



JOAQUINA BOTÁNICA

CLEAN, VIBRANT, BOTANICAL BEAUTY
EST. 2021



CLEAN FORMULAS
POWERED BY
NATURE + SCIENCE



JOAQUINA BOTÁNICA

Welcome to Joaquina Botánica, a line of powerfully clean and refreshingly vibrant skincare. Our formulas are powered by clinically proven actives and luscious botanicals indigenous to Latin America, the world's most biodiverse region. We have partnered with the leading chemists in clean beauty innovation to curate the region's most potent superfruits and distill them into results-driven skincare. Each of our proprietary formulas is designed to achieve healthy, vibrant, glowing skin through high levels of nutrient-dense, proven ingredients, and zero empty fillers. We never compromise in achieving results while proudly adhering to the strictest standards for clean beauty.

We believe that beauty is as simple as nourished, hydrated, well looked-after skin, and confidence in embracing what makes each of us unique. We believe that skincare rituals should be moments of pleasure, not a chore, and hope to share the warmth of the tropics with every bottle.

FROM OUR FOUNDER

As a native New Yorker with Colombian roots, I have always traveled between both worlds. Inspired by my family heritage of vibrant, entrepreneurial women, I named Joaquina after my great-great grandmother, who founded one of the first apothecaries in Cali, Colombia in 1875.

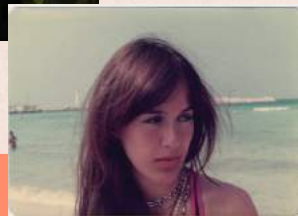
Married to a doctor, Joaquina convinced him to turn his skill making innovative remedies into a business. When he unexpectedly passed, she ran the apothecary on her own until her son was old enough to take over – breaking her generation’s expectations of women, while committing to her vision of a modernized business. It ultimately grew into one of the most trusted personal care brands in the country.

I started my own career working in fashion at Vogue and W Magazines. A few years later, I felt pulled to support Colombia’s thriving fashion industry. I dedicated myself to working with a series of incredibly talented Latin American designers, and helped propel them onto the global stage. I was proud to celebrate my roots with the world, and soon felt drawn to do the same in beauty.

My own beauty philosophy is a reflection of the Colombian women in my life - passionate, strong, spirited women who embrace beauty rituals as a pleasure, not a chore, and know how to celebrate their unique, natural beauty at every stage of life. Nature itself is central to the beauty practices women have passed down through generations. After all, in Colombia, larger-than-life plants and flowers and luscious, vibrant fruits are part of everyday life.

I started to wonder how I could deepen and share these practices, and immersed myself in extensive research with women, beauty practitioners, chemists, and cultivators. Following Joaquina’s footsteps, I wanted to create something innovative, which for my generation, is returning to the power of our biodiversity. What I discovered were unusual, beautiful botanicals that I could transform into original, high-performance skincare. I was pregnant with my daughter throughout this journey, so creating a strictly clean line was always central. Each resulting Joaquina Botánica formula encapsulates the power of Latin America’s botanical beauty through results-driven skincare. I hope you enjoy our products as much as I enjoyed creating them for you.

Con Amor,
Giovanna Campagna



Orquídea + Vitamin C HYDRATING GLOW OIL

This luscious, lightweight blend of tropical ingredients is advanced by science to leave skin hydrated, youthful, and luminous. **Orchid** extract helps to maintain firmness and elasticity, while fighting cell oxidation. Our proprietary complex of nutrient-dense superfruits, featuring **Cacay**, **Camu Camu**, and **Sacha Inchi**, delivers high levels of nourishing Omegas and Vitamins A & E, while a boost of oil-soluble **Vitamin C** powerfully penetrates the skin to brighten and protect. Retinol-alternative **Bakuchiol** encourages skin regeneration. Apply this truly holistic treatment oil as your daily go-to for healthy, glowing skin. Suitable for all skin types.

100% Natural Origin

\$88.00 | Size: 30 ml | 1 fl oz

- HYDRATING
- BRIGHTENING
- IMPROVES SIGNS OF AGING
- EVENS SKIN TONE
- TARGETS DARK SPOTS
- IMPROVES SKIN ELASTICITY

How to Use

Apply 6-8 drops to face, neck, and décolletage. Press into skin using upward strokes. Reapply as desired for an instant boost of hydration and a dewy, warm-weather glow.

INCI: Passiflora Edulis (Maracuja) Seed Oil, Caryodendron Orinocense (Cacay) Seed Oil, Carica Papaya (Papaya) Seed Oil, Rosa Canina (Rose Hip) Fruit Oil, Prunus Domestica (Plum) Seed Oil, Persea Gratissima (Avocado) Oil, Vitis Vinifera (Grape) Seed Oil, Bletilla Striata Callus (Orchid) Extract, Tetrahexyldecyl Ascorbate, Bakuchiol, Plukenetia Volubilis (Sacha Inchi) Seed Oil, Actinidia Chinensis (Kiwi) Seed Oil, Myrciaria Dubia (Camu Camu) Fruit Extract, Helianthus Annuus (Sunflower) Seed Oil, Caprylic/Capric Triglyceride, Tocopheryl Acetate, Tocopherol





WHY IT WORKS

12 SUPERCHARGED BOTANICALS

With powerful levels of nutritious ingredients, our proprietary blend of botanicals works synergistically to achieve nourished, glowing, youthful skin.

ORCHID

A unique anti-aging ingredient diminishes the appearance of fine lines & wrinkles, while inhibiting aging caused by cell oxidation. Colombia's national flower.

VITAMIN C

5 botanical sources of skin-brightening Vitamin C are boosted by oil-soluble Tetrahexyldecyl Ascorbate, which has been shown to penetrate the skin 50x better than ascorbic acid.

BAKUCHIOL

This natural retinol alternative encourages cell turnover and collagen production, without causing irritation.

VITAMINS A & E

Powerhouse botanicals, like Cacay, Sacha Inchi, and Maracuja deliver high levels of anti-aging Vitamin A and E to hydrate, repair, and rejuvenate the skin.

OMEGA FATTY ACIDS

Omegas 3, 6, and 9 hydrate, calm, strengthen, and deliver antioxidant protection.

Hydrating Glow Oil
KEY ACTIVE BOTANICALS



ORCHID

Extract rich in antioxidants and glycoproteins that targets the signs of aging, while protecting against cell oxidation.



CACAY

Amazonian superfruit that hydrates, repairs, and has been clinically proven to powerfully target signs of aging. Packed with Vitamins A, E, and Linoleic Acid.



CAMU CAMU

Known for powerfully high levels of Vitamin C, this superfruit provides antioxidant protection while brightening the skin and targeting hyperpigmentation.



SACHA INCHI

Amazonian seed rich in Omegas and Vitamin E that hydrates, plumps, and protects the skin. Has been harvested for over 3,000 years in Latin America.



BAKUCHIOL

A powerful natural retinol alternative that diminishes the signs of aging, encourages collagen production, and targets acne.



PAPAYA

Vitamin A, C, and E help rejuvenate and brighten the skin, while Carotenoids provide antioxidant protection.



MARACUJA

Rich in nourishing Linoleic Acid and Vitamin E. Has been demonstrated to help regulate and diminish the skin's production of oil.



KIWI

Rich in fatty acids and antioxidants that soothe, protect, and brighten the skin, targeting pigmentation.

Calendula + Peptides HYDRATING ESSENCE

This highly-concentrated essence of nourishing botanicals hydrates, brightens, and plumps the skin, while creating an essential, absorbent base layer to amplify your routine. This treatment is inspired by inherited beauty traditions passed down in Colombia, and centuries of use of native Latin American superfruits. **Calendula**, **Rose Water**, and three molecular weights of **Hyaluronic Acid** lock in water-based hydration, while **Plant Peptides** from ancient Amazonian seed, **Sacha Inchi**, help to reduce the appearance of fine lines & wrinkles and reveal more contoured, youthful skin. Superfruit **Camu Camu** delivers a boost of Vitamin C to brighten dull and uneven complexions. Apply daily for healthy, luminous, bouncy skin. Suitable for all skin types.

99.85% Natural Origin

\$54.00 | Size: 100 ml | 3.3 fl oz

- HYDRATING
- BRIGHTENING
- IMPROVES SIGNS OF AGING
- VISIBLY PLUMPS THE SKIN
- SMOOTHING
- IMPROVES SKIN ELASTICITY

How to Use

After cleansing, mist generously onto face, neck and décolletage with eyes closed. Reapply throughout the day as desired for a boost of hydration and instantly plump, dewy skin.

INCI: Water, Rosa Damascena (Rose) Flower Water, Glycerin, Saccharide Isomerate, Phenethyl Alcohol, Propanediol, Pentylene Glycol, Hydrolyzed Plukenetia Volubilis (Sacha Inchi) Seed Extract, Potassium Sorbate, Calendula Officinalis (Calendula) Flower Extract, Myrciaria Dubia (Camu Camu) Fruit Extract, Citric Acid, Terminalia Ferdinandiana Fruit Extract, Sodium Benzoate, Sodium Citrate, Sodium Hyaluronate, Kunzea Pomifera Fruit Extract, Syzygium Luehmannii Fruit Extract, Tasmania Lanceolata Fruit Extract



Hydrating Essence
KEY ACTIVE BOTANICALS



CALENDULA

Calms the skin with anti-inflammatory properties and provides powerful antioxidant protection.



SACHA INCHI

Peptides derived from Amazonian superfruit, Sacha Inchi, have been shown to visibly tighten, target the appearance of lines & wrinkles, and smooth the skin.



CAMU CAMU

Known for powerfully high levels of Vitamin C, this superfruit provides antioxidant protection while brightening the skin and targeting hyperpigmentation.



ROSE WATER

Nourishes and soothes the skin while providing deep hydration.



KAKADU PLUM

A powerhouse source of Vitamin C, this superfruit delivers key antioxidant and brightening benefits.

Porcelain Cacao + Amino Acids CREMA ESENCIAL

This youth preserving moisturizer provides the ultimate skin replenishment, smoothing the appearance of fine lines and awakening the skin's natural glow. Peptides and polyphenols from **White Porcelain Cacao** help to protect from the signs of blue light pollution. A trio of vitamin and antioxidant-rich Colombian superfruits, **Cacay**, **Uchuva**, and **Guava**, strengthen and reinforce the skin's defense against damage. Skin moisture barrier-replenishing **Amino Acids** combine with bioactive **Gentian**, shown to visibly smooth, firm, and soften the signs of aging. This velvety cream melts into the skin for instant hydration and a lasting healthy glow. Suitable for all skin types.

\$98.00 | Size: 50 ml | 1.7 fl oz

- HYDRATING
- IMPROVES SIGNS OF AGING
- VISIBLY PLUMPS & FIRMS
- ENVIRONMENTAL DEFENSE

How to Use

After cleansing, apply to face, neck, and décolletage. Use morning & night.

INCI: Aqua/Water/Eau, Triheptanoin, Coconut Alkanes, Butyrospermum Parkii (Shea) Butter, Glycerin, Propanediol, Maltodextrin, Behenyl Alcohol, Glyceryl Behenate, Diheptyl Succinate, Capryloyl Glycerin/Sebacic Acid Copolymer, Lecithin, Caryodendron Orinocense (Cacay) Seed Oil, Squalane, Theobroma Cacao (Cocoa) Seed Extract, Alanine, Arginine, Betaine, Glutamic Acid, Glycine, Lysine HCl, PCA, Proline, Serine, Sodium PCA, Threonine, Physalis Peruviana (Uchuva) Fruit Extract, Psidium Guajava (Guava) Fruit Extract, Swertia Chirata (Gentian) Extract, Sodium Hyaluronate, Passiflora Edulis (Maracuja) Seed Oil, Helianthus Annuus (Sunflower) Seed Oil, Oryza Sativa (Rice) Bran Extract, Persea Gratissima (Avocado) Oil, Pullulan, Tocopherol, Sodium Lactate, Rosmarinus Officinalis (Rosemary) Leaf Extract, Helianthus Annuus (Sunflower) Seed Extract, Alkanna Tinctoria Root Extract, Coco-Caprylate/Caprate, Sclerotium Gum, Xanthan Gum, Sodium Acrylates Copolymer, Citrus Aurantium Dulcis (Orange) Peel Extract, Citrus Aurantium Dulcis (Orange) Peel Oil, Butylene Glycol, Ethylhexylglycerin, Citric Acid, Benzyl Alcohol.



Crema Esencial
KEY ACTIVE BOTANICALS



PORCELAIN CACAO

Peruvian White Cacao extract shown to improve the visible effects of blue light pollution and the oxidative stress on skin caused by digital aging.



UCHUVA

Colombian superfruit rich in Vitamin C and antioxidants that brighten, protect, and rejuvenate. Prized for generations for its nutritional and medicinal value.



CACAY

Amazonian superfruit that hydrates, repairs, and has been clinically proven to powerfully target signs of aging. Packed with Vitamins A, E, and Linoleic Acid.



GUAVA

With 4x the Vitamin C of an Orange, Guava helps to brighten, target hyperpigmentation, and protect from free radicals. Rich in Potassium that replenishes the skin barrier.



GENTIAN COMPLEX

A bioactive botanical clinically proven to stimulate stem cell activity, improve skin firmness and thickness, and blur the appearance of fine lines & wrinkles.



SQUALANE

Sugarcane-derived natural lipid prized for emollient, youth-preserving, and antioxidant properties. Shown to help reverse UV damage, scarring, and improve texture.



MARACUJA

Rich in nourishing Linoleic Acid and Vitamin E. Has been demonstrated to help regulate and diminish the skin's production of oil.



ALOE

Skin soothing botanical prized for its ability to calm, hydrate, and heal. Rich in Vitamins A, C, D, E, and key minerals to nourish skin.

OUR BRAND PROMISE



UNCOMPROMISING STANDARDS

- High performance, proven ingredients
- Unique proprietary formulas created by industry-leading R&D team
 - Potent botanicals indigenous to Latin America + clinically proven actives
- Highest-levels of nutrient-dense ingredients, zero empty fillers
- All formulas over 98% Natural Origin
 - Sustainably-minded packaging
 - Dermatologist-tested
 - Vegan & Cruelty Free

OUR CLEAN PROMISE

Our products are free from over 2,700 harmful ingredients, including: Parabens, Phthalates, PEGs, Petroleum, Silicones, Sulfate Detergents, Synthetic Fragrances & Dyes, DEA, BHA, BHT, Gluten, Mineral Oil, TEA, Urea

We proudly adhere to the highest industry standards.

- Credo Compliant ✓
- Follain Compliant ✓
- Clean at Sephora ✓



Our Process

Our process begins by curating the most potent, nourishing **botanicals native to Latin America, the world's most biodiverse region**. We are inspired by both **traditional uses** of natural ingredients that have been passed down through generations, and by the most **current scientific research** surrounding **previously untapped botanicals**.

The benefits of each natural ingredient are amplified in our formulations when combined with **clinical actives** at the cusp of **clean beauty innovation**. We are committed to using high levels of our most nutritious ingredients, while leaving out unnecessary empty fillers.

We primarily **source key ingredients** from suppliers in Latin America. It is our mission to support the region's growing industry of **sustainable cosmetic ingredient cultivation**, with the goal of eventually sourcing and manufacturing the majority of our products locally.

Powerfully Clean

We believe that beauty and health are inseparable. We will never compromise in creating **safe, non-toxic formulas** that are simultaneously results-driven.

We define Clean in accordance with the organizations and retailers pioneering the strictest standards for the term. We have proudly **banned over 2,700 ingredients** from our products, and will continuously evolve our practices to adhere to the most stringent guidelines for clean beauty.

You will never find phthalates, parabens, silicones, synthetic fragrances, and much more in our products. For our full list of "Never Ingredients," or to learn more about the luscious ingredients we do include, write to us at clean@joaquinabotanica.com.



Sustainability

Sustainability is integrated into our brand DNA. We have mindfully packaged our launch products in **recyclable glass** and cartons printed with environmentally-friendly **vegetable-based ink**. Our shipping boxes are **100% recyclable**, sealed with water-activated tape derived from **recycled materials**, and scaled to be as **minimal** as possible.

Our commitment to the strictest standards for clean formulations mean that we **never include harmful toxins** that cause damage when released into the environment. We work with suppliers who are **sustainably harvesting ingredients** in a manner that supports both their **communities** and their **environment**.

As we grow, we commit to continuously evolving our methods to adhere to the current best-practices for a sustainable brand.

The Beauty of Giving Back

With each bottle sold, we are proud to **pledge a portion of our profits** to **supporting Latin American communities** in need through non-profit **Glasswing International**. Founded by **Obama Foundation Fellow, Celina de Sola**, Glasswing is a leader for impact in the region.

Through its extensive programs in 10 Latin American countries, and with migrant families in the United States, Glasswing supports children and young adults through education, mental, and emotional health programs.

For more information visit Glasswing.org or [@glasswingj](https://www.instagram.com/glasswingj)

VOGUE



SKIN

Meet Joaquina Botánica, the New Clean Beauty Brand Tapping the Skin-Saving Benefits of Colombian Orchid

BY ZOE RUFFNER

VOGUE



Photo: Anita Calero

T The New York Times Style Magazine

The Best Face Oils to Use Now

From tried-and-true botanical elixirs to lab-derived formulas, there's a blend for everyone, whether it's infused with rose hip, black currant or fermented buriñi.



Breathing in certain aromas, we know, can provide benefits of its own. A few drops of Heritage Store's Rose Oil, made with Bulgarian damask roses, will transport you to one sort of garden, and Joaquina Botánica's Orquídea + Vitamin C Hydrating Glow Oil — made with orchid and the superfruits camu camu, maracuja, papaya and sacha inchi, which is sourced from Peru, where it is sustainably wildcrafted by local farmers in Amazonian communities — to another. Here, too, you'll find bakuchiol, which comes from the babchi plant, long used in traditional Eastern medicine, and, as a natural retinol alternative, is prized for keeping skin looking fresh.

VANITY FAIR

BEAUTY

The 13 Best Face Oils for Healthy, Balanced Skin

These versatile formulas seal in moisture—and so much more.

BY DEANNA PAI

MAY 6, 2021



Joaquina Botánica
Orquídea + Vitamin C
Hydrating Glow Oil

Like a vacation in a bottle, this South American newcomer serves up a blend of superfruit seed oils—including maracuja, papaya, camu camu, and sacha inchi—along with an antioxidant-rich orchid extract. For a boost of vitamin A, there is also bakuchiol, a gentle botanical alternative to retinol.



Trending

1. **HAILEY BIEBER** La modelo de 25 años se ha convertido en la reina de la moda de verano. Su estilo es una mezcla de lo clásico y lo moderno, con prendas que combinan elegancia y comodidad. En esta edición de ELLE, se muestra su look de verano con un top amarillo y azul, y una falda blanca con detalles de flores.

2. **DYLAN FARROW** La actriz de 27 años ha estado en el centro de la atención por su actuación en 'The White Tiger'. En esta edición de ELLE, se muestra su look de verano con un top blanco y una falda azul.

3. **FASHION IS BRINGING SEXY BACK** El verano es la época perfecta para mostrar un poco de piel. En esta edición de ELLE, se muestran varias prendas que combinan elegancia y comodidad.

People **EN ESPAÑOL**

SUPERWOMAN

Emprendedoras visionarias

Con mucho empeño y sobre todo con muchas ganas de marcar la diferencia, estas emprendedoras se han dedicado a crear su propia empresa para desarrollar y potenciar a mujeres como ellas. ¿qué no les va a gustar siempre colaborativas y de dar fuerza a su comunidad?

—YOLANE DIAZ



LULU CORBERO

Marcas: Bunka Cuts

Fundadora: Lulu Corbero - Colombia

Qué me inspira: Mi deseo de colaborar y ofrecer a mi comunidad productos que me permitan ser como yo. Quiero que haya muchas mujeres que se inspiren y que se inspiren a su vez.

Mis ingredientes: Aceite de semilla de chía, aceite de coco virgen y extracto de vainilla.

Qué me motiva: Quiero ayudar a las mujeres que quieren emprender y que se inspiren a su vez.

Mi caso: Represento el emprendimiento en Colombia. Soy una de las pocas mujeres que se inspiran y que se inspiran a su vez.



GIANNI CAMPAERI

Marcas: Jovana Botánica

Fundadora: Giovanni Campaeri - Colombia

Qué me inspira: El amor por mi país y el deseo de colaborar y ofrecer a mi comunidad productos que me permitan ser como yo. Quiero que haya muchas mujeres que se inspiren y que se inspiren a su vez.

Mis ingredientes: Cacao, vaina, papaya y mango.

Qué me motiva: Quiero ayudar a las mujeres que quieren emprender y que se inspiren a su vez.

Mi caso: Quiero ayudar a las mujeres que quieren emprender y que se inspiren a su vez.

Disponible en Amazon C. Colombia. Disponible en Amazon España. Disponible en Amazon México.



Disponible en Amazon C. Colombia. Disponible en Amazon España. Disponible en Amazon México.

NOVOTRENDING

L'AVOCATIER
 (Luzerna)

Est árbol produce un fruto rico en aceite y en azúcar, especialmente en el jugo y en la pulpa de la parte de la planta superior.



BRAND REPORT

This Luscious Skincare Brand Wants To Give Consumers A New Appreciation For Latin American Beauty



RACHEL BROWN
JANUARY 14, 2021



“You have these brands that are very iconic for representing the place they’re from. From France, there’s Caudalie and, from Italy, there’s Acqua Di Parma. Years ago, you might have gone into a L’Occitane store and felt like you were escaping to Provence,” says Giovanna Campagna. “There’s an opportunity to create a brand like that for Latin America.”

News

BRAND REPORT

This Luscious Skincare Brand Wants To Give Consumers A New Appreciation For Latin American Beauty

Created by Giovanna Campagna, new brand Joaquina Botánica is out to make Latin American beauty as iconic as French, Japanese and Korean beauty. [Read More](#) →



Forbes

Why These Clean Beauty Brands Are Sourcing Their Ingredients From Latin America



Merica Mendal Contributor @
Style & Beauty
I cover fashion, travel and lifestyle.



PHOTO COURTESY OF ANDREA SHAWZ FOR JOAQUINA BOTANICA

Icon. des Orchidées.

Joaquina Botánica



PHOTO COURTESY OF ANDREA SHAWZ FOR JOAQUINA BOTANICA

Adhering to the strictest standards for clean beauty, Joaquina Botánica, which will launch in January by industry veteran, Giovanna Campagna, uses formulas powered by botanicals indigenous to Latin America. Partnering with leading chemists in clean beauty innovation, the brand has curated the region's most potent superfruits and distilled them into results-driven skincare. "As the brand is inspired by my Colombian heritage, a core pillar is curating the most potent and compelling ingredients native to the Latin America," says Campagna. "Latin America is the world's most biodiverse region, so it is uniquely well-positioned as an endless source for powerful and innovative ingredients." The brand started with superfruits like camu camu and maracuja, among other vibrant and unusual botanicals for its first product launching soon. Sign up for launch updates [here](#).

Icon. général.

CATTLEYA O'BRIENIA

TZR

(Makeup)

These Are The New Indie Beauty Brands To Have On Your Radar Now

BY SARA SPRUCH-
FEINER
3.26.2021

So many launches, so little time

New Indie Beauty Brands: Joaquina Botánica



Orquídeas + Vitamin C Hydrating Glow Oil

\$88.00

This new skin care line launched in January 2021 with just one product, the Hydrating Glow Oil — a delicious smelling formula fortified with vitamin C and inspired by founder Giovanna Campagna's Colombian heritage.

TZR

(Skin Care)

This Skin Care Trend Allows For A Little Laziness

BY SARA SPRUCH-
FEINER
1.24.2021

Joaquina Botánica

Orquídeas + Vitamin C Hydrating Glow Oil

\$88.00



The brand new oil is perfect for lazy, “skinnimal” mornings thanks to the hydration and nourishment of oils like maracuja seed and plum and active ingredients like retinol alternative, bakuchiol and cacay seed, and vitamin C.



OUR COMMUNITY

Our Team

Our team is located between New York, Los Angeles, Colombia, and El Salvador. To bring our authentic vision to life, we collaborate with Colombian-based designers, writers, photographers, and models.

Alma Journal

We are on a mission to **empower** and **inspire** our community through our online journal, **Alma** - the Spanish word for Soul. Our original content embodies our values of **clean beauty, entrepreneurship, style, wellness, and creativity**. Through our signature **Profiles**, we highlight the careers, beauty philosophies, and talents of leaders making an impact in their respective fields.



Sylvana Ward Durrett
Founder, Maisonette
VOGUE Consultant



Goyo
Grammy Award Winning
Colombian Artist



Carolina Santo Domingo
Colombian-American
Designer



Bianca Valle
Model, Nutritionist, & Wellness
Influencer



Valerie Macaulay
Co-Founder, La Ligne



Taliana Vargas
Actress, Influencer & Former
Miss Colombia

