



JOANNA VARGAS

BRAND PRESENTATION



ABOUT JOANNA VARGAS

- ESTHETICIAN AND UNIVERSITY OF CHICAGO GRADUATE KNOWN AS “THE QUEEN OF HIGH-TECH NATURALS”
- HOLLYWOOD’S SECRET TO GLOWING, HEALTHY, RED-CARPET READY SKIN
- AN ART MAJOR, WORKED FOR A TIME IN AN ORGANIC SPA, THEN FOR A CELEBRITY DERMATOLOGIST AND FELL IN LOVE WITH HELPING WOMEN
- A WOMAN’S WOMAN, THIS MEXICAN-AMERICAN SKINCARE MAVEN AND MOM OF TWO OWNS SALONS IN NEW YORK (SINCE 2006) AND LOS ANGELES (SINCE 2016)
- MAIN FOCUS ON NON-INVASIVE TREATMENTS THAT GET RESULTS; NATURAL INGREDIENTS EMPOWERED BY TECHNOLOGY, RADIO FREQUENCY, MICROCURRENT AND LED LIGHT THERAPY
- LAUNCHED HER SIGNATURE SKINCARE BRAND IN 2011 BEGINNING WITH 5 SKUS. CURRENTLY THE LINE INCLUDES 20 SKUS

THE CELEBRITY FACTOR

- OWNS ELITE SALONS IN NYC / LA THAT CATER TO A MYRIAD OF CELEBRITIES, LIKE JULIANNE MOORE, JESSICA ALBA, MAGGIE GYLLENHAAL, RACHEL WEISS, NAOMI WATTS, AND MANY MORE
- COINED "THE TRIPLE CROWN FACIAL" AND "FOREVER FACIAL" THAT PAIR JOANNA VARGAS SKINCARE WITH RADIO FREQUENCY, MICROCURRENT AND LED LIGHT FOR DIFFERENT SKIN NEEDS
- MAIN GOAL IS TO TRICK THE SKIN INTO STIMULATING COLLAGEN AND ELASTIN PRODUCTION REGARDLESS OF AGE
- HAS BECOME KNOWN FOR HER SHEET MASKS AND DAILY SERUM
- WINNER OF AWARDS:
ALLURE "BEST OF BEAUTY AWARDS 2018: THE HIGH-END MAKEUP & BEAUTY PRODUCTS THAT ARE WORTH THE SPLURGE"
INSTYLE READER'S CHOICE AWARD 2018 "BEST SERUM"
INTO THE GLOSS "ITG TOP 25 2018"





WE LOOK AT YOU AS THE SOURCE OF HEALTHY SKIN. INSPIRED BY NATURE AND EPIGENETICS, WE EMPOWER AN INDIVIDUALS' OWN PROCESSES AND FUNCTIONALITY TO CREATE BEAUTIFUL SKIN INSIDE AND OUT.

**AN UNPRECEDENTED MARRIAGE OF EFFECTIVE, ALL NATURAL
INGREDIENTS THAT BRING CLINICAL RESULTS. JOANNA'S MEDICAL
BACKGROUND COMBINED WITH HER SKILLFUL TECHNIQUES, ARTISTRY
AND CONSTANT SEARCH FOR THE BEST CLEAN INGREDIENTS, CREATE
PROFOUND AND LASTING RESULTS.**

SKIN IS ALWAYS CHANGING DUE TO INTERNAL AND EXTERNAL FACTORS LIKE STRESS, THE ENVIRONMENT, AGE, HABITS, EMOTIONS, HEALTH, ETC. JOANNA'S PERSONALIZED + HIGHLY EFFECTIVE PROGRAMS – NOT RIGID REGIMENS – RESPOND TO SKIN'S NEEDS RIGHT NOW AND ADJUST AS LIFE DOES.

**NO PARABENS OR INGREDIENT TOXINS. ONLY INGREDIENTS THAT
SUPPORT A WOMAN'S BEST AND HIGHEST HEALTH.**



VITAMIN C FACE WASH

\$40 RETAIL / 50ML

OVERVIEW:

The beginning of a flawless complexion starts with the right facial cleanser. This step prepares your skin for all others and is the solution to consistently clear skin.

- **INSTANTLY BRIGHTENS**
- **NON-DRYING FORMULA**
- **KEEPS PORES CLEAN**
- **NOURISHES WITH VITAMIN C**
- **GENTLY REMOVES MAKEUP**

The **Joanna Vargas Vitamin C Face Wash** is the first step needed to amplify your skincare routine and give you the skin you always wanted. Crafted to gently remove grime, makeup and daily pollutants with a medley of ingredients high in vitamin c. Using some of the most powerful antioxidants known, acai and goji berry with a mixture of citrus oils, it revitalizes and balances your skin. This facial cleanser will leave your skin clean, clear & glowing.

HOW TO USE:

Mix a dime size amount of cleanser with water in hands. Massage into the skin, including the eye area. Rinse thoroughly with tepid water. Can be used to remove makeup.

KEY INGREDIENTS:

GRAPEFRUIT:

Natural salicylic acid to exfoliate, rich in beta carotene and contains lycopene, a powerful antioxidant

GALACTOARABINAN:

Natural exfoliant from the larch tree boosts cell turnover and lightens and brightens; more effective than glycolic acid + imparts soothing properties

ACAI + GOJI BERRY:

Antioxidant-rich extracts fight free-radical damage

JOANNA TIP:

Ideal for all skin types, this foaming face wash really exfoliates while it cleans. Leave it on for a couple of minutes for deeper exfoliation.

INGREDIENTS:

Water (Aqua), Decyl Glucoside, Sodium Lauroyl Lactylate, Hamamelis (Witch Hazel), Carboxymethyl Cellulose, Gluconolactone, Sodium Benzoate, Euterpe Oleracea (Acai) Juice, Citrus Grandis (Grapefruit) Peel Oil, Citrus Aurantium Dulcis (Orange) Peel Oil, Citrus Nobilis (Mandarin Orange) Peel Oil, Hyaluronic Acid, Galactoarabinan, Polysorbate 80, Titanium Dioxide, Iron Oxide, Mica, D-Limonene.



EXFOLIATING MASK

\$75 RETAIL / 50ML

OVERVIEW:

At the heart of radiant skin, even texture and youthful vibrancy is one of the oldest skincare secrets known since Ancient Egypt: exfoliation. Dead skin cells accumulate trapping surface grime, causing dull skin, clogging pores and aggravating breakouts. Regular exfoliation clears and polishes your skin, leaving it silky smooth.

- **BRIGHTENS YOUR SKIN**
- **EVEN S OUT TEXTURE & PIGMENT**
- **SOFTENS YOUR SKIN**
- **REFINES YOUR PORES**

The **Joanna Vargas Exfoliating Mask** will gently resurface your skin to ensure a vibrant glow. This gentle exfoliating treatment uses fruit derived enzymes and a fusion of volcanic ash and mineral-rich clay to gently draw out impurities. The end result is clear pores and a brightened, smooth, glowing complexion.

HOW TO USE:

Apply a thin layer (via pour or clean Q-tip) to cleansed and dampened skin. Scrub gently for 1 minute. Then leave on as a mask for five minutes. Rinse thoroughly with tepid water.

JOANNA TIP:

Exfoliation is so important to ingredient permeation and helps stimulate collagen production and depuffs the skin. Especially ideal in humid climates where pollutants stick to the skin. Can sleep in this mask or use as a spot treatment on breakouts overnight.

KEY INGREDIENTS:

KAOLIN CLAY:

Used in Chinese medicine; gently soaks up excess oils and imparts detoxing effects. Also soothes irritated skin.

LACTIC ACID AND FRUIT ENZYMES:

Naturally break down keratin; help brighten and revitalize skin

GALACTOARABINAN:

Natural exfoliant from the larch tree boosts cell turnover and helps lighten and brighten more effectively than glycolic acid + imparts soothing properties

INGREDIENTS:

Water (Agua), Kaolin Clay, Volcanic Rock (Purnice), Glycerine (vegetable Derived), Saccharum Officinarum (SugarCane) Extract, Vaccinium Myrtillus (Bilberry) Extract, Citrus Aurantium Dulcis (Orange) Fruit Extract, Acer Saccharinum (Sugar Maple) Extract, Citrus Medica Limonum (Lemon) Fruit Extract, Galactoarabinan, Bromelain (Pineapple Enzyme), Hyaluronic Acid, Tapioca Starch, Lactic Acid, Lactose, Mica, Titanium Dioxide, Iron Oxide, Gluconolactone, Sodium Benzoate, Xanthan Gum, Carboxymethyl Cellulose, Triethyl Citrate, Citrus Aurantium Dulcis (Orange) Peel Oil, Citrus Grandis (Grapefruit) Peel Oil, Lavandula Hybrida Oil, Cananga Odorata Flower Oil, DLimonene.

**WINNER OF INTO THE GLOSS
"ITG TOP 25 2018"**

DAILY SERUM

\$85 RETAIL / 30ML

OVERVIEW:

This refreshing serum is lightweight, moisturizing effortlessly with hyaluronic acid, leaving your skin refreshed and naturally glowing. It acts fast to revitalize your skin's appearance, improving your skin tone, minimizing pores, raising moisture levels and giving you remarkably radiant skin.

- **BRIGHTENS SKIN**
- **INSTANTLY LIFTS**
- **EVENS OUT SKIN TONE**
- **TRANSFORMS SKIN FROM DULL TO RADIANT**
- **BOOSTS CELL TURNOVER**

The **Joanna Vargas Daily Serum** is the perfect blend of high potency antioxidants, vitamins, and skin-brightening elements. It feeds your skin the correct concentrations of vitamins A, E, C and F, increasing the success of your skincare routine.

HOW TO USE:

Apply a thin layer to cleansed and dry skin. To be used on face, eye and neck.

JOANNA TIP:

My "green juice" for the skin to keep the skin clear + a natural way of oxygenating the skin. The greens in here are also rich in minerals that stimulate the lymphatic system. I use it all the way up to the eyes for a depuffing effect.

KEY INGREDIENTS:

CHLOROPHYLL:

Powerful natural detoxifier and antioxidant with reparative and wound-healing benefits. It helps stimulate anti-aging enzymes.

GALACTOARABINAN:

Natural exfoliant from the larch tree boosts cell turnover and lightens and brightens; more effective than glycolic acid + imparts soothing properties.

HYALURONIC ACID:

Binds moisture to the skin.

OATS GRASS JUICE:

Helps soothe skin irritation, itchiness, dryness, oiliness and contact dermatitis.

VITAMINS A, C, E, & F (LINOLEIC ACID):

Promote firmness and elasticity for a glowing complexion.

INGREDIENTS:

Water (Agua), Hyaluronic Acid, Glycerine (vegetable Derived), Chlorophyllin-Copper, Galactoarabinan, Avena Sativa (Oat Grass) Juice, Sodium Ascorbate (Vitamin C), Tocopherol Acetate (Vitamin E), Glyceryl Linoleate (Vitamin F), Retinyl Palmitate (Vitamin A), Gluconolactone, Sodium Benzoate, Carboxymethyl Cellulose, Lecithin Sorbitol, Xanthan Gum, Disodium EDTA, Phenoxyethanol, Polysorbate 80, Xanthan Gum, Dimethicone, Alcohol, D-Limonene, Linalool.





REJUVENATING SERUM

\$100 RETAIL / 30ML

OVERVIEW:

This luxurious face oil is the essential foundation for all of your beauty rituals making it the ideal anti-aging moisturizer for your skin.

- **SOFTENS SUN-DAMAGED SKIN**
- **ACCELERATES CELL TURNOVER**
- **IMPROVES ELASTICITY AND FIRMNESS**
- **SMOOTHS WRINKLES**
- **MAKES YOUR SKIN GLOW**

The perfect portion of ideal oils is loaded with antioxidants, anti-inflammatory properties and nourishing ingredients that promote cellular metabolism, reducing the appearance of fine lines and wrinkles.

The **Joanna Vargas Rejuvenating Serum** has at its core Argan Oil, scientifically proven to correct age related deficiencies in skin that cause dehydration and loss of elasticity. It is a fusion of five miracle oils: Argan, Neroli, Olive, Rosehips and Jojoba, that nourish and speed up the tempo of your skin, reviving your complexion.

HOW TO USE:

AM or PM. Apply 1-2 pumps to cleansed and dry skin. To be used on face and neck.

JOANNA TIP:

I recommend this for dry/mature skin and not for acne prone skin. May be added to Daily Hydrating Cream for increased moisture during the day.

KEY INGREDIENTS

ARGAN OIL:

Helps prevent cell mutation from sun damage and helps fine lines and wrinkles.

NEROLI OIL:

Increases circulation, firmness and elasticity.

JOJOBA OIL:

Compatible with human skin; delivers hydration and moisturization and provides cellular nutrition.

VITAMIN C:

Promotes firmness and elasticity for a glowing complexion.

INGREDIENTS:

Argania Spinosa (Argan) Oil, Citrus Aurantium (Neroli) Oil, Organic Olea Europaea (Olive) Oil, Rosa Canina (Rose Hips) Fruit Oil, Simmondsia Chinesis (Jojoba) Seed Oil, Caprylic/Capric Triglyceride, Aniba Rosaeodora (Rosewood) Wood Oil, Phenoxyethanol, D-Limonene, Eugenol, Linalool.



DAILY HYDRATING CREAM

\$75 RETAIL / 50ML

OVERVIEW:

An elasticity supporting moisturizer that delivers balanced hydration and weightless protection for all skin types.

- **INCREASES COLLAGEN PRODUCTION + ELASTICITY**
- **IMPROVES SKIN TONE AND FIRMNESS**
- **COMBATS FREE RADICALS**
- **REDUCES APPEARANCE OF FINE LINES + WRINKLES**

This moisturizer infuses your skin and floods it with much needed hydration without leaving it oily or greasy. With titanium dioxide and zinc it acts as a physical sunblock.

The **Joanna Vargas Hydrating Cream** is hydrating without clogging pores due to a specific formulation of Jojoba oil, which controls overproduction of your skin's natural sebum, and shea butter which soften the skin dramatically.

HOW TO USE:

AM/PM. Use a dime-sized drop all over the face, neck and décolletage.

JOANNA'S TIP:

Recommend this product for hydrating and protecting the skin during the day. Apply after your serums. May also use this at night after the Rejuvenating Serum for those with dry/mature skin.

KEY INGREDIENTS:

COQ10:

Strong antioxidant that helps prevent photo-aging; assists with the production of collagen and elastin.

SHEA & COCOA BUTTERS:

Effectively moisturizes, soothes and helps repair damage; source of Vitamins A, E + fatty acids.

ZINC:

Immune booster that balances sebum production and speeds up wound healing.

AVOCADO OIL:

Rich in oleic fatty acid; enhances skin elasticity and is an effective treatment for acne breakouts.

INGREDIENTS:

Water (Aqua), Aloe Barbadensis Gel, Organic, Caprylic/Capric Triglyceride, Dimethicone, Emulsifying Wax, Cera Alba (beeswax), Theobroma Cacao (Cocoa) Seed Butter, Glycerine (vegetable Derived), Galactoarabinan, Simmondsia Chinensis (Jojoba) Oil, Organic, Butyrospermum Parkii (Shea) Butter, Manihot Esculenta (Tapioca) Starch, Sorbitol, Xanthan Gum, Sodium Ascorbate, Tocopherol Acetate, Glyceryl Linoleate, Retinyl Palmitate, Lecithin, Sclerotium Gum, Ubiquinone, Oat Amino Protein, Persea Gratissima (Avocado) Oil, Organic, Gluconolactone, Sodium Benzoate, Cellulose Gum, Titanium Dioxide, Zinc Oxide, Fragrant Oil.



REVITALIZING EYE CREAM

\$75 RETAIL / 15ML

OVERVIEW:

Awaken and revive with protective, soothing and restorative ingredients that will effortlessly make your eyes glow. Like all of Joanna's products, this one is a multi-tasker. It de-puffs tired eyes, brightens the darkness of the eye area, and over time helps with fine lines.

- **REDUCES PUFFINESS**
- **IMPROVES ELASTICITY**
- **RENEWS AND HYDRATES**
- **RESTORES RADIANCE**
- **NUTRIENT RICH INGREDIENTS**

The **Joanna Vargas Revitalizing Eye Cream** has one of its key ingredients Acetyl Tetrapeptide-5. This well known hydroscopic moisturizer will help reduce eye puffiness, improve skin elasticity as well as overall smoothness. Other bioactive ingredients hydrate and nourish the delicate eye area in order to fight the appearance of crow's feet, leaving the skin radiant.

HOW TO USE:

AM/PM. Use a dime-sized drop all over the face, neck and décolletage.

JOANNA'S TIP:

Apply eye cream after serums. If skin feels extra dry before bed, take 2 pumps of the eye cream and apply it to the face or dry patches.

KEY INGREDIENTS:

CUCUMBER:

Depuffing agent that also soothes the skin and supports elasticity; contains vitamins and silica trace mineral to help strengthen connective tissue.

OAT AMINO PROTIEIN:

Type of grass rich in minerals that help stimulate the lymphatic system via zinc, magnesium and potassium; carries away "waste water" for depuffing

AVOCADO OIL:

Rich in oleic fatty acid; enhances skin elasticity and soothes skin

ACETYL TETRAPEPTIDE 5:

Shown to decrease the permeability of blood vessels in the eye area, decreasing the amount of waste water/fluid for a depuffing effect.

INGREDIENTS:

Water, Caprylic/Capric Triglyceride, Propanediol, Theobroma Cacao (Cocoa) Seed Butter*, Cera Alba (beeswax), Emulsifying Wax, Cyclomethicone, Palmitoyl Oligopeptide, Palmitoyl Tetrapeptide-7, Glycerin, Butylene Glycol, Carbomer, Polysorbate 20, Acetyl Tetrapeptide-5, Hydroxypropyl Beta Cyclodextrin, Salicylic Acid, Manihot Esculenta (Tapioca) Starch, Gluconolactone, Sodium Benzoate, Cucumis Sativus (Cucumber) Fruit Extract, Galactoarabinan, Sodium Hyaluronate, Cellulose Gum, Allantoin, Simmondsia Chinesis (Jojoba) Oil)*, Lactic Acid, Butyrospermum Parkii (Shea Butter)*, Fragrance, Tocopheryl Acetate, Oat Amino Protein, Persea Gratissima (Avocado) Oil*, Beta Vulgaris (beet Root) Powder*, Titanium Dioxide, Lecithin, Xanthan Gum, Aloe Barbadensis Gel*, Zinc Oxide, Lpomea Batatas (Sweet Potato). *Organic Ingredient.



MIRACLE BAR

\$22 RETAIL / 3.52 OZ

OVERVIEW:

Cleanse and balance. A moisturizing deep cleansing soap that rinses away impurities to leave a revitalized complexion.

- **OLIVE OIL:** Rich in fatty acids + soothing.
- **SHEA BUTTER:** Hydrating + soothing to the skin.
- **BABY FOAM (SCI):** A coconut fatty acid that works as a gentle foaming cleanser.
- **BAMBOO POWDER:** Rich in minerals and elasticity boosting silica.
- **CHARCOAL:** Holds 1000 times its weight in toxins, for detoxifying your whole face and body.
- **SWEET ORANGE OIL:** Scent.

The **Joanna Vargas Miracle Bar** is an activated Charcoal Soap that draws impurities and toxins out of the skin, helping to relieve acne and other skin problems.

HOW TO USE:

AM/PM. Work the soap into a lather and apply to face and body as you normally would with any bar soap. If you have oily or acne-prone skin, you can use this soap daily.

If your skin is normal to dry, try using it maybe 3 or 4 times a week, or whenever you need a deep cleanse. However, it's the most ideal at night because it will really help cleanse your skin of the toxins it has come in contact with throughout the day.

JOANNA'S TIP:

The secret behind my Miracle Bar is a coconut fatty acid that works as a gentle foaming cleanser, balanced with detoxifying charcoal and elasticity boosting bamboo powder.

INGREDIENTS:

DI Water, Sodium Cocoate, Sodium Palmitate, Sugar, Sodium Castorate, Glycerin, Dipropylene Glycol, Isostearic Acid, Olive Oil, Shea Butter, Sodium Cocoyl Isethionate, Bamboo Powder, Lemon Oil, Citrus Sinensis (Sweet Orange) Oil.

RITUAL BAR

\$22 RETAIL / 3.52 OZ

OVERVIEW:

Stimulate and Smooth. An invigorating green tea soap that helps improve circulation while detoxifying and smoothing skin from head to toe, the Ritual Bar is a nourishing daily cleanser to help regenerate even the most sluggish areas.

- **GREEN TEA EXTRACT:** The polyphenols in green tea possess potent antioxidant and skin soothing properties, and show significant promise for improving the appearance of sun-damaged skin.
- **COFFEE EXTRACT:** Powerful antioxidant that helps reduce skin redness and helps improve the appearance of cellulite.
- **OLEA EUROPAEA (OLIVE) FRUIT OIL:** Contains essential fatty acids that dry skin needs, including oleic, palmitic, and linoleic acids. It also contains phenolic compounds that provide antioxidant benefits. Softens skin and combats sun damage.
- **AVOCADO OIL:** Deeply penetrating and full of fatty acids, Vitamins E, A, & D, Lecithin and Potassium to help nourish dry skin conditions. Also effective in treating sun or climate-damaged skin, as it helps moisturize and regenerate the epidermis and other skin problems.

HOW TO USE:

AM/PM. Work the soap into a lather with tepid water between hands, and apply to face and body as you normally would with any bar soap. Ideal for all skin types, even sensitive.

JOANNA'S TIP:

While we all know there's isn't a magic cure for cellulite, using this soap after an invigorating dry brush session will make the whole body look and feel better.

INGREDIENTS:

Sodium Cocoate, DI Water, Glycerin, Sucrose, Sodium Palmitate, Sodium Castorate, Sodium Cocoyl Isethionate, Betaine, Isostearic Acid, Titanium Oxides, Shea Butter, Chromium Oxide, Fragrance, Sodium Chloride, Olea Europaea (Olive) Fruit Oil, Persea Gratissima (Avocado) Oil, Green Tea Extract, Organic Ginger Hydroglycerin Extract, Caffeine, Ginkgo Biloba Extract, Equisetum Arvense Extract, Horse Chestnut Extract, Apple Vinegar, Illite, Codium Tomentosum Extract, Juniperus Communis Fruit Extract, Centella Asiatica Extract.





CLOUD BAR

\$22 RETAIL / 3.52 OZ

OVERVIEW:

Hydrate and Calm. A gentle cleansing soap with nourishing coconut and soothing chamomile for sensitive skin. Hydrating and cleansing enough to use on the face and body.

Cloud Bar is a gentle bar soap that provides a simple solution to persistent skin sensitivity and dryness. Shea, Coconut, and Chamomile allow for daily cleansing use while delivering collagen stimulating, anti-inflammatory, and anti-aging components to the skin.

- **100% VEGETABLE GLYCERIN:** Anti-aging: Stabilizes collagen and accelerates the healing process. Anti-irritant: Influences the protective function of the skin against irritation. Hydrating: Absorbs its own weight in water, making it the perfect ingredient for a dry skin.
- **SODIUM COCOATE:** Derived from coconut oil, it rids the skin of dirt and pollutants.
- **SHEA BUTTER:** A skin superfood that reduces inflammation, is rich in Vitamins A, E & F, rich in fatty acids, and boosts collagen production.
- **CHAMOMILE WATER:** Soothing anti-inflammatory, moisturizer, and protects against free radical damage, de-puffing, while being good for circulation.

HOW TO USE:

AM/PM. Work the soap into a lather with tepid water between hands, and apply to face and body as you normally would with any bar soap. Ideal for all skin types, even sensitive.

JOANNA'S TIP:

The secret behind my Cloud bar is Glycerin, which has natural exfoliating properties with a keratolytic effect, helping with the skin's natural exfoliating process that breaks down skin cells, preventing dull, flaky skin without any harsh abrasives.

INGREDIENTS:

Glycerin, Sodium cocoate, Sucrose, DI water, Sodium palmitate, Sodium castorate, Sodium Cocoyl, Isethionate, Betaine, Isostearic Acid, Sodium Chloride, Titanium Oxides, Fragrance, Shea Butter, Iron Oxides, Chamomile Water, Camellia Synensis Extract



RESCUE SERUM

\$150 RETAIL / 1.7OZ

OVERVIEW:

Clarify and protect. A concentrated Vitamin C serum that evens skin tone, builds resilience, and boosts radiance.

The **Joanna Vargas Rescue Serum** is a concentrated Vitamin C product that's both super hydrating and super powerful on the war against everything from excess oil and uneven skin pigmentation to redness and flakiness.

HOW TO USE:

AM. Apply a thin layer to cleansed and dry face and neck.

JOANNA'S TIP:

My red-carpet cornerstone for glowing skin. Soaks right into clean skin or under the Daily Serum. L-ascorbic Acid is traditionally used and oxidizes more quickly and can be irritating. This type of Vitamin C is ideal for all skin types.

WINNER OF ALLURE "BEST OF BEAUTY AWARDS 2018: THE HIGH-END MAKEUP & BEAUTY PRODUCTS THAT ARE WORTH THE SPLURGE."

KEY INGREDIENTS:

ASCORBYL TETRAISOPALMITATE:

An oil-soluble derivative of Vitamin C derived from Ascorbyl Acid and isopalmitic acid that was shown to absorb into the skin faster than any other form of Vitamin C; has similar collagen rebuilding properties.

SQUALANE:

Plant-based oil suitable for all skin types helps to moisturize, hydrate, plump and soften the skin. 100% saturated makes it more stable than coconut oil.

ELDERBERRY:

Superfruit with antioxidant, anthocyanins and bioflavonoid properties help protect the skin while boosting immunity and antimicrobial properties.

INGREDIENTS:

Caprylic/Capric Triglyceride, Squalane, Ascorbyl Tetraisoalmitate, Sambucus Nigra Fruit Extract, Tocopheryl Acetate, Fragrance

**WINNER OF INSTYLE READER'S CHOICE
AWARD 2018 "BEST SERUM"**



SUPER NOVA SERUM

\$300 RETAIL / 1.7OZ

OVERVIEW:

A multidimensional retinol serum that visibly improves firmness, enhances clarity, and restores youthful vitality, Super Nova Serum is a dual powerful wrinkle-fighter and nourishing skin preserver. The balanced ingredients help stimulate collagen production with the cell turnover benefits of retinol, minus typical redness and irritation. Unlike other retinol treatments, there is no down time, it does not have a probation period for your skin to adjust to it, and it's safe to use around the eye area.

- **REDUCES THE APPEARANCE OF SKIN ROUGHNESS, FINE LINES, THIN SKIN AND WRINKLES.**
- **HIGH-POTENCY NATURAL RETINOL FOR ACTIVE CELL TURNOVER**
- **NON-IRRITATING, NOURISHING FORMULA CAN BE USED DAY OR NIGHT**
- **PROMOTES SKIN DETOXIFYING EFFECTS AND SLOWS AGING PROCESS**

HOW TO USE:

AM OR PM. Apply 1-2 pumps to cleansed and dry skin, including the eye area. Use sun protection as with any retinol products during the day.

JOANNA'S TIP:

You will see a lessening of fine lines over time. Joanna encourages you to take before and after photos to track the progress of line disappearance.

KEY INGREDIENTS:

APPLE FRUIT CELL CULTURE EXTRACT:

Helps reverse signs of aging, increases the life of skin cells and stimulates new skin cell generation.

SUMMER SNOWFLAKE FLOWER EXTRACT:

Anti-oxidant skin lightener.

PERSIAN SILK TREE EXTRACT:

Helps prevent the aging of collagen. Detoxes skin for a rejuvenating glow.

PALMITOYL OLIGOPEPTIDE:

A retinol alternative that stimulates collagen and stabilizes skin cells, without side effects.

INGREDIENTS:

Water (Aqua), Malus Domestica (Apple) Fruit Cell Culture Extract, Leucojum Aestivum Bulb Extract, Albizia Julibrissin Bark Extract, Palmitoyl Oligopeptide, Palmitoyl Tetrapeptide-7, Pseudoalteromonas Ferment Extract, Tocopheryl Acetate, Glyceryl Limoleate, Retinyl Palmitate, Sodium AscorbylPhosphosphate, Caprylyl Glycol, Glyceryl Caprylate, Manihot Esculenta (Tapioca) Starch, Retinol, Salicylic Acid, Darutoside, Chamomilla Recutita (Matricaria) Flower Extract*, Verbena Hastata (Blue Vervain) Extract*, Salix Alba (White Willow) Extract &, Serenoa Serrulata (Saw Palmetto) Fruit Extract*, Hydrants Canadensis Extract*, Cucumis Sativus (Cucumber) Oil, Phenoxyethanol, Propanediol, Carbomer, Sorbitol, Xanthan Gum, Glycerin, Lecithin, Polysorbate 20, Butylene Glycol, Fragrance (Parfum). *Organic



RITUAL BRUSH

\$30 RETAIL

OVERVIEW:

Activate and Glow. This invigorating dry brush will awaken skin cells to help diminish the appearance of cellulite, while improving skin's texture and tone.

The lymphatic system is key in helping skin attain its best glow - it's in charge of both the delivery of nutrients and carrying away waste from skin cells all over the body. Everyone needs an extra boost in their morning ritual to help stimulate the lymphatic system and circulation, enhance collagen production and exfoliate gently every day. Use this brush on dry skin before cleansing to activate and glow. The lymphatic system is key in helping skin attain its best glow - it's in charge of both the delivery of nutrients and carrying away waste from skin cells all over the body. Everyone needs an extra boost in their morning ritual to help stimulate the lymphatic system and circulation, enhance collagen production and exfoliate gently every day. Use this brush on dry skin before cleansing to activate and glow.

- **NATURAL, ECO-FRIENDLY MATERIALS**
- **SAFE FOR WHOLE BODY**
- **STIMULATES LYMPHATIC SYSTEM**
- **BRUSH HEAD IS REMOVABLE**

HOW TO USE :

Use daily on dry skin before bathing. Begin at your toes, and brush using long sweeping movements towards the heart, followed by brushing from fingertips inwards. Spend extra time on areas prone to cellulite. Always brush towards the heart to stimulate circulation.

JOANNA'S TIP:

Add this technique to your pre-shower ritual daily, for only 20 seconds per day. You will feel warm afterwards due to increased circulation, and over time your skin will thicken and become more firm.

CARE:

Wash bristles in warm soapy water once a week. Dry in a well ventilated area, with bristles facing down.



BRIGHT EYE FIRMING MASK

\$60 RETAIL / 5 SHEETS PER PACK

OVERVIEW:

Awaken and replenish. Concentrated specialty treatment mask that detoxifies and tones the delicate area around the eyes.

HOW TO USE:

Remove mask from pouch and unfold. Peel away plastic backing and apply moistened side to clean, dry skin. Leave on for 15-20 minutes. Remove mask and lightly massage any remaining serum into skin.

JOANNA TIP:

You can layer this and use it underneath any of my other sheet masks. You can use 1-3 times a week and ideal for travel.

KEY INGREDIENTS:

HYDROLYZED SILK PROTEIN:

Holds 10,000 times its weight in water, bringing hydration to the skin.

HEXAPEPTIDE 8:

A peptide that prevents formation of wrinkles.

MATRIXYL:

A powerful ingredient that mimics human collagen, in turn stimulating collagen production.

CHAMOMILE EXTRACT:

Soothing and de-puffing.

ALGAE EXTRACT:

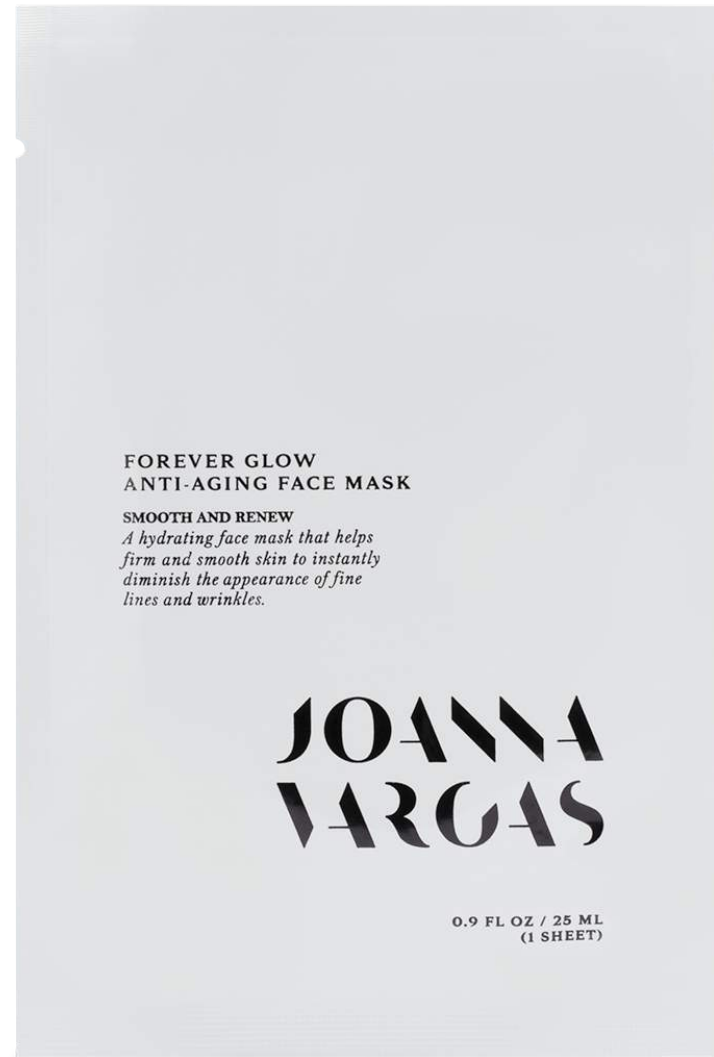
Contains Chlorophyll for oxygenation.

HYALURONIC ACID:

Holds 1000 times its weight in water.

INGREDIENTS:

Pure Water, Biosaccharide Gum-1, Hydrolyzed Silk, Panthenol, Glycerin, PEG-40 Hydrogenated Castor Oil, Acetyl Hexapeptide-8, 13-Butylene Glycol, Chamomilla Recutita (Matricaria) Extract, Zea Mays (Corn) Kernel Extract, Tranexamic Acid, Bis- Glyceryl Ascorbate Methyl Gluceth-20, Algae Extract, Chitosan, Hyaluronic Acid, Phenoxyethanol/Ethylhexylglycerin, Allantoin, Hydroxyethyl Cellulose, Essential Oil.



FOREVER GLOW ANTI-AGING SHEET MASK

\$75 RETAIL / 5 SHEETS PER PACK

OVERVIEW:

Smooth and renew. A hydrating face mask that helps firm and smooth skin to instantly diminish the appearance of fine lines and wrinkles.

HOW TO USE:

Remove mask from pouch and unfold. Peel away plastic backing and apply moistened side to clean, dry skin. Squeeze excess serum from the pouch and apply to neck, décolleté or hands. Leave on for 15-20 minutes. Remove mask and lightly massage any remaining serum into skin.

JOANNA TIP:

I created this set to give a mask solution for any skincare concern. Each packet in this go-to set contains extra serum; use it on your décolleté, arms, legs, or anywhere you can use an extra boost of hydration.

KEY INGREDIENTS:

HYALURONIC ACID:

Holds 1,000 times its weight in water to hydrate skin, repairs tissue and holds together the structure of the skin, collagen and elastin.

CABBAGE ROSE EXTRACT:

Improves circulation, hydrates skin, strengthens capillary walls and boosts hydration.

STEM CELL EXTRACT:

From the rare green swiss apple, this extract encourages major cell turnover and increases collagen production.



EDEN INSTANT LIFT MASK

\$75 RETAIL / 5 SHEETS PER PACK

OVERVIEW:

Brighten and firm. An advanced hydration treatment mask that diminishes wrinkles and promotes the youthful vitality of the skin.

HOW TO USE:

Remove mask from pouch and unfold. Peel away plastic backing and apply moistened side to clean, dry skin. Leave on for 15-20 minutes. Remove mask and lightly massage any remaining serum into skin.

JOANNA TIP:

"I created this for combination skin so it's anti-inflammatory, nourishing and anti-aging. I treat the sensitivity first before I tackle other skin issues. It's ideal for any skin type and is ideal during a detox phase."

INGREDIENTS:

Pure Water, 1,3-Butylene Glycol, Prunus Yedoensis Leaf Extract, Glycerin, Sodium PCA, Rosa Centifolia Flower Water, Panthenol, Sodium Hyaluronate, Ubiquinone, Xanthan Gum, GigaWhite™, (Malva Sylvestris (Mallow) Extract, Mentha Piperita (Peppermint) Leaf Extract, Primula Veris Extract, Alchemilla Vulgaris Extract, Veronica Officinalis Extract, Melissa Officinalis Leaf Extract, Achillea Millefolium Extract), Allantoin, Disodium EDTA, Malus Domestica Fruit Cell Culture Extract, 2-Phenoxyethanol, Glycerol, Lecithin

KEY INGREDIENTS:

CHERRY BLOSSOM EXTRACT:

A powerful anti-inflammatory.

CABBAGE ROSE EXTRACT:

Improves circulation & strengthen capillary walls.

VITAMIN B5:

For a boost of hydration.

COQ10:

Super antioxidant.

BLUE MALLOW FLOWER EXTRACT:

Anti-inflammatory and antioxidant.

PEPPERMINT OIL:

Soothing to the skin.

OLIVE LEAF EXTRACT

Antioxidant and anti-inflammatory

STEM CELL EXTRACT:

From the rare green swiss apple.



TWILIGHT FACE MASK

\$75 RETAIL / 5 SHEETS PER PACK

OVERVIEW:

Activate and generate. A deep conditioning mask that delivers Epidermal Growth Factor to promote optimal vibrance and skin resilience.

HOW TO USE:

Remove mask from pouch and unfold. Peel away plastic backing and apply moistened side to clean, dry skin. Leave on for 15-20 minutes. Remove mask and lightly massage any remaining serum into skin.

JOANNA TIP:

“This sheet mask does what it says – we promise to deep condition the skin to reveal a luminous complexion so you beam from the inside out.”

INGREDIENTS:

Pure Water, Hamamelis Virginiana (Witch Hazel) Water, Epidermal Growth Factor (E.G.F), Arbutin, Niacinamide, Methyl Gluceth-20, Glycerin, Zea Mays (Corn) Kernel Extract, Sodium Hyaluronate, Palmitoyl Tripeptide-5, Maltosyl Trehalose, Glycosyl Trehalose, Dipotassium Glycyrrhizate, Allantoin, Butylene Glycol, Pentylene Glycol, Xanthan Gum, Alcohol, Phenoxyethanol/Ethylhexylglycerin, Fragrance.

KEY INGREDIENTS:

HAMAMELIS VIRGINIANA WATER:
A natural anti-oxidant and natural anti-inflammatory.

EPIDERMAL GROWTH FACTOR:
It stimulates skin growth at a cellular level.

ARBUTIN:
Helps to inhibit melanin so it is a natural skin lightener/brightener. Helps to inhibit sun damage and manage uneven pigment.

NIACINAMIDE:
To improve the appearance of enlarged pores, uneven skin tone, fine lines, dullness, and a weakened skin surface.

ALLANTOIN:
Highly regarded for its skin soothing and healing.



DAWN FACE MASK

\$75 RETAIL / 5 SHEETS PER PACK

OVERVIEW:

Purify and reveal. A Mandelic acid treatment mask that delicately exfoliates skin to leave it soft, smooth, even and refreshed.

HOW TO USE:

Remove mask from pouch and unfold. Peel away plastic backing and apply moistened side to clean, dry skin. Leave on for 15-20 minutes. Remove mask and lightly massage any remaining serum into skin.

JOANNA TIP:

"This face mask is ideal for skin clarity and regeneration without compromise/using harsh ingredients. I'm allergic to Glycolic Acid, so I wanted to find an effective treatment without harming the skin barrier."

INGREDIENTS:

Pure Water, 1,3-Butylene Glycol, Prunus Yedoensis Leaf Extract, Glycerin, Sodium PCA, Rosa Centifolia Flower Water, Panthenol, Sodium Hyaluronate, Ubiquinone, Xanthan Gum, GigaWhite™, (Malva Sylvestris (Mallow) Extract, Mentha Piperita (Peppermint) Leaf Extract, Primula Veris Extract, Alchemilla Vulgaris Extract, Veronica Officinalis Extract, Melissa Officinalis Leaf Extract, Achillea Millefolium Extract), Allantoin, Disodium EDTA, Malus Domestica Fruit Cell Culture Extract, 2-Phenoxyethanol, Glycerol, Lecithin

KEY INGREDIENTS:

HYALURONIC ACID:

Uses surrounding air to maintain ideal moisture levels in your skin.

MANDELIC ACID:

Alpha hydroxy acid from bitter almonds is more gentle than typical glycolic acid; helps even out skin complexion by eliminating rough and dead skin.

ETHYL ASCORBIC ACID:

A very stable vitamin C that lightens dark spots.



GLOW TO GO MASK

\$75 RETAIL / 5 SHEETS PER PACK

OVERVIEW:

Brighten and replenish. Five concentrated specialty sheet mask treatments for a visibly clearer and more radiant complexion - your glow on-the-go.

HOW TO USE:

Remove mask from pouch and unfold. Peel away plastic backing and apply moistened side to clean, dry skin. Leave on for 15-20 minutes. Remove mask and lightly massage any remaining serum into skin.

JOANNA TIP:

"I've seen an increase in skin sensitivity and reactive skin. This helps to take down the redness, calms sensitivity and breakouts."

INGREDIENTS:

See each individual mask.

INCLUDES:

- **1 EDEN INSTANT LIFT FACE MASK**
- **1 FOREVER GLOW ANTI-AGING FACE MASK**
- **1 DAWN FACE MASK**
- **1 TWILIGHT FACE MASK**
- **1 BRIGHT EYE HYDRATING FACE MASK**

JOANNA
VARGAS