



WELEDA

Since 1921

Natural Organic Beauty. With Weleda.



We believe beautiful products start with beautiful soil.

Weleda strive to source only the finest natural ingredients from biodynamic, organic and wild craft suppliers.

Weleda is certified by NATRUE which has the highest international criteria for natural organic finished products, not just ingredients.

You can be assured that Weleda uses no nasties in our products and by choosing a Weleda product you have been part of a process that has created sustainable livelihoods for developing communities around the world.

The Weleda story.

Weleda's heritage dates back to the 1920s, in Switzerland, where philosopher Dr Rudolf Steiner and Dr Ita Wegman developed anthroposophic medicine - a form of medicine that echoes nature's instinctive means of healing.

Weleda places great value on acting in harmony with nature and the human being. We have combined our knowledge of plants and people with well-founded scientific knowledge and respect for the environment.

We strive to use only the finest natural ingredients, where possible, sourced from biodynamic, organic and wild crafted suppliers. Sustainability, fair trade and active protection of plant species are all just a matter of course at Weleda.

Natural skin care from Weleda does not contain any mineral oil-based ingredients, and contains no synthetic perfumes, colourings or preservatives that could affect the skin's natural functions.

When you purchase a Weleda product, you can be assured that you have been part of a process that creates sustainable livelihoods

for communities in developing countries and that you have helped make a difference to our world.



**SOURCING
WITH RESPECT™**

Weleda is a member of the UEBT (Union for Ethical BioTrade), a non-profit association which supports local biodiversity. Member companies must only use practices that promote the sustainable use of natural ingredients, while ensuring that all contributors along the supply chain are paid fair prices and share the benefits derived from the use of biodiversity.

Weleda's standards.



Weleda has also earned certification from NATRUE, a non-profit organisation that places high demands on natural and organic ingredients and processes used in preparing natural skin care products. Companies will only be certified if at least 75 per cent of their products meet the strict NATRUE certification standards. For you, the NATRUE logo indicates you can have confidence that you are purchasing an authentic natural product.



Almond Soothing Facial Care.

soothe & soften sensitive skin



Sweet almond oil is renowned for its softening, soothing and calming properties and the Almond Facial Care range has been especially formulated to balance and moisturise sensitive, reactive, rosacea and allergy-prone skin types.

Weleda's pure sweet almond oil is obtained from almonds carefully harvested in Alicante, Spain and California's Central Valley, USA.

Almond Soothing Cleansing Lotion

Gentle non-irritating cleanser that removes make-up and impurities from sensitive skin.

Almond Soothing Facial Lotion

Rebalances and supports the natural regeneration of the skin, leaving it elastic

and velvety smooth. Use as a light day and night time lotion to protect against dryness.

Almond Soothing Facial Cream

Rich, intensive day or night cream that allows your skin to regain its elasticity, leaving it smoother and more supple.

Almond Soothing Facial Oil

Mild and soothing for sensitive and unbalanced skin. Perfect for use morning or evening, or as extra protection when skin is exposed to wind and cold. Can be used separately or with cream. Particularly useful as an eye make-up remover or night treatment for tired and dull skin.

Iris Hydrating Facial Care.

moisturise & balance



Based on the powerful moisture retaining and stimulating qualities of the iris plant, Iris Facial Care is both, hydrating and nourishing, and recommended for combination skin where some areas of the face are oily such as the T-Zone and other areas are dry. Ideal for skin up to 30 years of age.

Weleda's iris plants are biodynamically harvested in the Tuscan region of Italy.

Iris Hydrating Facial Lotion

Light hydrating lotion for regular use to replenish moisture and slow water evaporation from the skin's surface. For extra protection, use under Iris Hydrating Day or Night Cream.

Iris Hydrating Day Cream

Creamy intensive care moisturiser for daily protection against the elements. Perfect to use as a make-up base.

Iris Hydrating Night Cream

Rich nourishing night cream which deeply nurtures your skin overnight.

Iris Hydrating Masque

Refreshing and hydrating, providing the skin with immediate intensive hydration, while also ensuring a better level of hydration in the future. Apply once or twice a week or when the skin feels dry and needs new energy.

Wild Rose Smoothing Facial Care.

softens fine lines



Formulated using the hydrating, nourishing and replenishing qualities of rosehip and rose petal oils, Wild Rose is recommended for normal, dry/mature and oily skin types. Contains hand picked organic, wild crafted rosehip seeds from musk roses growing wild on the foothills of the Andes.

Wild Rose Smoothing Facial Lotion

Light and easily absorbed lotion to protect your skin from dryness.

Wild Rose Smoothing Day Cream

Nourishing cream to stimulate and protect normal to dry skin against dryness.

Wild Rose Smoothing Night Cream

This intensive treatment cream promotes skin's natural regenerative processes.

Wild Rose Smoothing Masque

Intensive treatment to revitalise tired skin. Use once or twice a week.

Wild Rose Smoothing Eye Cream

Gentle and fragrance free, reduces swelling and counteracts the skin's first signs of ageing. Use morning and evening.

Wild Rose Smoothing Facial Oil Caps

A treatment oil to support the renewal processes of the skin, increasing the skin's natural elasticity and reducing the visible effects of tired and dry skin. Use once or twice a week at night.

Wild Rose Smoothing Facial Care Starter

Mini 7ml size of Lotion, Day & Night Creams.



Wild Rose Body Care.

Wild Rose Body Oil

Sheer indulgence for the whole body. The blend of jojoba, sweet almond and rosehip oils deeply penetrate the skin revitalising its natural functions.

Wild Rose Pampering Body Lotion

Perfect for dry and sensitive skin, leaving it hydrated and velvety smooth.

Wild Rose Creamy Body Wash

Gently cleanses and nourishes the skin and restores natural radiance to tired skin.

Wild Rose Deodorant

Neutralises and prevents unpleasant body odours caused by bacterial action. Free from antiperspirants such as aluminium salts, it does not interfere with the natural functions of the skin.

Pomegranate Firming Facial Care.

regenerates ageing skin



A reinigorating and protective range, specially designed for mature skin aged forty and beyond. Contains organic cold-pressed pomegranate oil, rich in protective antioxidants, stimulates cell renewal and creates firmer, smoother skin. Wrinkles and lines become less apparent.

Pomegranate Firming Day Cream

Extra nourishing and protective day cream for mature skin, improves the skin's firmness and elasticity. Excellent for use under make-up.

Pomegranate Firming Night Cream

Rich, firming night cream for mature skin, it activates and strengthens the skin's natural repair processes during the night.

Pomegranate Firming Face Serum

Gives mature skin an immediate and long lasting intensive treatment. The skin receives intensive hydration, making it feel soft and smooth all day/night. The skin's elasticity is improved while wrinkles and fine lines become noticeably less apparent. Use as a weekly treatment or daily under Day or Night cream.

Pomegranate Firming Eye Cream

This fragrance-free eye cream for mature skin evens out the surface of the skin, making it softer and smoother. Lines and wrinkles become less apparent and the skin has extra energy and vitality.

Pomegranate Firming Facial Care Starter

Mini 7ml size of Day, Night and Face Serum.



Pomegranate Regenerating Body Care.

Pomegranate Regenerating Body Oil

Exquisite moisturising oil for the whole body, that protects against the signs of ageing and promotes smooth firm skin.

Pomegranate Regenerating Body Lotion

Actively prevents the premature ageing of your skin. Maturing skin regains its firmness and feels velvety smooth.

Pomegranate Creamy Body Wash

Stimulates the skin's regeneration to reveal younger, firmer looking skin.

Pomegranate Regenerating Hand Cream

Protects against moisture loss and the signs of ageing such as age spots. It renders your hands soft, supple and smooth.



Cleansing Facial Care. for all skin types

Weleda's mild cleansing products are based on completely natural plant oils and plant extracts and cleanse the skin of impurities and make-up in an effective but gentle manner, without drying it out. Ingredients like jojoba oil, extract of wild rose leaf and witch hazel gently cleanse and refresh the skin.

The choice of cleanser is based on individual skin type and its needs. After cleansing, the skin is perfectly prepared for the subsequent skin care products from either the Iris, Wild Rose or Pomegranate series.

Gentle Cleansing Milk

Mild, creamy cleansing milk for normal and dry skin. Gently removes impurities and make-up whilst maintaining the skin's natural balance.

Refining Toner

Mild, refreshing toner for all skin types, to vitalise and balance the skin after cleansing. Has a mildly astringent and refining effect on the pores, thanks to plant extracts from wild rose leaves and witch hazel.

One-Step Cleanser & Toner

Mild "2-in-1 product" in the form of a combined cleansing milk and toner for normal and combination skin.

Deeply cleanses the skin of impurities and make-up with natural olive oil, while vitalising the skin with extracts of iris root and witch hazel.



Skin care for every age

Skin care for every age

| | Iris Hydrating Facial Care regulates and preserves moisture balance | Wild Rose Smoothing Facial Care Reduce first lines | Pomegranate Firming Facial Care Active regeneration | Almond Soothing Facial Care Soothes sensitive skin |
|------------------------|---|---|---|---|
| AGE | For the age of 20-30 | For the age of 30-40 | For the age of 40+ | Independent of age |
| Step 1 Cleansing | <p>Gentle Cleansing Milk normal to dry skin</p> <p>Refining Toner all skin types</p> <p>or One-Step Cleanser & Toner normal to combination skin</p> <p>Almond Soothing Facial Oil ideal eye make-up remover</p> | <p>Gentle Cleansing Milk normal to dry skin</p> <p>Refining Toner all skin types</p> <p>or One-Step Cleanser & Toner normal to combination skin</p> <p>Almond Soothing Facial Oil ideal eye make-up remover</p> | <p>Gentle Cleansing Milk normal to dry skin</p> <p>Refining Toner all skin types</p> <p>or One-Step Cleanser & Toner normal to combination skin</p> <p>Almond Soothing Facial Oil ideal eye make-up remover</p> | <p>Almond Soothing Cleansing Lotion gently cleanses without drying</p> <p>Almond Soothing Facial Oil ideal eye make-up remover</p> |
| Step 2 Basic Care | <p>Iris Hydrating Lotion normal to combination skin</p> <p>Iris Hydrating Day Cream dry to very dry skin</p> <p>Iris Hydrating Night Cream</p> | <p>Wild Rose Smoothing Facial Lotion normal to combination skin</p> <p>Wild Rose Smoothing Day Cream dry skin</p> <p>Wild Rose Smoothing Night Cream</p> | <p>Pomegranate Firming Day Cream all skin types - renews and protects</p> <p>Pomegranate Firming Night Cream all skin types - renews and protects</p> | <p>Almond Soothing Facial Lotion sensitive combination skin</p> <p>Almond Soothing Facial Cream sensitive dry skin</p> |
| Step 3 Special Care | | <p>Wild Rose Smoothing Eye Cream all skin types rejuvenates and reduces puffiness</p> | <p>Pomegranate Firming Eye Cream all skin types - supports skin renewal</p> | |
| Intensive Care | <p>Iris Hydrating Masque intensive balancing treatment for all skin types</p>  | <p>Wild Rose Smoothing Facial Oil Caps all skin types</p> <p>Wild Rose Smoothing Masque all skin types for extra moisture</p>  | <p>Pomegranate Firming Face Serum all skin types</p>  | <p>Almond Soothing Facial Oil mild, soothing extra protection</p>  |
| |  |  |  |  |

What women experienced using our Iris Hydrating Facial Lotion:

Increased moisture +9%*

*tested after 14 days

What women experienced using our Wild Rose Smoothing Day Cream:

Increased moisture +23%*

Increased smoothness +41%*

*tested after 28 days

What women experienced using our Pomegranate Firming Face Serum:

Increased firmness +29% after 28 days

Increased smoothness +39% after 30 minutes

What women experienced using our Almond Soothing Facial Lotion:

Increased firmness +27%*

Increased smoothness +24%*

Lasting moisture +45%*

*tested after 28 days

Men's Facial Care. revitalise & purify



Weleda Men's Skin Care products protect and soothe the skin before, during, and after shaving, leaving it less dry, itchy and irritated, with greater smoothness and elasticity. The pleasant fresh fragrances appeal to both men and women.

Suitable for all skin types including sensitive skin.

Moisture Cream for Men

Light, fluid cream, quickly penetrates the skin to become elastic, smooth and supple.

Shaving Cream

Formulated using a soft shaving soap made from gentle goat's milk and pure plant oils, producing a lasting, creamy lather to give the closest possible shave.

After Shave Balm

Combines the refreshing qualities of an aftershave in a moisturising lotion helping to protect against drying. Cooling aloe gel and jojoba oil absorbs quickly to leave a mellow fragrance of essential oils.



Sea Buckthorn Body Care.

This range is based on the unique and easily absorbed combination of antioxidant vitamins A, C and E, flavonoids and essential fatty acids, contained in the nutrient-rich berries of sea buckthorn, providing intensive care and replenishment to the skin.

The sea buckthorn extract in Weleda's preparations comes from biodynamic crops in Tuscany, Italy.

Sea Buckthorn Body Oil

Protects your skin against the effects of environmental stresses and sun exposure. Oil is quickly absorbed, leaving your skin smoother with a fruity fresh fragrance.

Sea Buckthorn Replenishing Body Lotion

Protects and helps dry and dehydrated skin regain vitality by forming a protective barrier. Leaves skin silky smooth.

Sea Buckthorn Creamy Body Wash

Cleanses, nourishes and revitalises dry skin.

Sea Buckthorn Hand Cream

This light, quickly absorbant cream made of Biodynamic® sea buckthorn and organic sesame oil gives hands an intensive moisture boost and forms a protective barrier on the skin.



3 Step Cellulite Solution.

STEP 1. Gently exfoliate Birch Body Scrub

Gently massage into wet skin using circular movements over thighs, hips and buttocks to stimulate circulation, eliminate toxins and exfoliate away dead skin cells.

STEP 2. Massage and revitalise Birch Cellulite Oil

During the first four weeks of use, Birch Cellulite Oil should be massaged into the skin with circular movements at least twice

a day. For ongoing maintenance, continue with the daily application.

STEP 3. Cleanse and purify Organic Birch Juice

Diet and exercise can help diminish cellulite, but improving your lymphatic system by drinking lots of water to flush out toxins is a great help. Adding Weleda Organic Birch Juice, a lymphatic cleanser, to your water will cleanse your system and leave your skin looking clear and healthy.

Birch Body Care. revitalise inside and out

Birch Body Care uses the amazing qualities of the organic silver birch (*Betula alba*) tree, which draws around 70 litres of water per day up through its roots, right through the tree to the leaves and out into the atmosphere. Due to its unique properties, birch has long been used when there is a reduced ability to rid the body of toxins.

Weleda uses birch leaves grown in South Bohemia (the Czech Republic) and hand picked from certified organic wild harvest.

Birch Body Scrub

Gentle stimulating natural scrub, with natural plant wax pearls, exfoliates and

enhances circulation while helping the body's detoxifying processes.

Birch Cellulite Oil

Helps reduce the appearance of cellulite, or the 'orange peel affect'.

Organic Birch Juice

Gently supports the cleansing processes of the body. Can also help purify your complexion leaving the skin looking clean and healthy.

For best results it is recommended to use a combination of diet, exercise and all three Birch products in your cleansing programme, to help restore balance and vitality.

Dermatological study (DC Derma Consult GmbH 10/2003) showed significant improvements in skin's appearance after just 28 days* use of Birch Cellulite Oil:

Increased smoothness +21%*

Increased elasticity +20%*

Citrus Body Care.



Based on the cooling and stimulating qualities of lemon, which support your skin's collagen and elastin foundation, helping to firm, hydrate and refresh your whole body.

Lemon has extraordinary benefits for your skin. It naturally regulates the skin's pH balance and has an astringent and cleansing effect. The cooling, refreshing extract from fresh lemon is especially good for tightening connective tissue, helping to tone tired skin and reduce the appearance of broken capillaries.

Citrus Hand and Nail Cream

Softens hands and protects fragile nails.

Citrus Hydrating Body Lotion

Light-weight lotion for normal skin, invigorates and provides intensive moisture with a long-lasting feeling of refreshment.

Citrus Creamy Body Wash

Gently cleanses and renews with bio-dynamic lemon oil to invigorate your skin.

Citrus Deodorant

This fresh zesty fragranced deodorant neutralises and prevents unpleasant body odours caused by bacterial action. Free from antiperspirants such as aluminium salts, it does not interfere with the natural functions of the skin.

General Body Care.



Skin Food

Contains an exotic combination of deep moisturising antioxidant herbs that feed and soothe rough and dry skin. Use day and night on the face and body, especially the hands.

Deodorants - Wild Rose, Citrus and Sage

Free from aluminium and do not interfere with the natural functions of the skin. Herbal extracts and essential oils neutralise and prevent unpleasant body odours caused by bacterial action.

Foot Balm

Revitalises and refreshes tired, sweaty, aching feet, while helping to keep them dry and deodorised.

Heel Balm

Rich intensive moisturiser containing calendula, shea butter and avocado oil, to nourish and soften dry rough cracked skin on heels and hands.

Everon Lip Balm

Protects lips against drying, cracking and chapping - delicately scented with musk rose.

Rose Calendula Crème

Ideal for sensitive skin, this rich and moisturising cream supports and enhances the skin's own function.

Arnica Massage Oil

Restores tired aching muscles, and relieves bruising, sports injuries and back aches. Ideal to use before and after physical activity.

Oral Care.



Developed in conjunction with dentists, Weleda's Oral Care provides long-lasting freshness and protection against plaque build up. Free of harsh ingredients, such as detergents, including SLS, artificial fragrances, bleaches, chemical preservatives and fluoride.

Calendula Toothpaste

Cleans teeth gently using natural chalk. Soothing calendula keeps gums healthy. Gentle fennel oil provides an alternative to traditional peppermint oil. Suitable for use in conjunction with homeopathics.

Plant Gel Toothpaste

Ideal for sensitive gums. The natural silica gently but thoroughly cleans your teeth.

Salt Toothpaste

Natural sodium bicarbonate helps to neutralise harmful plaque acids, prevent plaque build up and increase natural saliva production to encourage healthy gums.

Ratanhia Toothpaste

Ratanhia has astringent properties which naturally strengthen the gums. Ideal for people with bleeding and sore gums.

Ratanhia Mouthwash

Contains pure essential oils leaving a lingering spicy freshness. Antiseptic myrrh combines with ratanhia to soothe sensitive gums, refreshing mouth and breath.

Children's Tooth Gel

Gentle and deliciously flavoured natural oral protection for healthy baby teeth.

Bath and Shower Care.



Sea Buckthorn Creamy Body Wash

Revitalises with antioxidant rich biodynamic sea buckthorn oil nourishes the skin.

Wild Rose Creamy Body Wash

Gently cleanses and nourishes the skin.

Pomegranate Creamy Body Wash

Protects against dryness leaving skin smooth and velvety soft.

Citrus Creamy Body Wash

Gently cleanses and renews with biodynamic lemon oil to invigorate your skin.

Lavender Creamy Body Wash

Calms the senses and soothes the skin. Helps with skin conditions aggravated by stress.

Citrus Bath Milk

Revitalising and stimulating.

Lavender Relaxing Bath Milk

Ideal to soothe and relax your body before bed. Helps promote a peaceful night's sleep.

Rosemary Invigorating Bath Milk

Stimulates and invigorates.

Pine Reviving Bath Milk

Restorative and uplifting.

Wild Rose Bath Milk

Luxuriously pampering and nourishing.

Calendula Soap

Mild cleanser for delicate skin.



Nourish your scalp to nurture your hair with Weleda's 100% NATRUE certified 'Natural Haircare' products providing exactly what you need - and no more. Free of SLS, parabens, preservatives and artificial ingredients.

The concept of lead plants dates back to Weleda's anthroposophical roots in the 1920's. This philosophy of the harmony of nature and the human being is intrinsic to product development.

Hair and grain have many similarities such as they way they grow, their surface and their structure. And just as grains can only grow in fertile earth, shiny hair can only grow on a healthy scalp.

The Weleda hair care range revitalises your scalp and gives you naturally beautiful hair.

Hair Care.

The way to healthy hair is all natural



Millet Nourishing Shampoo

Gently cleanses and nourishes, maintaining the natural shine and resilience of the hair. Ideal for the whole family.

Oat Replenishing Shampoo

Gently cleanses and restores the damaged protective layer of dry, stressed hair. Organic jojoba oil and extracts of organic oat and sage smooth the hair's surface, reduce breakage and split ends and improve suppleness.

Oat Replenishing Conditioner

Nourishes the scalp, smoothes the surface of the hair and improves elasticity, resilience and shine.

Oat Replenishing Treatment

Intensely nourishes the hair and scalp and protects against external influences.

Wheat Balancing Shampoo

Reduces dandruff flakes and promotes a healthy scalp by thoroughly cleansing and moisturising the scalp, preventing excess dryness.

Revitalising Hair Tonic

Improves the supply of nutrients to the roots of the hair, promotes healthy hair growth and maintains a healthy scalp.

Nourishing Hair Oil

Intensely nourishing deep conditioning treatment restores moisture, softens split ends and adds radiant shine.

The natural approach to healthy hair.

In line with Weleda's holistic approach, we believe there is much more to haircare than simply washing the hair. Particular importance should be placed on two aspects: a mild but thoroughly cleansing effect and the promotion of a healthy scalp. After all, a healthy scalp is the prerequisite for naturally beautiful hair.

For those converting to natural hair care, the Oat Replenishing Shampoo in combination with the Oat Replenishing Conditioner is ideal. The mild surfactants in Weleda hair care products ensure excellent cleansing despite producing little foam and are tailored to the individual needs of the scalp and hair.

| HAIR TYPE | PRODUCT |
|---|--|
| TRANSITION PERIOD from conventional hair care all hair types | Oat Replenishing Shampoo Oat Replenishing Conditioner Oat Replenishing Treatment |
| NORMAL | Millet Nourishing Shampoo Oat Replenishing Conditioner |
| DRY & DAMAGED | Oat Replenishing Shampoo Oat Replenishing Conditioner Oat Replenishing Treatment Revitalising Hair Tonic Nourishing Hair Oil |
| DANDRUFF | Wheat Balancing Shampoo Oat Replenishing Conditioner Oat Replenishing Treatment Revitalising Hair Tonic Nourishing Hair Oil |

The power of oats for dry and damaged hair.

With dry and damaged hair, the protective shell is under stress. The natural power of the oat supports the hair in establishing a healthy structure and gives it its natural shine and bounciness back.

Thanks to light, air and the heat of the sun, oats produce silicic acid. The roots also draw in substantial water, which makes the silicic acid more viscous and dynamic.

This process is what gives the oats their nourishing and structure-promoting properties. We place great importance on sustainable farming methods. It is important to make sure that plants are harvested and the necessary ingredients extracted optimally to maintain the high quality of the organically grown raw material.





WELEDA

Since 1921



Available at David Jones, health food stores, selected pharmacies and online
www.weleda.com.au or www.weleda.co.nz

In harmony with nature and the human being

