



WELEDA

Since 1921

**Certified
Natural &
Organic**

Evening Primrose Skin Care Range

**Age Revitalising Skin Care
for mature skin.**

**Certified
Natural &
Organic**

The new Evening Primrose Facial Care and Body Care Ranges

Specially designed for the needs of mature skin.

The skin is our largest and one of our most important organs. It protects us against damaging environmental influences and preserves our natural skin moisture. Through the different stages of our lives, our skin has changing needs for its care and protection.

Mature skin has special needs. Hormone changes can cause it to become thinner, impairing its barrier function and reducing its resistibility. Its ability to hold moisture diminishes and it tends to be drier. Elasticity and resilience decrease, as does the supply with nutrients, and facial wrinkles can become more evident. During this phase, the specially developed Evening Primrose Facial Care and Body Care Range is here to help you.



Evening Primrose Age Revitalising Facial Care Range

The precious active blends in our Evening Primrose range contain organic evening primrose oil to strengthen the skin structure, increase resistibility and elasticity of the skin and allow your skin to reveal its natural radiance.



PROVEN EFFICACY

73% The skin appears visibly firmer*

77% The skin appears more even*

Evening Primrose Age Revitalising Day Cream 30ml plumps the skin with intensive moisture. Gotu Kola (*Centella asiatica*) extract revives the skin's own vital functions and protects against free radicals. Deep lines are noticeably reduced. The skin's overall appearance is more even and visibly firmer.

Evening Primrose Age Revitalising Night Cream 30ml promotes the regenerative powers of the skin and gives it revitalising impulses. Gotu Kola extract strengthens the skin and plumps it from the inside. Your skin is full of elasticity and vitality in the morning.

* Clinically tested, subjects surveyed after 4 weeks of using the Day Cream



PROVEN EFFICACY

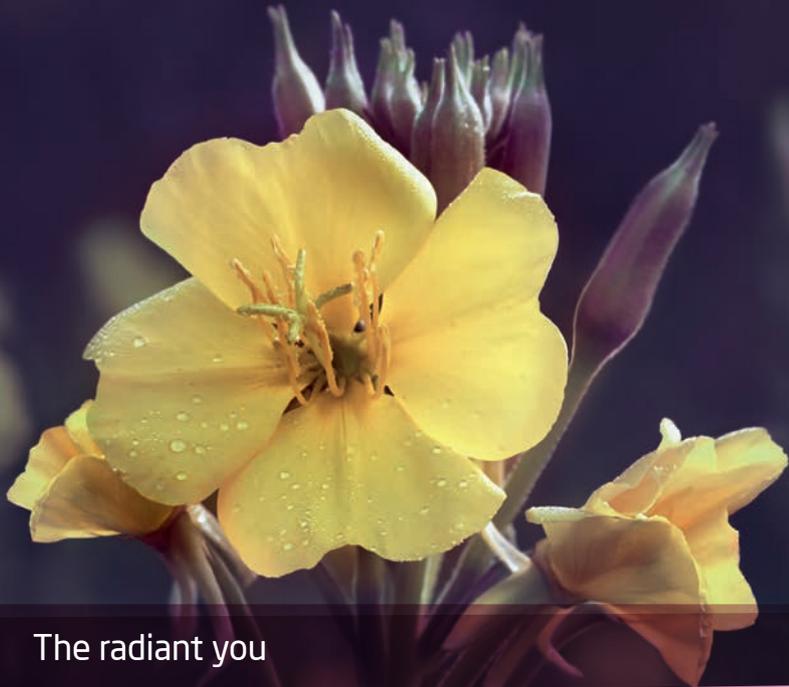
83% The eye area appears smoother*

65% The lip area appears smoother*

Evening Primrose Age Revitalising Eye and Lip Cream (fragrance-free) 10ml reduces the appearance of deep lines and wrinkles. The contours around the eyes and lips are tightened. Reduces puffiness around the eyes and leaves the area surrounding the eyes and lips looking smoother.

Use: gently dab on a pearl-sized quantity around the eye and lip area each morning and night. Dermatologically and ophthalmologically tested and safe for wearers of contact lenses.

* Clinically tested, subjects surveyed after 4 weeks of using the Eye and Lip Cream



The radiant you

The **evening primrose** has separated itself from the usual blooming rhythm of the plant world by blooming into the emerging night.

The mature woman also releases herself from everyday life and embraces the widening scope for development ahead – confident in her own capabilities and intuition. The evening primrose can accompany her along this path and support skin to reveal its radiance. It gives mature, dryness-prone skin the substances and impulses that are needed to revitalise the skin's metabolism and strengthen its natural protective function.

Evening Primrose Age Revitalising Daily facial care regime

With high grade organic evening primrose oil.
✓ Firms ✓ Revitalises

STEP 1:

Weleda Facial Cleansing Range

Gentle Cleansing Milk

- Cleans gently and deeply (deep-pore)

Refining Toner

- Refreshes and refines the skin's appearance



STEP 2:

Age Revitalising Eye and Lip Cream (fragrance-free)

- Reduces deep lines and wrinkles
- Soothes puffiness around the eye
- Leaves skin around eyes and lips looking smoother



STEP 3:

Age Revitalising Day Cream/Night Cream

☀ Day Cream:

- Cushions skin with intense moisture
- Reduces deep wrinkles

🌙 Night Cream:

- Supports skin's own restorative processes
- Gives resilience and vitality to skin

Evening Primrose Age Revitalising Concentrate

- coming soon



Evening Primrose Age Revitalising Body Care Range

The revitalising Body Care Range with highly effective ingredients, including organic evening primrose oil, firms and strengthens the skin, increases its resilience and provides intense nourishment. The fresh, floral scent evokes opening evening primrose blossoms.



Evening Primrose Revitalising Body Wash 200ml gently releases a fresh, floral scent inspired by opening evening primrose blossoms. The blend of ingredients with organic macadamia oil and organic evening primrose oil keeps the skin silky smooth and protects its natural moisture.

Evening Primrose Age Revitalising Body Oil 100ml intensively regenerates the skin and restores its natural functions. The blend with jojoba and wheat germ oil gives skin more strength and elasticity and boosts its moisture retaining capabilities.



Evening Primrose Age Revitalising Body Lotion 200ml with Gotu Kola extract intensively regenerates, firms and strengthens the skin. The formula with shea butter gives skin long-lasting care, more elasticity and reveals its natural radiance.

Evening Primrose Age Revitalising Hand Cream 50ml with precious shea butter intensively regenerates hands prone to dryness and increases the strength and resilience of the skin. The formula with Gotu Kola extract smoothes and gives skin a more even appearance and velvety soft feeling.

Powerful plant based skin care



Our key ingredients are specifically selected to answer the needs of mature skin.

Evening Primrose

helps skin regenerate by promoting renewal and supporting its metabolism.



Gotu Kola Extract
supports collagen production and skin regeneration



Inca Nut Oil
contains vitamin E to help reduce skin damage



Macadamia Nut Oil
nourishes and moisturises to help protect skin



Jojoba Seed Oil
smoothes and hydrates



Wheat Germ Oil
antioxidant-rich to firm mature skin



Shea Butter
softens and replenishes dry skin



“ At Weleda, we use plant extracts to provide the skin with impulses to help itself. We want the skin to learn to take care of itself.”

Lilith Schwertle, esthetician and pharmaceutical consultant at Weleda.



Holistic Fragrance Concept

Evening Primrose Fragrance Mix

Weleda believes in the power of natural fragrances. Our exclusive fragrance was developed by our in-house expert perfumer using a holistic approach, and combining aromatherapeutic essential oils. Based on the Evening Primrose flower, a fresh floral fragrance has been developed as a natural interpretation of the subtle scent of blooming Evening Primrose flowers.

TOP NOTE:

Cardomom promotes concentration and invigorates



HEART NOTE:

Magnolia brings clarity and structure to thoughts



BASE NOTE:

Sandalwood helps to fine balance and peace of mind





Sustainability and Fair Partnerships

By choosing a Weleda product you have been part of a process that has created sustainable livelihoods for developing communities around the world. Below are a few examples - all certified organic:

Shea Butter: Burkina Faso, Africa

The shea nuts are collected in Bobo-Dioulasso, Burkina Faso. Weleda work with a local company, Agrifaso, who buy shea kernels directly from women's groups across ten villages. This is an enormous contribution towards improving the family's income and supporting their children in going to school.

Sandalwood: Cultivation project in Sri Lanka

The essential oil of sandalwood is one of the most sought after natural fragrances. To ensure a sustainable supply, Weleda is working with local growers and planting trees now that will be harvested in twenty years. A real project for the future.



Working in harmony with nature and the human being

Weleda has been making products from natural and organic ingredients since 1921, with origins dating back to the teachings of famed philosopher and natural scientist, Rudolf Steiner. It was also around this period that he created the principles of biodynamic gardening which are highly regarded internationally as the optimum method of organic farming. Dr Steiner developed a personal approach to health care using ingredients from nature that holistically support the body's remarkable healing ability.

Weleda products ensure well-being from head to toe and are developed for specific skin needs. Our beauty products include five facial care ranges, body care to hydrate and nourish even the most sensitive skin, organic deodorants, natural oral care, hair care and products to nurture mother and child. Weleda also manufacture natural medicines.

We believe beautiful products start with beautiful soil.



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

Weleda products hold NATRUE certification - the highest international criteria for natural organic finished products, not just ingredients.

Weleda is a proud member of the UEBT (Union for Ethical BioTrade) who demand more than just Fair Trade, ensuring everyone and everything along the entire growing, harvesting and manufacturing process is treated fairly, with care and respect.

By choosing a Weleda product you have been part of a process that has created sustainable livelihoods for developing communities around the world.

Available at health food stores, selected pharmacies, David Jones and online.

More information and helpful hints go to www.weleda.com.au or www.weleda.co.nz



In harmony with nature and the human being.