normally WS \$216.00 | Parcel WS \$183.60

## SUMMER HYDROJELLY PARCEL #2

*Discoloration Arbutin + Super Greens Strength + Blue Glacier Cyro Hydrojelly Professional Masks*

**DISCOLORATION ARBUTIN** - Reduces the amount of melanin the skin produces, resulting in a more even complexion with less pigmentation, fewer darker spots, and less-noticeable acne scars.

**SUPER GREENS STRENGTH** - Feeds and fortifies skin while reducing the appearance of dark circles. Organic Kale powder works to prevent visible signs of aging by hydrating skin.

**BLUE GLACIER** - Helps to calm inflammation, reduce swelling and controls pigmentation with the power of glacier clay. Also works to brighten and sooth skin with a cooling effect.

Normally WS \$216.00 | Parcel WS \$183.60





COOLA is raising the standard in SPF with organic, innovative suncare that's better for the health of your skin and the earth. Based in Southern California, we're Serious About Sun™—we believe healthy skincare should both protect and benefit your skin every time you wear it, and that clean beauty should feel luxurious. That's why we're dedicated to creating the best feeling sunscreen you'll want to wear every day.



70%+  
Organic



## BRIGHTEN & HYDRATE DEW GOOD SERUM

This silky illuminating serum goes on sheer for an instantly dewy, hydrated look with weightless SPF30 protection. The organic formula goes beyond SPF to help mitigate the effects of blue light, pollution, and other environmental stressors with Blue Screen Digital De-Stress technology. Plus, it's powered by pro-biotic technology, which improves moisture retention and supports your skin's natural, youthful glow.

*Purchase 4 Dew Good Serums and receive 1 FREE tester and 4 FREE 7ml deluxe samples*

WS \$48.00 | RRP \$92.00 | Parcel WS \$192.00



## USE THIS SUMMER SUNSCREEN SPRAY - EXPIRY 07/2024

Spritz your sunscreen on the go with this clear, continuous spray. Offering broad spectrum SPF 50 protection, this deluxe, antioxidant-infused spray will nourish and hydrate skin with 70%+ certified organic ingredients like Cucumber, Algae, and Strawberry Extracts. Formulated for long active days, this sunscreen is water resistant for up to 80 minutes and is infused with a delicious Guava Mango scent.

*Classic Sunscreen Spray SPF50 Guava Mango*

WS \$28.70 | RRP \$55.00 | NOW WS \$20.09

The Advanced Nutrition Programme™ is an award-winning premium range of supplements, which support healthy skin, overall wellbeing and environmental awareness.

## FREE 60 DAY SKIN YOUTH BIOME WHEN YOU BUY SKIN ULTIMATE

Maximise the youthful effects of Skin Ultimate with our Skin Youth Biome, containing a guaranteed 5 billion gut-friendly bacteria for radiant, glowing skin.

Targeting aging skin for a youthful glow, purchase a Skin Ultimate 28 day pack and receive a FREE full size 60 day Skin Youth Biome. Adding a biome to your routine maximizes your clients results by supporting their gut-skin connection.

Valued at \$279.00 | Minimum order x3

Purchase a Skin Ultimate and receive FREE a full retail size Skin Youth Biome (60caps)

WS \$82.95 | RRP \$159.00  
Parcel WS \$248.85



## SKIN YOUTH BIOME BENEFITS

Skin Youth Biome is suitable for all skin types especially those seeking to support ageing, dry or uneven skin tone challenges. As well as individuals looking to brighten tired, dull-looking skin and anyone seeking additional support around the eye contour area.

- Works from the inside out
- Supports the skin's natural barrier
- Helps reduce fine lines
- Helps support gut flora
- Supports collagen formation
- Supports immunity

## SKIN ULTIMATE BENEFITS

Cleverly packaged in daily protective pods, Skin Ultimate offers a daily dose of five capsules: Skin Omegas+, Skin Vit A+, Skin Asta-Boost, Skin Co-Q10+ and Skin Antioxidant. Working in synergy, these capsules help support the appearance of beautiful and glowing skin, hair, and nails from within for the ultimate radiance.

- Improves skin elasticity
- Minimises signs of aging
- Promotes skin radiance
- Safeguards skin from external stressors
- Smoothes wrinkles
- Evens skin tone
- Hydrates
- Renews & strengthens skin



## RESEARCH STUDY | SKIN ULTIMATE



BEFORE



AFTER



*Duration: 4 weeks*

*Results: 19% improvement in elasticity*

*Directions: 1 pod daily*

We invited 30 women aged 40 to 59 for a 12-week study, using our award-winning supplement, Skin Ultimate. After only 4 weeks, there was a notable 19% improvement in eye contour elasticity.

Throughout the study, Skin Ultimate consistently enhanced elasticity, reaching a total improvement of 23% after three boxes.



# LALICIOUS®

The Lalicious body range is the 'must have' in luxurious body products and treatments. With the power of natural ingredients designed to nourish your skin, and the power of crafted fragrances to uplift your mood.



## MELT AWAY LALICIOUS BODY MELTS

Protect and perfect skin with this beautifully hard-working body care multitasker. This uniquely effective gel-to-oil formula "melts" to restore dewiness and quench dryness. Whether as a whole-body moisturizer, a shave gel, a hair, hand or foot mask, or in many other hydration situations.

Lalicious Velour Body Melts achieve their velvety, weightless finish and glow-boosting power with a luxurious combination of Coconut Oil and Kalahari Melon Seed Oil, delivering rejuvenating nourishment, protection and antioxidants.

SUGAR KISS ~ SUGAR COCONUT ~ SUGAR LAVENDER

Valued at \$81.00 | Minimum order x3 (any scent)

Purchase a Body Melt & receive a FREE 2oz travel size Sugar Scrub

WS \$37.56 | RRP \$72.00 | Parcel WS \$112.68

## GIFT WITH PURCHASE 2oz SUGAR SCRUB

Our beloved sugar scrubs give your body the ultimate exfoliating and hydrating treatment.

One experience is all it takes to see why our formula is recognized as one of the best in body care, and why our whipped scrubs are a fixture at many of the world's top spas.

FREE  
GIFT





**Kaia Naturals provides modern solutions for underarms and intimate body concerns.**



## INGROWN BAR IT'S STINKY BUT IT WORKS

This 2-in-1 exfoliating bar helps prevent ingrown hairs and removes impurities that lead to irritated ingrown hairs (clogged and infected hair follicles). Made with naturally disinfecting and gentle exfoliating ingredients including:

- 1% salicylic acid (gently exfoliates)
- 1% tea tree oil (disinfects & antibacterial)
- 2% microexfoliating volcanic sand (gently exfoliates)

*Purchase 4 Ingrown Bars & receive 1 FREE for display + an A5 Show card*

**WS \$20.82 | RRP \$29.90 | Parcel WS \$83.28**

## THE BIKINI BRIGHT BRIGHTEN, SOOTHE & TREAT

This 3-in-1 natural, gentle, milky treatment helps brighten the appearance of dark spot pigmentation, helps soothe irritation and redness and help manage ingrown hairs often caused by shaving and hair removal treatments.

- 1% alpha arbutin helps brighten and even skin tone (a safe alternative to hydroquinone)
- 10% azelaic acid helps to brighten and calm redness, while managing folliculitis (inflamed hair follicles) resulting from ingrown hairs
- 1% Canadian Willowherb™, often one of the first plants to bloom after forest fires, this resilient ingredient traditionally used by Native Americans soothes skin irritation and redness.

*Purchase 4 Bikini Brights and receive 1 FREE for display + an A5 Show card*

**WS \$36.00 | RRP \$69.00 | Parcel WS \$144.00**





# BEAUTYCARE

## PROFIT GENERATORS

Monthly deals to increase your sales and profit margins

#1



### PFB VANISH

Purchase 10 PFB Vanish 2oz & receive 10 FREE 1/4 oz

WS \$18.26 | RRP \$35.00 | Parcel WS \$182.60

#2



### COOLA

Purchase 4 Radical Recovery After Sun & receive 1 FREE tester

WS \$32.35 | RRP \$62.00 | Parcel WS \$129.40

#3



### BERRYWELL

Purchase any 10 tints & receive 2 FREE (same variant)

WS \$12.95 | Parcel WS \$129.50

#4



### ESTHEMAX

Purchase any 6 retail Hydrojelly masks & receive 1 FREE

WS \$30.78 | RRP \$59.00 | Parcel WS \$184.68

# EDUCATION & TRAINING CALENDAR

## FEBRUARY & MARCH 2024

To attend any of our trainings, please ensure to PRE-REGISTER on our website at [www.beautycare.co.nz/education](http://www.beautycare.co.nz/education)

### EVOLVE ORGANIC BEAUTY

Take a deep dive into the world of Evolve Organic, Natural eco-friendly products and learn how these hero products can drive your business and meet the demands of your client's skin, and wellbeing needs.

**Duration:** Allow 2 hours with Q + A

**Delivery:** Via ZOOM Link  
(Pre-registration is essential)

- February 12th, 10am-12pm Monday
- February 26th, 10am-12pm Monday
- March 11th, 10am-12pm Monday
- March 25th, 10am-12pm Monday

### ADVANCED NUTRITION PROGRAMME

#### PRODUCT DEEP DIVE PHASE 1

Discover the unique brand concept of clinically proven internal skin nutrition products. Take a deep dive into our 5 products which will add value, drive skin results and boost your business.

**Duration:** Allow 1 1/4 hour with Q + A

**Delivery:** Via ZOOM Link  
(Pre-registration is essential)

- February 21st, 10-11am Wednesday
- March 20th, 10-11.15am Wednesday

### COOLA

#### REFRESHER

Learn about the unique COOLA concept and our Hero Products to boost your business.

**Duration:** Allow 1 hour with Q + A

**Delivery:** Via ZOOM Link  
(Pre-registration is essential)

- February 19th, 10-11am Monday

#### PRODUCT SYNERGIES PHASE 2

Learn about product synergies and combinations which can be taken together to achieve advanced skincare results.

*\*It is important to attend Advanced Nutrition Programme Deep Dive Phase 1 before Phase 2*

**Duration:** Allow 1 hour with Q + A

**Delivery:** Via ZOOM Link  
(Pre-registration is essential)

- February 28th, 10-11am Wednesday
- March 27th, 10-11am Wednesday

### BUSINESS

Discover the benefits and tools of partnering with Beauty Care. Learn what tools are available for you to access as a stockist and a few tips on how to use them!

**Duration:** 45 mins

**Delivery:** Via ZOOM Link  
(Pre-registration is essential)

- February 28th, 10-10.45am Wednesday

