

# elemental herbology



# Hello...

We are Elemental Herbology, a natural skincare and body care brand that aims to provide ultimate skin nutrition. We do this by combining the most innovative ingredient technology with natural botanicals to transform your skin and improve your wellbeing.

Our philosophy is based on the Five Element Theory in Traditional Chinese Medicine, a belief that everything in life needs to work in harmony in order to achieve perfect equilibrium. Our products relate to each of the five elements, Wood, Fire, Earth, Metal and Water. We believe that a balance of all the elements is needed depending on your skin type, environmental factors, lifestyle and the seasons.



# The Five Elements

The Five Elements found in Traditional Chinese Medicine each represent characteristics that are in all of us. The elements are affected by many different factors such as lifestyle, diet, stress levels, routine and seasons to name a few.

This means that you are not bound to one element. Just as your diet and clothes change with the different seasons, so will your skincare requirements. So it is important to keep checking which element is most aligned to your needs.

Everyone has different characteristics in their skin and it is important to use the right ingredients and products that will support your needs and lifestyle. Take the In Your Element Consultation on the next page to discover which element you are and find the best products for your needs. You may feel that you fall into more than one element or that your needs change throughout the seasons, if this is the case then it is easy to mix and match products from different ranges for best results.

# In Your Element Consultation

Read the questions below and circle any and all answers that apply to you. Once finished, add up the answers circled in each column. Whichever element has the highest total will be best for your needs today.

<b>My favourite time of year is...</b>	Spring	Early Summer	Late Summer	Autumn	Winter
<b>Preferred colour</b>	Green	Red	Yellow	White	Blue / Black
<b>The tastes I prefer are...</b>	Sour	Bitter	Sweet	Spicy	Salty
<b>Time of day I'm most active</b>	Evening	Noon	Morning	Early morning	Afternoon
<b>Time of day I feel most tired</b>	Afternoon	Highs and lows throughout the day	Generally all day	Never	Morning
<b>My skin is...</b>	Normal / Combination	Oily / Congested	Dull	Dry / Mature	Dry / Sensitive
<b>My favourite time for a bath or shower is...</b>	After exercise	First thing in the morning	When I get home from work	As a little indulgence	Just before bed
<b>My body feels...</b>	Stiff and aching muscles	Light headed and tense muscles	Bloated and sugar cravings	Shortness of breath and hay fever	Water retention
<b>I want to feel</b>	Rejuvenated	Energised	Balanced	Detoxed	Relaxed
<b>Total:</b>					
<b>Your element today is:</b>	WOOD	FIRE	EARTH	METAL	WATER

# What Does My Element Mean?

## WOOD

A wood character is like a tree, firm and sure but flexible when needed. Those in the wood element are known for their kindness and people can lean on them. People in this element often have tired and aching muscles due to their active lifestyle.

## FIRE

Fire symbolises outward movement, warmth and maximum energy. You are full of life, very optimistic and generous. A fire character exerts lots of energy which can lead to feeling tired and drained and so need something to revitalise them.

## EARTH

An earth element character is nurturing and compassionate with mother earth tendencies. They are very thoughtful of other people's needs and try to help whenever they can. An earth character is highly supportive and will bring harmony to groups to help maintain the peace.

## METAL

A metal element character has substance, strength and structure. They are extremely organised, focused and know exactly how they want things to be. Someone in this element is an excellent planner and can be relied upon.

## WATER

Those in the water element are full of strength and can overcome any obstacle. A water character is a great listener, very empathetic and has an intuitive understanding of people's feelings. You have a calm energy that calms everyone around you.



# Skincare

The skin is our largest organ and reflects any imbalance internally as well as external factors such as the weather and pollution. We believe that working on the inside-out as well as the outside-in are both essential for a happy and healthy life. Exercise and nutrition are just as important as a good skincare regime to improve your overall wellbeing.

Our natural facial skincare ranges, each designed around the five elements, have been expertly developed to provide the ultimate nutrition for your skin and address any areas of concern such as fine lines or breakouts.

An abundance of natural actives have been combined with patented technologies to deliver effective, high-performance and indulgent skincare that will deliver everything you need for radiant skin.

## ELEMENTAL HERBOLOGY TIPS FOR HEALTHY SKIN:

- Always cleanse your face before going to bed, a double cleanse is most effective
- Get enough sleep so that skin has a chance to repair
- Drink a glass of water as soon as you wake up
- Eat at least one portion of fruit or vegetables with every meal



## Cell Nourish

### YOUR DAILY VITAMIN SKIN BOOST

Cell Nourish contains a 'power house' of natural proteins, vitamins and anti-oxidants and is an essential to every skincare regime.

This wonder serum contains skin superfoods such as; Kombuchka™, derived from black tea ferment, which is clinically proven to improve the quality and texture of the skin, Olive Squalene that works to condition, soften and smooth. Finally, Green Tea and Co-Enzyme Q10 promote anti-oxidant activity to help reduce the damaging effects of the environment on the skin.





# Radiance & Vitality

## EARTH

Designed to transform dull skin and boost natural radiance, this skincare collection is suitable for all skin types. Natural actives including Kombuchka™, Green Tea and natural AHAs work together to reveal a brighter and healthier complexion.

The Radiance & Vitality collection is aligned to the Earth element which symbolises transformation and harmony.



### Vital Cleanse

facial cleanser  
100ml 3.4fl oz e

A purifying cleanser to deeply cleanse, stimulate cell turnover and dramatically improve the texture and radiance of the skin.



### Facial Glow

radiance peel  
50ml 1.7fl oz e

Gently exfoliates dead surface cells leaving skin smoother and more radiant. A weekly essential for all skin types.



### Cell Nourish

radiance & vitality serum  
30ml 1fl oz e

This vitamin boosting serum contains a 'power house' of proteins, vitamins and anti-oxidants to transform and nourish dull skin.



### Nutrition Infusion

sheet masks  
4 x 25g 0.8fl oz e

Instantly brighten your complexion with this deeply hydrating mask infused with botanicals rich in vitamins and enzymes to promote healthy skin.



### Vital Glow

overnight resurfacing cream  
50ml 1.7fl oz e

The next generation in intelligent, restorative skincare for skin experiencing environmental damage and the early signs of ageing.





# Moisture Replenish & Sensitive

## WATER

The Moisture Replenish range will provide extra hydration and nourishment to dry and dehydrated complexions. Natural botanicals including Inca Inci, Argan Oil, Aquarich® and Collagen give deep down moisture that lasts all day.

Aligned to Winter, a time to nurture, support, turn inward and be calm. Skin in this element tends to be dry and dehydrated.



### Purify & Soothe

facial cleansing balm  
75ml 2.5fl oz e

A luxurious cleansing balm to gently purify the skin whilst nurturing its delicate barrier function.



### Cell Plumping

facial moisturiser  
50ml 1.7fl oz e

Helps to plump, moisturise and nourish dry skin with a 24-hour complex fortified with anti-oxidants, vitamins, minerals and natural botanicals.



### Calendula & Rose Damask

facial moisturiser  
50ml 1.7fl oz e

Soothes and nurtures delicate and sensitive skin. Reduces the appearance of redness and boosts the skin's natural barrier.



### Facial Soufflé

overnight mask  
50ml 1.7fl oz e

Helps to replace lost moisture, firm and plump the skin while reducing the appearance of fine lines and wrinkles.



### Nutritive Lip Complex

lip balm  
12ml 0.4fl oz e

Visibly enhances lip volume and shape while also hydrating and soothing for plump and healthy lips.





# Age Support

## METAL

Our advanced natural Age Support collection is specially developed to provide the ultimate defence for your skin as it matures, helping to increase brightness and radiance, reduce fine lines and wrinkles, plump, hydrate and protect.

The Age Support collection contains natural and nutritional ingredients such as LANABLUE®, LIFTONIN® and Hematite that target the physiological signs of ageing to provide the ultimate support for mature skin.

Aligned to Autumn, a wonderful time to harvest and boost reserves. Age Support is for those who's skin is in need of extra nourishment.



**Bio-Cellular Super Cleanse**  
facial cleanser  
125ml 4.2fl oz e

A luxurious milk cleanser to gently purify the skin and stimulate cell turnover for a radiant and nourished complexion.



**Hyaluronic Booster Plus +**  
intensive moisture serum  
30ml 1fl oz e

An instant natural antidote to a dry, dull complexion, this serum protects skin against moisture loss and helps to plump out fine lines and wrinkles.



**Bio-Cellular Matrix**  
facial serum  
30ml 1fl oz e

Advanced bio-active technology increases hydration and improves skin tone for replumped, tightened and visibly smoothed skin.



**Cell Active Rejuvenation**  
facial moisturiser  
50ml 1.7fl oz e

Noticeably reduce the appearance of fine lines and wrinkles with a complex that will help strengthen cell structure while plumping and firming the skin.



**Eye Elixir**  
eye cream  
15ml 0.5fl oz e

A triple-action formula to visibly reduce the appearance of fine lines, wrinkles, puffiness and dark circles.





# Oil Control

## FIRE

The Oil Control collection contains anti-bacterial botanicals including Tea Tree, Bisabolol and Aloe Vera to purify and soothe oil prone and congested skin for a clear complexion.

These lighter formulations are great to use during the summer months or when skin is more prone to break-outs. Oil Control is aligned to the Fire element as it is effective on skin that can be inflamed.



### Cool & Clear

facial cleanser  
100ml 3.4fl oz e

This anti-bacterial, foaming facial cleanser gently dissolves impurities, clears pores and removes all traces of make-up, leaving the skin feeling clean and naturally refreshed.



### Moisture Milk

facial moisturiser  
50ml 1.7fl oz e

Helps reduce excess oil and congestion. This anti-bacterial facial moisturiser is ideal for those prone to break-outs and blemishes.



### Facial Detox

purifying facial mask  
75ml 2.5fl oz e

A clay mask to eliminate surface toxins, resolve congestion and balance sebum production while also helping to brighten and soothe the skin, leaving it soft, clear and glowing.





# Balance

## WOOD

The Balance range will help even out oily areas and replenish moisture levels while also protecting skin against environmental factors. Natural ingredients such as Kakadu Plum, Sepitonic™ M3, Pearl Extract and Hysilk help control sebum production without drying out the skin.

The Wood element is aligned to Spring, germination, growth and change. Skin in this element tends to be normal to combination.



### Harmonising Cleanse

facial cleansing oil  
100ml 3.4fl oz e

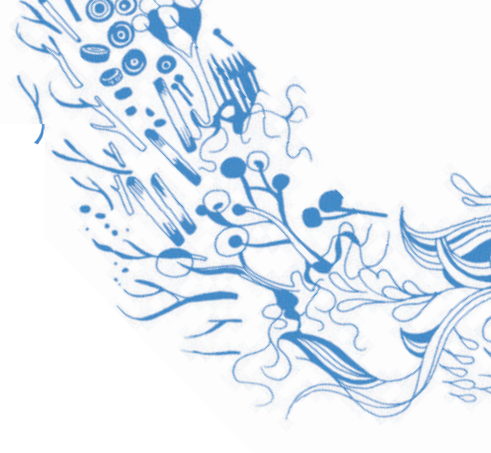
Infused with 100% natural and nourishing plant oils to effectively remove all traces of stubborn make-up, leaving the skin clear, clean and supple. Ideal for balancing the T-zone.



### Perfect Balance

facial moisturiser  
50ml 1.7fl oz e

Helps balance oil secretion whilst replenishing moisture levels, improving vitality and protecting against the environment. Ideal for normal or combination skin.



# Bath & Body

Indulgent botanical extracts and plant oils create a range of luxurious products for all skin-types, environments and lifestyles. From the Five Element Bath & Body Oils to nourishing body creams and invigorating body washes, our body care collection will restore perfect harmony to your skin, leaving it healthy, radiant and smelling divine.

## ELEMENTAL HERBOLOGY BATH & BODY TIPS:

- Make sure water isn't too hot when bathing as this will dry out the skin
- Exfoliate once a week to encourage cell renewal
- Moisturise after bathing to lock in moisture
- Drink plenty of water throughout the day



# Bath & Body Oils

## FIVE ELEMENT AROMATHERAPY

The Five Elements have joined forces to help restore your equilibrium and improve your wellbeing. Whatever your needs, mood and lifestyle may be, these five Bath & Body Oils will strengthen and support so that you're ready to face anything. Choose from five essential oil blends depending on your needs and lifestyle; Wood Rejuvenation, Fire Zest, Earth Balance, Metal Detox or Water Soothe.



### Wood Rejuvenation

bath & body oil  
145ml 4.9fl oz e

Invigorate body and mind and nourish skin with the rejuvenating combination of essential oils to relieve aches and pains and clear your mind.



### Fire Zest

bath & body oil  
145ml 4.9fl oz e

Encourage a feeling of euphoria while nourishing skin with this zesty combination of energising oils to help you feel alert and active.



### Earth Balance

bath & body oil  
145ml 4.9fl oz e

Calm and centre the mind with this balancing combination of nourishing oils to reduce stress and restore equilibrium.



### Metal Detox

bath & body oil  
145ml 4.9fl oz e

Purify and invigorate a sluggish body and mind with oils that will help eliminate toxins, stimulate lymphatic drainage and encourage circulation.



### Water Soothe

bath & body oil  
145ml 4.9fl oz e

Remove stress and tension with this calming oil that will promote a feeling of clarity and well-being and encourage a peaceful night's sleep.





# Bathing & Treatments

## BODY ESSENTIALS

Transform your bathing experience with nourishing treatments and washes. Deeply exfoliate while nourishing the skin with our best-selling Macadamia & Papaya Radiance Body Scrub and cleanse skin with softening botanicals such as Aloe Vera in our wash.

Suitable for all skin types.



### Macadamia & Papaya

radiance body scrub  
200ml 6.8fl oz e

Three natural exfoliators work together to reveal super soft and smooth skin that is deeply nourished. Skin looks and feels healthier, brighter and hydrated from the first use.



### Grapefruit & Mandarin

hand & body wash  
490ml 16.6fl oz e

A fresh and zesty body wash with Cucumber and Kakadu Plum extract to refresh and soothe the skin. Mandarin, Lemon, Grapefruit and Rosemary help flush away toxins and leave an invigorating scent.





# Body Moisturisers

## BODY ESSENTIALS

Our natural body moisturisers are nourishing and luxurious and will leave skin silky soft, smelling divine and feeling radiant.

Suitable for all skin types.



### Watermelon & Cucumber

body moisturiser  
240ml 8.1fl oz e

This high performance body moisturiser helps optimise the life of your tan whilst soothing and cooling the skin. A light and non-greasy formula that easily absorbs into the skin.



### Mandarin & Geranium

hand & body cream  
300ml 10fl oz e

This hand and body cream, infused with the invigorating scent of Mandarin and Geranium, will intensely nourish skin.



### Hand Nutrition

intensive hand & nail repair cream  
75ml 2.5fl oz e

Rich in Omegas 3, 6 & 9 and an active bio-complex clinically proven to reduce pigmentation. Combines luxurious and aromatic plant oils for the ultimate hand treatment.





[www.elementalherbology.com](http://www.elementalherbology.com)