MUKTI



NATURAL BEAUTY BEGINS HERE

MUKTI (/MOOKH TEE/) ORGANICS ARE PIONEERS
WITHIN THE AUSTRALIAN SKINCARE INDUSTRY
AND ARE NOW FIRMLY POSITIONED AS AUSTRALIA'S
FAVOURITE ECO-LUXE, CERTIFIED ORGANIC BRAND.

Established since 2000, our range of award-winning formulations set us apart with potent bioactive native Australian extracts, refreshingly natural scents and environmentally conscious packaging.

Mukti encapsulates the essence of Australia.

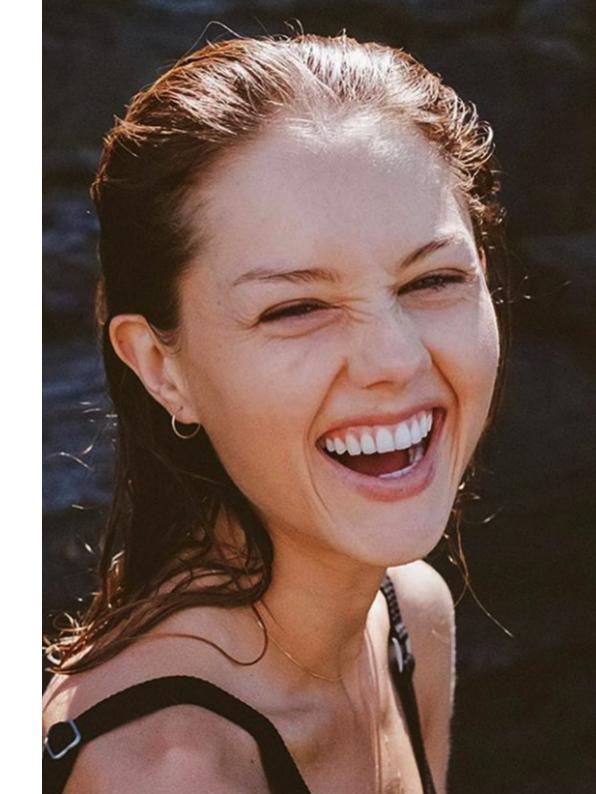
OUR PHILOSOPHY

TO RECONNECT PEOPLE BACK TO

NATURE, CREATING HEALTH AND

HAPPINESS VIA TOXIN-FREE

LIFESTYLE AND BEAUTY REGIMES.

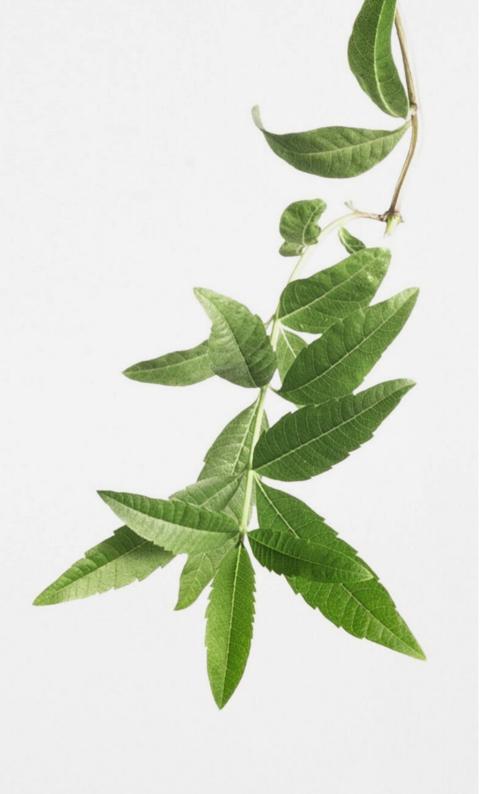




Mukti is an eco-activist and green cosmetic chemistry pioneer. She created one of Australia's first certified organic brands in 2000. Educated in complementary medicine, she has been actively involved in the beauty and personal care industry for over two decades. Her internationally-acclaimed and award-winning formulations combine functional, plant-based ingredients with indigenous Australian actives that deliver results by boosting skin health, vitality and youthfulness. Mukti set the benchmark for certified organic skincare in Australia.

Authentic Luxury Quality Confidence Style Natural Organic Scientific Real Genuine





CERTIFIED ORGANIC ACO + COSMOS

We are proud to have independent certification from Australian Certified Organic and COSMOS. It assures that our products have been produced in a manner that is ecologically sustainable and harmonious.

- No synthetic chemicals or processes
- No GMO genetically modified ingredients
- Quality driven and strict input criteria





CRUELTY FREE

All our products are vegan and cruelty free. We don't test on animals, or purchase any ingredients that are tested on animals. We don't export to countries where animal testing is still practised.

Wherever possible, our products are free from palm oil, wheat and gluten. Any products containing palm oil are from certified sustainable palm oil plantations.







INGREDIENTS MATTER

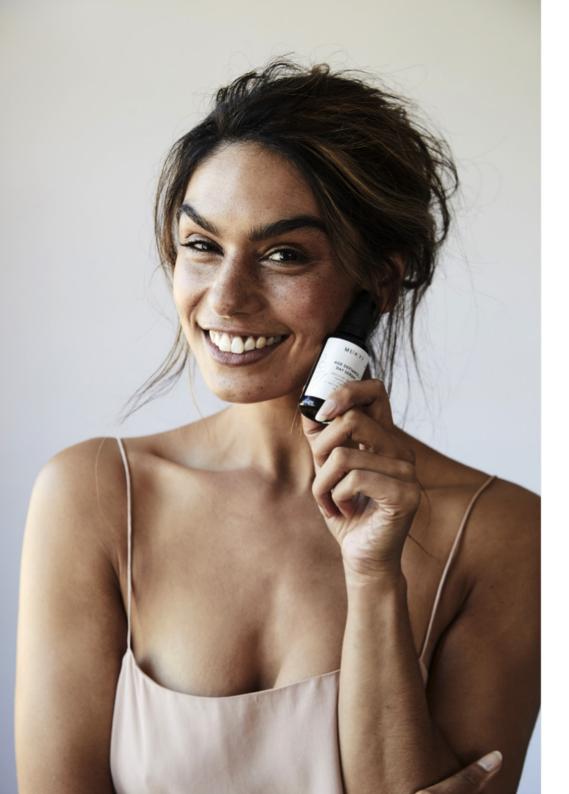
EVERY PRODUCT. EVERY COLLECTION.

Each product contains a unique blend of native

Australian extracts that address a particular skin type
or condition.

Our revolutionary extraction method uses biomimicry to replicate the bioactive phytonutrients of the plant as it exists in nature, guaranteeing potency and efficacy.





OUR COLLECTIONS

We have distinctive facial care collections uniquely curated for different skin types and concerns.

Our hair and body care collections are suitable for all skin types and ages.

- · AGE DEFIANCE
- VITAMIN BOOSTERS
- ALL SKIN TYPES
- · NORMAL / DRY
- · COMBINATION / OILY
- SENSITIVE
- · HAIR CARE
- · BODY CARE



NATIVE AUSTRALIAN EXTRACTS

Our extracts are replicated as they've existed in nature for billions of years.

Indigenous plants are potent receptacles and storehouses, brimming with an abundance of vitamins, antioxidants, minerals and bioactive constituents.

Biomimicry and innovative cellular extraction methods harness nature's evolved strategies to create potent and multifunctional phytoactives.

Cellular extraction maintains the integrity and delicate balance between the cell environment and the liquid medium into which they are dispersed, encapsulating the bioactive compounds without degrading or disrupting the plant biomatrix.



NATURE'S BLUEPRINT

Natural compounds are bioavailable and work with our own cellular matrix to be easily and readily utilised to deliver results.

Nature doesn't create a single compound. Plants and living organisms have evolved efficient and synergistic relationships between multiple compounds to sustain survival and reproduction.

A botanical extract in its purest form should replicate the true blueprint of a plant.

The phytoactive compounds and derivatives that are found in the flower, fruit, leaf or wood are bioidentical and presented in a unique delivery system that is stable, potent and multifunctional.





BIOACTIVE PEPTIDES

Our Age Defiance Collection contains potent cosmeceutical peptides that naturally occur in the skin and act as messengers.

BENEFITS:

- Promote the skin healing processes
- Fight the visible signs of ageing
- Repair damage from pollutants and free radicals
- Increase collagen and regulation of collagen production
- Maintain skin elasticity
- Stimulate rapid turnover of skin cells, cellular repair
- Even out pigmentation
- Antimicrobial protection
- Smoothing and nourishing effect on the skin



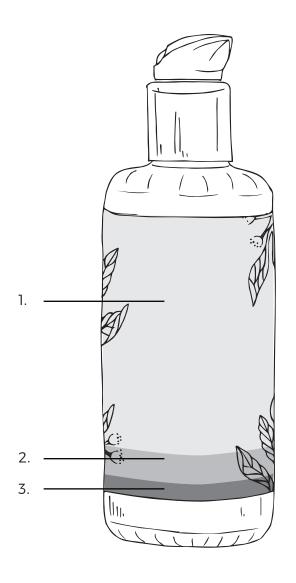
AGE DEFIANCE COLLECTION

- Age Defiance Day Serum acts as a topical Botox and targets plumping, firming and toning
- Age Defiance Night Serum targets luminosity,
 pigmentation and skin whitening
- Age Defiance Eye Serum targets puffiness, dark circles and crow's feet

VITAMIN BOOSTERS

- Vital A Elixir restores luminosity, brightness and even skin tone
- Vital B Elixir enhances natural skin balance, restores moisture balance and hydration
- Vital C Elixir provides natural skin protection from IR infrared photoageing, environmental stressors and free radicals.





- **1. Top Third** This area lists the ingredients that constitute 80–95% of the product. If the first ingredient listed is water or aqua, that's what you're paying for.
- **2. Middle Third** This constitutes about 4–12% of the product and is made up of oils, actives, emulsifiers and surfactants.
- **2. Final Third** Makes up around 1–4% of the product and consists of preservatives, fragrances, stabilisers and label claims.

The further down the list, the lower the percentage. Keep in mind, most of the active ingredients should appear before the midpoint of the list.

NOT ALL "NATURAL" PRODUCTS ARE CREATED EQUAL. WE DON'T USE FILLERS. JUST POTENT INGREDIENTS. WE ASK YOU TO COMPARE LABELS.



VIOLET GLASS

Our violet glass packaging incorporates biophotonic technology which protects the concentrated and active formulations by filtering out harmful rays of light.

Only the violet light wavelength is able to penetrate the glass. This further enhances product viability by activating and energising the molecules within to resonate at a similar frequency to the human nervous system.

It also maintains and preserves the formulations over an extended period of time.



IN THE MEDIA

 \mathbf{E}_{A} \mathbf{E}_{S} \mathbf{E}_{R} \mathbf{E}_{A} \mathbf{E}_{E}

marie claire

SUNDAYlife

BEAUTY/crew

BAZAAR

COUNTRYSTYLE

beauty beat

Stephanie Darling has a Hawaiian-inspired massage and finds the party-perfect hair accessory.

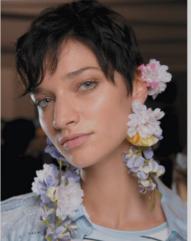


This week I try ... a lomi lomi massage and exfoliation treatment

The lowdown I'm in Byron Bay about to succumb to the Cultural Hawaiian Massage, based on the traditional royal ka hunah massage. You are in the buff for this allencompassing treatment, so leave your modesty at the door. I opt for the no-holds-barred approach that includes having my boobs massaged. My therapist Kita slathers me in oil and begins the rhythmical massage by cradling me in her arms and working with her hands and forearms. This is followed by a body exfoliation. Pain factor I'd have preferred the exfoliation at the beginning of the treatment rather than the end.

Downtime A 90-minute massage, 30 minutes for the exfoliation. Results Sheer bliss, I feel as if Where to get it The Byron at Cost: \$310. Sydney Kahuna, sydneykahuna.com.au. Cost: \$225. Melbourne: The Urban Alchemist, theurbanalchemist.com.au. Cost: At home Try Shemana Crystalline Elixir Heart Oil, \$44, shemana. com.au, with a soothing blend of lavender, calendula and rose petals.

Follow Stephanie Darling on Instagram @mrssdarling. Send questions to stephanie@darlingbeauty.com.au.



Trend: Vegan Toners Listen up, animal lovers and vegan devotees. The latest skin-balancing toners from three of our favourite Australian companies – Aesop, Mukti and Sukin – cover both these bases. Cleanse, then tone (the jury is in; this is a necessary steps to set skinnecessary step) to get skin prepped for your favourite serums and moistu



Mukti Rose Blossom Hydrating Mist Toner, \$53. Aesop B & Tea Balancing Toner, \$37. Sukin Hydrating Mist Toner, \$11.

How do I get my fregrance to last all night?
The trick here is to layer: bothe or shower in your covaries body-scented wash, then apply the matching body cream on damp skin. Finish off with a spritz of matching scent in an EDP. My current obsession is Frédéric Malle Portrait of a cuty Shower Cream, \$81, Body Butter, \$245 and EDP, \$294, mecca.com.au. Lush



ADD TO CART

These no-slip "hair jewellery" charms from Perth-based Kela are my latest party trick, dotted strategically through ide sections of my hair and held in place by a unique silicon clasp. They ome in a range of versions, including gold, silver, pearl and my favourite endition, the skull – very Alexander McQueent Kela hair charms, \$65 for three, kelacharms.com.



sl - 20

experts will tell you that, at that particular length, little damage is being done to the skin, and therefore little actual collagenbuilding is being triggered. But that's not to say that athome rolling is useless. "It creates a channel in the skin for active ingredients to penetrate deeper into the dermis, for increased efficacy," says Natalie Abouchar, a registered nurse and founder of Sydney's Privée Clinic. "The client can roll their skin in the evening and apply different products depending on their skin concerns, such as retinol, vitamin C and hyaluronic acid."

New York-based dermatologist Dr Joshua Zeichner notes that if you're looking to reduce post-acne hyperpigmentation, the exfoliation "likely may give some effect. You'll notice I put in three qualifiers there." After a few weeks experimenting with a 0.3mm athome roller. I notice my skin feels softer but not markedly changed. I want my pores teeny and my acne scars gone - now. And so, on the recommendation of New York's superstar dermatologist Dr Dendy Engelman, I make my way to Jeannel Astarita, the founder of medi-spa Just Ageless.

A single microneedling treatment costs between \$640 and \$970, and it's rarely sold as a one-off (patients with deep scars often opt for a series of three to six treatments). But for my rosacea and acneprone skin, traditional microneedling could spell disaster (inflammation) Exacerbated breakouts!). It turns out I'm in luck: Astarita can offer the EndyMed Intensif, a relatively new device that couples microneedling



with radio frequency to treat both active acne and acne scars. Delivered via 12 highly conductive gold-plated needles, the heat kills acne-causing bacteria and lessens inflammation. After cleansing, exfoliating, numbing and disinfecting my skin, Astarita starts stamping the thicker skin on my cheeks, nose and chin, programming the needles to go to a depth of 2.5mm, followed by my delicate undereye area and forehead at 1.5mm. It's no more uncomfortable than a pinch - for the first few pulses. Then the discomfort gradually increases until tears stream down my cheeks. (Astarita explains that because the Intensif uses a slower in-out motion for its needles rather than straight microneedling, if's considered marginally more painful.)

But almost as soon as it begins, it's over, and Astarita is applying post-procedure topicals - an antioxidant and a skin strengthener. When she finally hands me a mirror, my face is a shocking shade of burgundy. It subsides to that of a particularly bad sunburn by the time I get home, and the pores on my chin - this isn't for the squeamish - look like they're purging sebum. In actuality, "It's a result of the inflammation," Astarita texts me the next day during a check-in. "The pores weep." Per her advice, I slip two damp muslin cloths into the freezer and apply them periodically, feeling not unlike Norma Desmand in Sunset Boulevard's gruesome makeover scene.

Everyone's skin reacts differently to these procedures, but it's typical to be red, dry and flaky for a few days. I'd planned to work from home on the Friday following my treatment, and at the earlymorning sight of my swollen, pink visage, n glad I did. I commence a weekend f extreme moisturising, and by Monday, one colleague remarks upon my smooth skin (hallelujah!).

It's now been a month since my treatment and my pores look definitively smaller, and the scars that have bothered me for years are far less noticeable. Time will tell as to how much collagen-induced filling and tightening I'll experience - I'm told the effects continue to develop for up to six weeks post-procedure - but for no I'm basking in my own glow.





O&M Atonic \$31.85; Trilogy Rosehip

"High-performing natural ingredients are readily available now as technology has moved on so much in the past few years"

- Jose Bryce Smith, founder of O&M

THE BALANCE

"It is time to understand not just what you're putting in your body, but what you're putting on your body," says Natalie Kringoudis, a doctor of Chinese medicine and founder of women's health clinic, The Pagoda Tree.

Just rotating one or two natural alternatives into your skincare routine will make a big difference to your exposure to potentially unhealthy chemicals.

"My philosophy has always been an 80/20 rule," says Langmuir, whose Bite Beauty natural lipstick range is one of Sephora's biggest sellers. "80 per cent of the [products] I choose, I try to make sure they're healthy, sustainable and non-toxic."



Plump up your lips with naturally derived lipsticks that are (almost) good enough to eat.

Karen Murrell Moisture Stick in Sand Storm, \$29.95; Bite Beauty Amuse Bouche Liquified Lipstick in Supreme, \$37.

NATURALS TO TRY

These do-gooders look and feel as special as their ingredient lists



SALT BY HENDRIX Beautiful on your bathroom

shelf, this luxe brand is as natural as it is stylish.

Try: SALT by Hendrix



ANTIPODES

This effective and organic New Zealand brand is a favourite of Cara Delevingne and Cate Blanchett.

Try: Antipodes Apostle Skin-Brightening Serum, \$58.95.



SNOW FOX

A professional grade, totally plant-based range designed for hypersensitive skin.

Try: Snow Fox Skincare Defence Multi-Cream, \$75



KORA

Created by Miranda Kerr, this COSMOS-certified organic brand offers a holistic approach to skincare

Try: Kora Organics Calming Lavender Mist, \$39.95.



MUKTI This certified organic brand tackles anti-ageing sans chemicals.

Try: Mukti Tinted Moisturiser with Sunscreen, \$59.95.



JOHNY + JUNE

Chemical-free, this natural haircare brand cuts down toxins while reviving coloured hair.















GOLDEN TOUCH

Our favourite papaya-infused products to cleanse, soothe, nourish and heal.

- A natural multipurpose balm packed with papaya can save your skin in a beauty crisis, soothing and nourishing everything from chapped lips and split cuticles to dry skin on your face or body, while being gentle enough for sensitive skin and babies. Try Pure Papayacare Papaya Ointment (75g, \$18,99), which uses a blend of shea butter, jojoba oil and papaya ferment and is petroleum free. Trilogy Everything Balm (45m, \$20,95) blends sweet almond and rosehip oil with papaya and echinacea.
- Clever cleansers utilise papaya's papain enzyme to give your skin a daily polish. Try Revision Skincare Papaya Enzyme Cleanser (198m, \$59) for all skin types, or Eve Lom Morning Time Cleanser (125m), \$79), a beautiful balm with clarifying clove and chamomile oils.
- Papaya is the perfect exfoliating ingredient to sweep away dry and dead skin cells, leaving your skin smooth and glowing. Kieh's Pineapple Papaya Facial Scrub (100ml, 844) combines these tropical fruits with corncob meat: massage into the skin for deep exfoliation. Kate Somerville Exfoliate Intensive Exfoliating Treatment (60ml, \$124) uses papaya, along with lactic and salicytic acid, to purify and exfoliate.
- Papaya has a long list of benefits when added to a face mask. It can purify, detox and revitalise the skin, and it's an essential ingredient in Mukti Deep Cleanse Antioxidant Masque (100g, \$74.95) that also uses white clay, chia and carrot seed oils. Or try Caudalie Instant Detox Mask (75m.) 4547 that blends grapes, papaya, pink clay and essential oils to soak up impurities while rejuvenating and rebalancing skin.
- Using papaya, Kakadu plum extract and hyaluronic acid to target pigmentation, Ella Baché Neobright Correcting Serum (30ml, \$119) helps to create a more even skin tone.



SKIN

Mukai Vital B Elixir, \$110.
Featuring native pomegranate,
Kakadu plum and mountain
pepper berry, it also utilises
riacinamide (83), hyped for its
anti-ageing procerties.

Jurilique Herbal Recovery Signature Mais, \$55. The loonic South Australian brand is renowned for its farm-grown extracts. This new mist has a biend of marshmallow root, nasturitium and calendula for an antioxidant boost, and helps protect against environmental pollutants common in summer, too.

The Jojoba Company Oily Skin Balancer, \$40. This all-natural oil blend reduces sebum in 30 minutes thanks to new ingredient Akoactive Nile Lily. Perfect for hot days and nights. TAN

Bondi Sandi Liquid Gold Self Tanxing Fisam, \$23. The new foam version of the popular dry oil self-tan, this quick-drying formula has the same argan oil-enriched base with a creamier texture.

Lina Brenze Glow Gradual Tanning Mobinaritier, \$28. Ultra-nourishing, this delivers on its promise of a sun-kised glow that you can build up. The natural mandatin, lemon myrtle and orange bilossom oils make for a freshly squeezed summer scent.

Ece Tan Cacae Tanning Mease, \$35. Need a golden glow in a hurry? This cult favourite is perfect for even the fairest skin tones. Easy to apply, it can be washed off after an hour or left on to develop.

"We wanted a sunless-tanning
product that wasn't harsh. It had to be
mostly organic or natural, it had to
nourish our skin and look real."

— RHIANNON HALL, Land Bronze







AWARDS



WINNERBest Influencer Brand • (2019)



EDITOR'S CHOICE

Rose Blossom Hydrating Mist Toner • (2017)

Botanique Conditioner • (2017)



BRONZE WINNER
Vital C Elixir • (2018)



WINNERCacao Vanilla Lip Butter • (2017)



HIGHLY COMMENDEDRose Blossom Hydrating Mist Toner • (2018)



WINNER
Tinted Moisturiser with Sunscreen • (2016)



WINNER
Botanique Lotion • (2017)



WINNERHydrating Moisturiser • (2016)



HIGHLY COMMENDED

Botanique Deodorant • (2017)

Botanique Wash • (2017)

Tinted Moisturiser with Sunscreen • (2017)



RUNNER UPFavourite Organic Brand • (2016)



WINNER

Best Skincare Brand Australia • (2017)

Best Natural & Organic Skincare Brand • (2017)

Vital C Elixir • (2017)

2-in-1 Resurfacing Exfoliant • (2017)

Clarity Balm • (2017)

Balancing Foaming Cleanser • (2017)



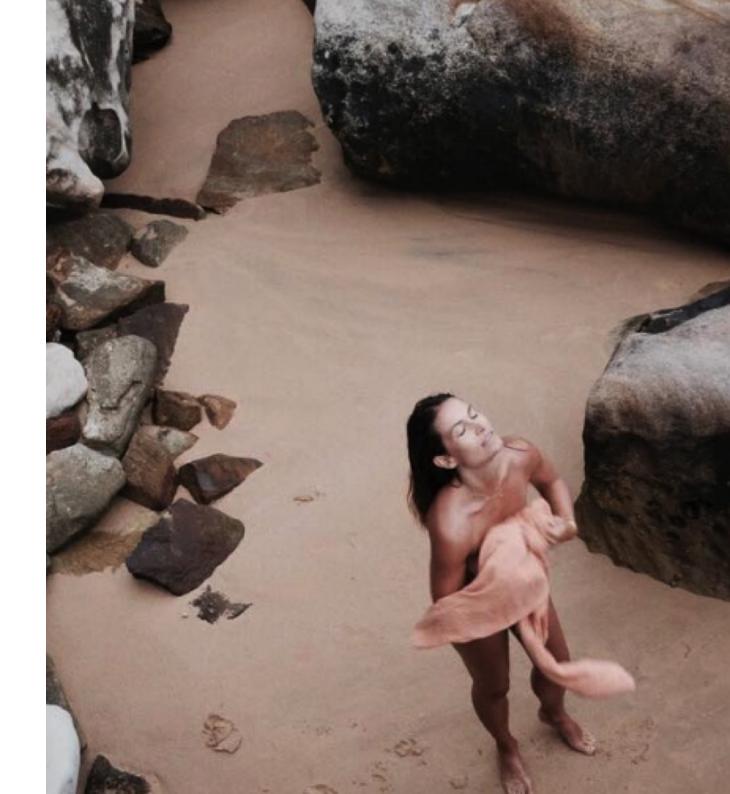
RUNNER UPOrganic Online Store • (2016)

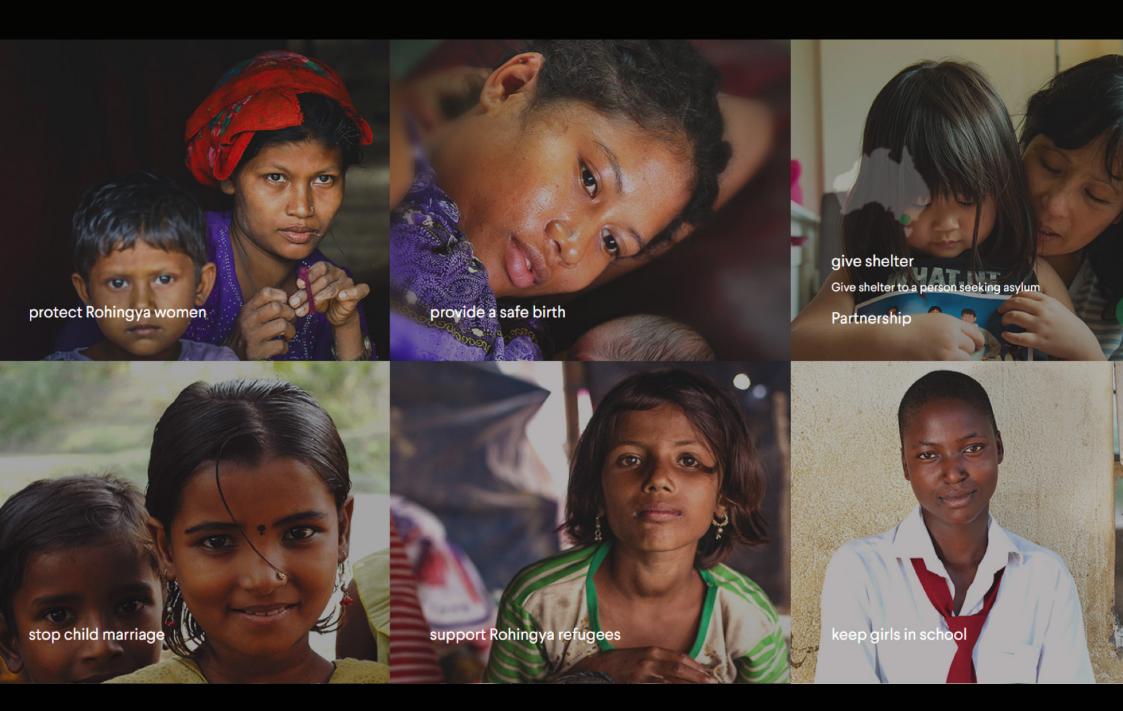


RUNNER UPOrganic Wholesaler • (2016)

MUKTI DEVOTEES

- Julia Ashwood (The Vista)
- Keira Rumble (Krumble)
- Caroline Grogh
- Ashley Freeman
- Isabelle Cornish
- Brinkley Davies
- Olivia Arezzolo





WE GIVE \$1 OF EVERY PURCHASE TO I=CHANGE

