

[A'kin]® SKIN CARE

[A'kin] skincare uses the purest ingredients, certified organic where possible, chosen for their skin friendly compatibility. They are carefully crafted into highly effective formulations designed to give you maximum benefit for your individual skin needs.

CLEANSE/EXFOLIATE

ROSE & GERANIUM, PURE CREAMY CLEANSER & TONER IN ONE - For normal, dry & sensitive skin

With Certified Organic Shea Butter & Vit B5.

This light Creamy Cleanser and Toner in One, ideal to use on the most sensitive of skins, is enriched with certified organic Australian avocado oil and shea butter together with olive squalane. It gently removes face and eye makeup whilst the witch hazel mildly tones the skin.



SANDALWOOD & NEROLI, PURE FACIAL CLEANSING GEL - For normal, combination & oily skin

With Vit B5 & Witch Hazel.

This pure pH balanced cleansing gel in a non-drying formula removes all traces of excess sebum and makeup, leaving the skin thoroughly refreshed, vibrant and feeling smooth.

JOJO & CORN, GENTLE EXFOLIATING FACIAL SCRUB - For all skin types

With Vit B5 & Witch Hazel.

Gently refines skin texture by using jojoba and corn beads to help clear away clogged dead skin cells, leaving your skin feeling silky smooth. Enriched with soothing witch hazel and vitamin B5, it prepares your skin to receive the maximum benefits from your [A'kin] moisturiser.

TONE/REFRESH

ORANGE BLOSSOM & CHAMOMILE, REFRESHING & SOOTHING TONER - For all skin types

With Witch Hazel & Vit B5.

This non-alcoholic witch hazel based toner is safe for the most sensitive of skins. It gently removes the last traces of cleanser, makeup and excess sebum, leaving your skin fresh to receive the maximum benefits from your [A'kin] moisturiser.

MOISTURISE

ROSE DE MAI, ANTI-OXIDANT DAY CREME - Day care for all skin types

With Alpha Lipoic Acid, Vit A, B5, C & E - anti-wrinkle, moisturising.

Light, rapidly absorbed anti-oxidant rich formula with the ultimate combination of active ingredients, including vitamins A, B5, C, E, alpha lipoic acid and vipers bugloss oil (omega 9, 3 & 6 essential fatty acids), helps fight the appearance of wrinkles and increases skin suppleness and elasticity. Encapsulated in a time-release system, they are gradually freshly released over 12 hours for constant effectiveness. Also perfect as a makeup base.



LAVENDER & ROSE, REPAIRING ANTI-OXIDANT NIGHT CREME - Night care for all skin types

With Alpha Lipoic Acid, Vit A, B5, C & E - anti-wrinkle, vitalising.

Rich, rapidly absorbed and deeply moisturising anti-wrinkle night creme, in a time release system, works whilst you sleep, releasing vitamins A, B5, C, E, and a high dosage of omega 9, 3 & 6 essential fatty acids to help reduce the appearance of wrinkle depth, adding moisture and vitality to the skin. Your skin appears and feels smoother and more glowing.

UNSCENTED, 24 HOUR PURE MOISTURE - For sensitive, allergy prone, fragile skin

With Certified Organic Shea Butter, Chamomile & Vit B5 - calming, soothing.

Rich with natural soothing actives such as vitamin B5, vipers bugloss oil (also a highly concentrated source of omega 9, 3 & 6 essential fatty acids) and vitamin E to help soothe, comfort, deeply moisturise and help repair your skin.

UNSCENTED, PURE EMERGENCY GEL - For special care/all skin types

With Chamomile, Aloe & d Panthenol (Vit B5).

[A'kin] Unscented, Pure Emergency Gel with aloe, panthenol (Vit B5) and chamomile is oil free and helps to cool, calm and soothe fragile skin. Also great as a light everyday moisturiser on sensitive, fragile or oily skins and as an after shave or waxing balm.

SWEET BLOSSOM & JOJOBA, PURE ESSENTIAL LIP BALM - For all skin types

With Shea Butter, Vit E and Rosemary Extract - for smooth and moist lips.

This premium quality botanical lip balm is formulated in a base of golden Australian jojoba and macadamia oils, enriched with vitamin E, rosemary extract, shea butter and certified organic rosehip oil. This vegan formula boasts a synergistic blend of active plant waxes to produce a balm for ease of use and long lasting effect.

FOR THE EYES

WHITE TEA & CORNFLOWER, SOOTHING & RELAXING EYE DAY GEL - For all skin types

With Esculin & Vit C - helps reduce puffiness & dark circles.

Light, rapidly absorbed, unscented eye day gel with powerful anti-oxidants - white tea, esculin (from horse chestnut), alpha lipoic acid and vitamin C - soothes, smoothes and moisturises the fragile eye area while helping to reduce the appearance of puffiness and dark circles. Perfect as an eye makeup base.

GINKGO & CHAMOMILE, REVITALISING EYE NIGHT CREME - For all skin types

With Vit E, Omega 9, 3 & 6 essential fatty acids & Alpha Lipoic Acid - anti-wrinkle, freshening, vitalising.

Nourishing, rapidly absorbed, unscented eye night creme, in a time release system, with powerful ingredients such as ginkgo, vitamin E, omega 9, 3 & 6 essential fatty acids, alpha lipoic acid and chamomile, works while you are relaxed and asleep to help revitalise the tissue and improve the microcirculation around the fragile eye area to reduce the appearance of fine lines and wrinkles. Your eyes appear fresher and more youthful.

FOR THE BODY

SANDALWOOD & SWEET ORANGE, INVIGORATING BODY SCRUB - For all skin types

With Panama Bark & Vit B5 - for smooth, glowing skin.

This gel based body scrub is fragranced with the finest sandalwood and sweet orange essential oils, combined with ultra-fine beads of natural diatomaceous earth. It gently scrubs away dead skin cells and, absorbs impurities and excess oils from your skin. The result is a smooth glowing body ready to receive the maximum benefits from your [A'kin] Body Moist. Ideal to use before a "self tanner" to help prevent streaking and achieve a natural effect.

UNSCENTED, REPLENISHING BODY MOIST - For sensitive, allergy prone, fragile skin

With Certified Organic Shea Butter & Vipers Bugloss Oil - for smooth, calm skin.

Deeply calming moisturising lotion with vipers bugloss oil, the premier source of omega 9, 3 & 6 essential fatty acids, and moisturising certified organic shea butter, vitamin B5, Australian cold pressed jojoba and certified organic avocado oils, helps calm and soothe the most fragile and sensitive of skins. Perfect to use on fragile, sensitive, wind and sun damaged skin.

LAVENDER & GERANIUM, BODY MOIST - For all skin types

With Vit A and Omega 9, 3 & 6 - for a smooth glowing body.

Deeply moisturising lotion with vipers bugloss oil, the premier source of omega 9, 3 & 6 essential fatty acids and moisturising certified organic shea butter, vitamin B5, Australian cold pressed jojoba, certified organic avocado and calming lavender oils. Use anytime your skin needs moisture, particularly effective after bathing or using [A'kin] Invigorating Body Scrub.

HAND CREAMS

UNSCENTED, INTENSIVE HAND, NAIL & CUTICLE TREATMENT - For sensitive, allergy prone, fragile skin

With Vit B5, Chamomile, Jojoba oil - to calm & soothe hands.

Deeply calming, moisturising, rapidly absorbed hand creme with vitamins E and B5, together with moisturising certified organic shea butter and Australian cold pressed jojoba oil, helps calm and soothe the most sensitive of hands. Perfect to use on hands that are wind or sun damaged, fragile or prone to allergies.

LAVENDER, GERANIUM & JOJOBA HAND, NAIL & CUTICLE CREME - For all skin types

With Vit B5, E & Certified Organic Shea Butter - for soft supple hands & strong nails.

Smooth, rapidly absorbed hand creme with vitamin E and B5, together with moisturising shea butter and Australian cold pressed jojoba oil, nourishes the cuticles leaving your hands feeling soft, supple and youthful looking.

AROMATHERAPY HAND AND BODY WASHES

Gentler and more luxurious than any soap, caring for the most delicate and sensitive of skins including babies. Ideal for use in the shower, as a bubble bath, in the spa, at the hand basin or for washing delicates.

AUSTRALIAN NATIVE RAINFOREST BOTANICS HAND WASHES

LEMON MYRTLE - For all skin types

Uniquely Australian lemon myrtle, the essence of the rainforest, reminiscent of lemongrass, lime and lemon, is made up of approximately 95% sweet citral. It's calmativ properties combined with the gentlest and purest botanical cleansers, will leave your hands soft and nurtured.

EUCALYPTUS & TEA TREE - For all skin types

Tea tree and eucalyptus are the quintessential pure, stimulating and fresh scents of the Australian bush. These combined with a synergistic blend of gentle plant cleansers will leave your hands feeling refreshed and extremely clean.

SANDALWOOD BODY WASH - Enhances clarity, balance & focus to the heart & mind

The unique woody and delicately spiced sweet aroma from the heartwood of West Australian sandalwood, revered since ancient times, imbues calm and positivity to the heart, mind and body.

ORANGE BLOSSOM BODY WASH - To energise & stimulate the mind & spirit, for a great day

The fresh, delicate, sweet essence of orange blossoms is prized for brightening the spirit and calming the skin. Its light citrus floral fragrance, combined with the gentlest and purest botanical cleansers, ensures your skin and mind will be refreshed.

JASMINE BODY WASH - To warm the heart & soul, uplifting the spirit

Jasmine has long been cherished for its heaven scent qualities of warming the heart, relaxing the body and uplifting the spirit. To this soothing and softening plant derived skin cleanser, we have added the finest pure essence of jasmine. Purely for your pleasure.

LAVENDER (Certified Organic) BODY WASH - To soothe the mind & spirit for a calm & restful sleep

Lavender has been used since Roman times as a relaxing, neutralising and healing aromatic oil. The name is derived from the latin "lavare" meaning to wash. This pure certified organic lavender is combined with the gentlest and purest skin cleansers, to ensure your skin and mind will be refreshed.

UNIQUELY PURE, UNSCENTED VERY GENTLE BODY WASH - To soothe & calm sensitive skin

Uniquely pure, unscented, pH balanced body wash with a moisturising plantbase, designed to offer the most gentle cleanse while soothing and calming sensitive and fragile skins.



TICK YOUR PREFERRED PRODUCTS

[A'kin]®		
	CLEANSE (morning and night)	MOISTURISE (morning and night)
DRY	<input type="checkbox"/> Rose & Geranium, Pure Creamy Cleanser & Toner in One <input type="checkbox"/> Jojo & Corn, Gentle Exfoliating Facial Scrub (2 times a week)	<input type="checkbox"/> Rose De Mai, Anti-oxidant Day Creme <input type="checkbox"/> Lavender & Rose, Repairing Anti-oxidant Night Creme
NORMAL	<input type="checkbox"/> Rose & Geranium, Pure Creamy Cleanser & Toner in One <input type="checkbox"/> Orange Blossom & Chamomile, Refreshing & Soothing Toner <input type="checkbox"/> Jojo & Corn, Gentle Exfoliating Facial Scrub (2 times a week)	<input type="checkbox"/> Rose De Mai, Anti-oxidant Day Creme <input type="checkbox"/> Lavender & Rose, Repairing Anti-oxidant Night Creme
OILY	<input type="checkbox"/> Sandalwood & Neroli, Pure Facial Cleansing Gel <input type="checkbox"/> Orange Blossom & Chamomile, Refreshing & Soothing Toner <input type="checkbox"/> Jojo & Corn, Gentle Exfoliating Facial Scrub (4 times a week)	<input type="checkbox"/> Unscented, Pure Emergency Gel <input type="checkbox"/> Lavender & Rose, Repairing Anti-oxidant Night Creme
COMBINATION	<input type="checkbox"/> Sandalwood & Neroli, Pure Facial Cleansing Gel <input type="checkbox"/> Orange Blossom & Chamomile, Refreshing & Soothing Toner <input type="checkbox"/> Jojo & Corn, Gentle Exfoliating Facial Scrub (3 times a week)	<input type="checkbox"/> Unscented, Pure Emergency Gel <input type="checkbox"/> Unscented, 24 hour Pure Moisture <input type="checkbox"/> Lavender & Rose, Repairing Anti-oxidant Night Creme
SENSITIVE FRAGILE	<input type="checkbox"/> Rose & Geranium, Pure Creamy Cleanser & Toner in One	<input type="checkbox"/> Unscented, Pure Emergency Gel <input type="checkbox"/> Unscented, 24 hour Pure Moisture

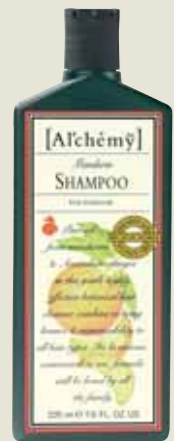
[Al'chemÿ]		
	SHAMPOO	CONDITIONER
COLOUR TREATED OR PERMED HAIR	<input type="checkbox"/> Ylang Ylang Colour Care	<input type="checkbox"/> Avocado & Calendula <input type="checkbox"/> Macadamia & Wheat
INTENSIVE MOISTURE OR SPLIT ENDS	<input type="checkbox"/> Rice Aminos & Wheat Protein	<input type="checkbox"/> Avocado & Calendula <input type="checkbox"/> Macadamia & Wheat
DRY, DAMAGED OR EXTRA CARE	<input type="checkbox"/> Lavender	<input type="checkbox"/> Avocado & Calendula <input type="checkbox"/> Macadamia & Wheat
SENSITIVE SCALP, BABIES OR AGED	<input type="checkbox"/> Unscented	<input type="checkbox"/> Unscented
NORMAL	<input type="checkbox"/> Rosemary	<input type="checkbox"/> Jojoba
FINE HAIR OR ALL THE FAMILY	<input type="checkbox"/> Mandarin	<input type="checkbox"/> Jojoba <input type="checkbox"/> Unscented
OILY HAIR & SCALP	<input type="checkbox"/> Lemongrass	<input type="checkbox"/> Jojoba (on the ends of the hair)



[Al'chémÿ] HAIR CARE

SHAMPOOS

The [Al'chémÿ] shampoo range works differently from most shampoos. The sophisticated combinations of cleansers leave your hair feeling beautiful and extra clean, whilst retaining essential natural oils and moisture. Many others use harsh sulfate and ethoxylated cleansing agents which excessively strip the hair of its own moisture and then re-surface the hair shaft with synthetic chemical coating agents. All [Al'chémÿ] shampoos are extremely economical to use.



■ UNSCENTED - VERY GENTLE SHAMPOO - For sensitive scalps, babies
This extremely gentle, pure and non fragranced, pH balanced, hypoallergenic formula, in a moisturising base, has been especially created for people with all sensitivities.

■ ROSEMARY SHAMPOO - For normal hair
Pure rosemary and cedarwood essences impart their stimulating and strengthening qualities to this rich botanically based cleansing formula. Perfect for maintaining hair in a lustrous shiny condition.

■ MANDARIN SHAMPOO - For all the family & for fine hair
Stimulating mandarin fragrance, combined with six natural gentle cleansers to give your hair superior body, manageability and shine.

■ YLANG YLANG COLOUR CARE SHAMPOO - For colour treated & permed hair
The protective and restorative effect of coconut glutamate is used in this deeply conditioning shampoo, designed to help protect and repair colour treated and permed hair. It helps to prevent colour fade and perm wash out, maintaining your great look for longer.

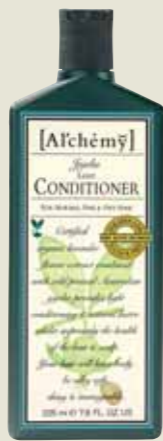
■ RICE AMINOS & WHEAT PROTEIN, INTENSIVE MOISTURE SHAMPOO - For dry, damaged & hair that needs extra care
Nourishing rice amino acids, wheat protein, vitamins E and B5 and, richly moisturising pure botanical cleansers, including panama bark, combine with jasmine and certified organic lavender essences to help strengthen, soften and restore flexibility to damaged and dry hair. It will feel more lustrous, look shiny and be easier to manage.

■ LAVENDER SHAMPOO - For dry & damaged hair
This special shampoo combines gentle plant based cleansers with palm moisturisers and calming certified organic lavender flower extract to help restore flexibility, softness and manageability to devitalised, dry and damaged hair.

■ LEMONGRASS SHAMPOO - For combination to oily hair & scalps
This mild yet powerfully cleansing shampoo, enriched with clarifying lemongrass and juniper, gently dissolves excess oils from the hair and scalp leaving it fresh and clean without drying the hair. Perfect for daily use.

CONDITIONERS

[Al'chémÿ] conditioners work to detangle the hair, increase manageability and, unlike other conditioners, improve the condition of the scalp. High quality expensive nourishing ingredients, are blended to penetrate, re-moisturise and nourish every single hair shaft and the scalp. Continuous use will lead to more lustrous, manageable, healthier hair and scalp.



■ UNSCENTED, WHEAT FREE VERY GENTLE CONDITIONER - For sensitive, fragile and dry flaky scalps
Deeply soothing, fragrance free conditioner in a moisture locking formula, is made with certified organic shea butter, Australian avocado and macadamia and jojoba oils, combined with anti-oxidants, vitamin B5 and oat protein (GMO free). Your hair will be silky soft, manageable and your scalp comforted.

■ JOJOBA, LIGHT CONDITIONER - For normal combination to oily & fine hair
This light yet silky conditioner is enriched with certified organic lavender flower extract, combined with Australian cold pressed jojoba oil, and is renowned for improving the health, manageability and shine of hair.

■ AVOCADO & CALENDULA RE-MOISTURISING CONDITIONER - For dry & long hair
A concentrated blend of certified organic Australian pure cold pressed avocado oil rich with complex nutrients, combined with extracts of calendula, creates a deeply moisturising conditioning crème. The plant protein works to seal in moisture, while a special rapeseed (GMO free) detangler smoothes and silken each hair.

■ MACADAMIA & WHEAT PROTEIN TREATMENT CONDITIONER - For damaged hair, split ends or hair that needs intensive conditioning
The ultimate in a deeply hair repairing treatment that works immediately on both the hair and scalp. Cold pressed Australian macadamia oil and 2% hydrolysed wheat protein (GMO free) holds moisture and leaves the hair deeply nourished, silky and smooth. Also, ideal for babies, elderly, the infirm or those with sensitive or damaged skin.

STYLE AND TREATMENT

■ LAVENDER & ANTHYLLIS, 24 HOUR INTENSIVE MOISTURE LEAVE-IN CONDITIONER - For normal, dry & textured hair
Unique daily moisture care for all hair types, with amino acids, anti-oxidants, herbal extract, vitamins and richly nourishing ingredients, including Australian jojoba and certified organic avocado oils, add moisture, and help protect your hair from heat styling and environmental damage. It will look smoother, shinier, curls defined and styles held longer.

■ GINKGO & JOJOBA, INTENSIVE MOISTURE VITAMIN HAIR MASQUE - For hair that needs extra care
Richly nourishing and protecting ingredients such as pure Australian jojoba and certified organic avocado oils, combine with ginkgo and white tea, vitamins E and B5, rice amino acids and wheat protein, to help restore hair moisture, flexibility, and strength, and maintain colours and perms. Your hair will look shiny, healthy and feel more smooth and manageable.

PURITY & SAFETY ISSUES

The Purist Company is committed to meeting the highest standards of purity and safety in the selection of ingredients for use in [A'kin] & [Al'chémÿ].

The following issues are most important to consumers concerned about the purity and safety of the personal care products they use on their faces and bodies every day.

IRRITANT SULFATES

Sulfates is the common use name for a group of cleansing ingredients which are used by most manufacturers worldwide due to their low cost and strong cleansing power. The most commonly used sulfates are sodium lauryl sulfate (SLS) and ammonium lauryl sulfate. Due to their powerful irritancy, [A'kin] & [Al'chémÿ] products have been formulated to be SULFATE FREE.

TOXIC PRESERVATIVES

Together with fragrances, preservatives are the most common cause of allergic reactions to cosmetics and toiletries. We avoid using formaldehyde, methylisothiazolinones, DMDM hydantoin, diazolidinyl and imidazolidinyl urea, and quaternium 15 due to their unacceptable irritancy. We also avoid the parabens due to the recent discovery of their oestrogen mimicking effects. [A'kin] & [Al'chémÿ] products are designed to be self preserving, using low levels of safe product stabilisers enhanced by the antimicrobial effects of essential oils such as sandalwood, and water purified to the stringent BP 2000 standard.

ETHOXYLATES AND DIOXANE

Ethoxylates are a large group of ingredients used in most brands of cosmetics worldwide. They have been shown to contain the impurity 1,4-dioxane, of concern to industry regulatory bodies due to its status as a toxin and carcinogen known to be absorbed through the skin. Further, ethoxylates, which do not occur naturally and are petrochemically derived, are unstable and have been shown to break down in strong sunlight to form skin damaging free radicals. The most commonly used ethoxylates are sodium laureth sulfate (SLES), the polysorbates and PEG's. [A'kin] & [Al'chémÿ] are ETHOXYLATE FREE.

PROPYLENE GLYCOL

Propylene glycol is a cheap, petrochemically derived humectant (moisturiser). It is a primary irritant and should be avoided by those with sensitive skin. Instead of propylene glycol [A'kin] & [Al'chémÿ] use the safe and effective plant derived humectants glycerin and sorbitol in a synergistic combination.

NITROSAMINE IMPURITIES

The presence of nitrosamine in personal care products is a major concern within the cosmetic industry. Nitrosamines are formed as pollutant by-products in a number of cosmetic raw materials, particularly those containing DEA (diethanolamine). They may also be formed within the cosmetic after it is made. Nitrosamines are toxic and carcinogenic. [A'kin] & [Al'chémÿ] avoid ingredients likely to be contaminated with nitrosamines.

ARTIFICIAL FRAGRANCES

The term fragrance in an ingredient listing almost always denotes the use of synthetic fragrance compounds, even if some essential oils are also listed as ingredients. Fragrances are known to cause the majority of allergic reactions to cosmetics and toiletries. [A'kin] & [Al'chémÿ] use 100% botanical fragrances certified organic where possible, chosen for their skin friendly compatibility. A range of unscented products are also offered for the highly sensitive.

FOR MORE INFORMATION, VISIT www.purist.com

The [A'kin] & [Al'chémÿ] Difference

The difference lies in the uniquely high concentrations of special nourishing and other active botanical ingredients - using only those scientifically proven to be of *most* benefit to the skin, hair and scalp.

The Purist Pledge

We pledge that they are present in an amount sufficient to have a significant positive effect, and are free from objectionable impurities and toxic preservatives.

The result: exquisitely fragranced, naturally-based, ingredient-rich products for radiantly healthy looking skin and hair for total peace of mind.

[A'kin] & [Al'chémÿ] are made free from sulfates, ethoxylates, parabens, propylene glycol, petrochemical cleansers, silicones, phthalates, mineral oils, DEA and artificial colours.

[A'kin] & [Al'chémÿ] products are ingredient-rich, vegan, using certified organic ingredients where possible, 100% natural botanical aromatherapy and formulated without animal ingredients or animal testing.



ALSO AVAILABLE IN LARGER SIZES

* 500ml Bottles available in all Shampoos, Conditioners & Body Washes.

AUSTRALIAN  MADE & OWNED

[A'kin] & [Al'chémÿ] packaging is recyclable.

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THE PURIST  COMPANY

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PLEASE  RECYCLE

For more information visit www.purist.com or contact us at info@purist.com or 1800 631 283

[A'kin]® & [Al'chémÿ]



Created in nature's healing garden & crafted in Australia, we blend the purist botanical actives to deliver the ultimate in radiant health & natural beauty.

THE PURIST  COMPANY