

BRAND PRESENTATION

SALT BY HENDRIX



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BRAND INTRO

SALT BY HENDRIX was founded in 2016 with the magic of botanics at the forefront of product development.

Fast forward to 2021, SALT BY HENDRIX offers a full range of skincare and body care products that utilise high performing ingredients such as botanical extracts and actives to deliver flawless results.



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ETHOS

Ingredient selection is where we thrive and our constant source of inspiration. We operate on the basis of ingredient selection for purpose. Ensuring we're selecting clean, high performing options that have been consciously-sourced. We select active/botanical extracts and keep them as close to their natural state as possible, for the benefit of your skin's health and wellness.

We know what each ingredient is, why it is in there and what role it plays for optimal skin health. Each product is crafted with the end performance and result always front of mind.



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INITIATIVES / ECO

We use ethically sourced raw ingredients and recyclable packaging - including biodegradable plastic.

Products are all cruelty free.

Made in Australia.



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TRAINING GUIDE

The following slides will cover the basics 'how-to' of our products.



HOW TO USE

GUA SHA

Apply our face oil or serum to your clean and dry face, neck and décolletage. Using light pressure, massage across the face and neck using the below technique for at least one minute (3-5 minutes is ideal).

- **Jawline:** gently sweep from the chin along the jawline in an upward motion towards the ears.
- **Neck:** gently press at the base of the neck above collar bone and move Gua Sha in an upwards motion towards the jaw.
- **Cheeks:** gently press from the centre of the face and work outwards towards the ears (be careful and extremely gentle near the eye area).
- **Brows:** gently sweep across the brow line starting from the centre and working outwards.
- **Forehead:** gently sweep in an upward motion towards hairline.

We always recommend being gentle and using light pressure to avoid any bruising on the face.



HOW TO USE

FACE ROLLERS

Apply a face oil or serum to your clean and dry face, neck and décolletage.

Using the wide end of the roller, starting at the jawline, massage in an outward direction across the face, neck and décolletage.

Use the smaller end around the eye area. You can also use the smaller end to massage up and around the upper brow bone.



BEAUTY TOOL

CARE GUIDE

It's important to keep these tools clean, so if you notice a buildup of products or you're using your tool regularly (which we hope you are) then here are some tips for keeping it squeaky clean!

To clean your beauty tools, wipe the stone clean with a damp cloth or soft towel but never wipe with very hot water or soak in water.

To dry, leave it on a soft cloth or towel to air dry.

For a deeper clean, use a gentle soap or cleanser to wash away product build-up and kill bacteria.

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CORE PRODUCT INFO

The following slides will cover our core range of incredible botanic products.





BEAUTY TOOLS



FACE ROLLER – ROSE QUARTZ

Our Rose Quartz Face Roller is a must-have for your skincare routine. Step up your skincare game today by incorporating one of our face rollers into your routine. Why, you ask? It was designed to assist with enhancing the effectiveness of your skincare products by massaging them into the surface of the skin (facial massage) whilst it aims to promote circulation, combat puffiness and water retention through facial massage.

Don't be fooled, Face Rollers are not just a modern day tool for skincare application, they have been used for centuries in Traditional Chinese Medicine. Say hello to some much deserved self-love and self-care.

Rose Quartz is the stone of universal love and is known for helping promote self-love and opening the heart to friendship, inner healing and harmony. Made from Grade A Brazilian Rose Quartz stone.

FACE ROLLER – JADE



Our Jade Face Roller is a must-have for your skincare routine. Step up your skincare game today by incorporating one of our face rollers into your routine. Why, you ask? It was designed to assist with enhancing the effectiveness of your skincare products by massaging them into the surface of the skin (facial massage) whilst it aims to promote circulation, combat puffiness and water retention through facial massage.

Don't be fooled, Face Rollers are not just a modern day tool for skincare application, they have been used for centuries in Traditional Chinese Medicine. Open the door to self-love and self-care today.

Made from Grade A Brazilian Jade stone, this stone instills confidence, calms the nervous system and promotes healing and balance.

ROSE QUARTZ GUA SHA

Our ROSE QUARTZ GUA SHA was designed to provide a relaxing facial massage, assist with the penetration of skincare products, whilst also promoting circulation and increasing skin cell turnover (we recommend using ideally for 3-5 minutes). We love the magic of self-care.

Use your skincare routine to focus on you, and how you are feeling as well as how your skin feels and appears. Need assistance in your routine, don't hesitate to contact us. This face sculpting tool is not just a modern day tool for skincare application, it has been used for centuries in Traditional Chinese Medicine to promote optimal skin health.

Our Gua Sha is about self-care and wellness just as much as it is about kindness to the skin. Rose Quartz is the stone of universal love and is known for helping promote self-love and opening the heart to friendship, inner healing and harmony. Made from Grade A Brazilian Rose Quartz stone.





BODY

COCOSOAK - ROSE

Soak up the love of *Coconuts + Roses*.

Cocosoak - Rose is made with an organic coconut milk base combined with aloe vera extracts which make it super hydrating.

It can be used as a luxurious soak or as a gentle exfoliant.

This product is beautifully scented and encourages self-care and relaxation.



COCOSOAK – POMEGRANATE

Soak up the regenerating powers of this antioxidant, moisture-rich bath soak.

Harnessing the powers of Pomegranate, Organic Coconut Milk and Aloe Vera, this COCO-SOAK will make your skin dance with happiness.

Organic Coconut Milk is high in vitamin C and is rich in amino acids. Coconut Milk is known to promote skin elasticity and its anti-microbial properties aid in cleansing the skin and helps boost the skins protective barrier, whilst soothing skin irritation.



SOAK INFUSION – ROSE + LAVENDER FLOWER

This SOAK INFUSION mixes the mineral powers of magnesium flakes with the botanical beauty of rose and lavender flower. This soak is perfect for anyone looking to alleviate muscle cramps, tension and soreness. It will also aid in relaxation and relieve pain + inflammation.

This product is designed to be added to a warm bath, for a relaxing and aromatic experience.





BODY POLISH - PINK GRAPEFRUIT + VANILLA

Infused with coconut oil and jojoba, this incredible body polish will assist in removing dead skin cells whilst leaving the skin feeling incredibly soft and revitalized.

With the freshness of grapefruit and vanilla, your skin will feel invigorated and loved.

The best results are achieved by applying a generous amount to the hands and then rubbing onto the body. After a few minutes, the oils will be absorbed into the skin for a youthful and moisturised finish.

BATH TO BODY OIL



This multi-purpose oil is ideal as a hydrating body product after a shower or bath.

The lightweight, fast-drying formula is enriched with hints of Mandarin and Camellia. Feel like some time to yourself? Add to your bath for a relaxing and hydrating experience.

This product is a Salt by Hendrix staple, first introduced in 2016.

You glow girl!

BODY GLOW – GOLDEN HOUR



Make every hour Golden Hour with our Body Glow. Golden Hour is one of two available shades of Body Glow. This body oil is full of Jasmine & Argan Oil which will intensely hydrate, nourish and help promote healthy skin. Lather it on for an instant sun-kissed pick me up.

Add a little extra glow to your life!

Body Glow works as she is rich in Vitamin E and natural fatty acids, which will help maintain your skin's natural oil barrier, keeping it plump, hydrated and looking youthful. If you're looking for a body oil that will help give the skin a natural boost, is non-greasy and easily absorbed - Golden Hour is your gal!



FACE

BOTANIC FACIAL SERUM



Our BOTANIC FACIAL SERUM is full of BotaniCOOL ingredients like Kakadu Plum - a native Australian ingredient rich in Vitamin C. This water-like serum is antioxidant dense and will help your skin glow naturally. What's not to love?

This babe's unique lightweight texture allows for her to absorb into the skin instantly - no waiting time! Plus, a little goes a long way. This serum is perfect for if you're looking to brighten your complexion, improve skin texture and fight damage caused by free radicals.

GLOWTOWN GREEN FACE OIL



Our MERMAID OIL is a highly moisturising, light as a feather face oil, designed to be just as versatile as she is effective. We're ingredients people, and we believe in giving your skin the best of the best. This babe is rich in Omega's 6 and 9, which are crucial in the function and appearance of your skin.

These essential fatty acids will help lock in moisture, strengthen skin against environmental damage and help rejuvenate your overall complexion. She also contains natural plant-derived oils - including Jojoba and Rosehip - which mimic your skin's natural oil barrier to nourish without irritation.



OIL CLEANSER

Meet our OIL CLEANSER, designed to graciously remove makeup, SPF's, dirt/grime and excess oils, while cleansing impurities from the face. And she smells oh-so-luxe. Don't be fooled by her gorgeous biodegradable packaging, she looks good but works harder. She is full of oils - Sunflower Seed, Castor Seed, Rosehip - which are gentle and nourishing on the skin. One of our favourite, must-have products!

Our Oil Cleanser is packaged in our newest biodegradable container – made from biodegradable plant materials. She feels firmer than normal plastic but don't be alarmed – she is just clever.



OIL CLEANSER

Introducing our glow worthy GEL CLEANSER, who will help to gently cleanse and invigorate your skin with incredible botanic extracts. Green Tea, Kale, Broccoli, Chamomile and Finger Lime extract make this face cleanser one from only your wildest dreams.

Our Gel Cleanser is packaged in our newest biodegradable container – made from biodegradable plant materials. She feels firmer than normal plastic but don't be alarmed – she is just clever.