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Daily Skin Care for Dry, Dehydrated and Mature Skin: **Lucid** 2022



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Lucid



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LUCID
MAXIMUM MOISTURE

MOISTURE
LOTION
FOR DRY SKIN



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LUCID
MAXIMUM MOISTURE
MOISTURISER
FOR DRY SKIN

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LUCID
MAXIMUM MOISTURE
NIGHT CREAM
FOR DRY SKIN

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LUCID
MAXIMUM MOISTURE

CLEANSER
FOR DRY SKIN



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MAXIMUM MOISTURE

FRESHENER
FOR DRY SKIN



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Why is a Skin Care Routine Important?

Your skin = largest organ in your body.

- A skin care routine helps this organ do its job better and longer.
- It helps to keep our outermost surface layer of skin intact.
- This layer maintains skin's overall hydration and serves as our primary defence against the environment.
- Can help prevent skin challenges later in life, like
 - wrinkles
 - adult acne and
 - other skin conditions

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The 6 Unique Annique Differences

Difference 1: Cleanse only once a day - in the evenings

Difference 2: Press cream onto face – don't rub

Difference 3: Moisturising several times throughout the day

Difference 4: Apply sun protection every day

Difference 5: Use Annique Freshener throughout the day

Difference 6: Annique's Foundation has skin care benefits that cares for your skin

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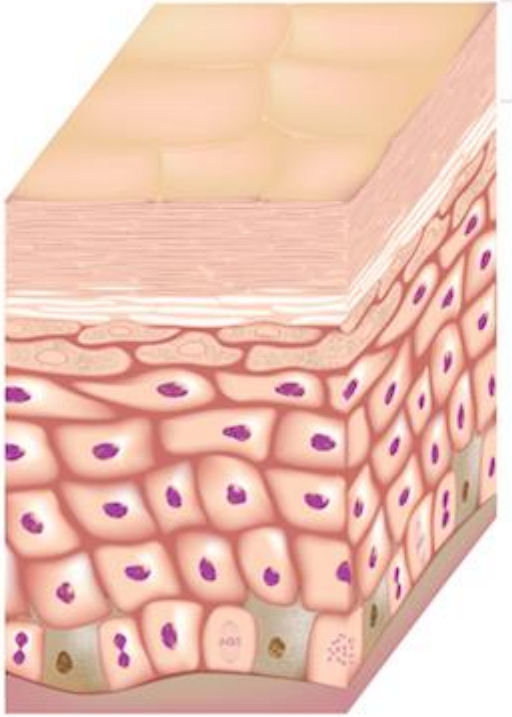
Signs to look out for to determine if you have a dry/dehydrated skin include:



- Almost invisible pores
- Dull, rough complexion
- Red patches
- Your skin is less elastic or bouncy than it used to be
- More visible lines
- A general dry or tight feeling
- Uneven skin complexion
- Lack of plumpness

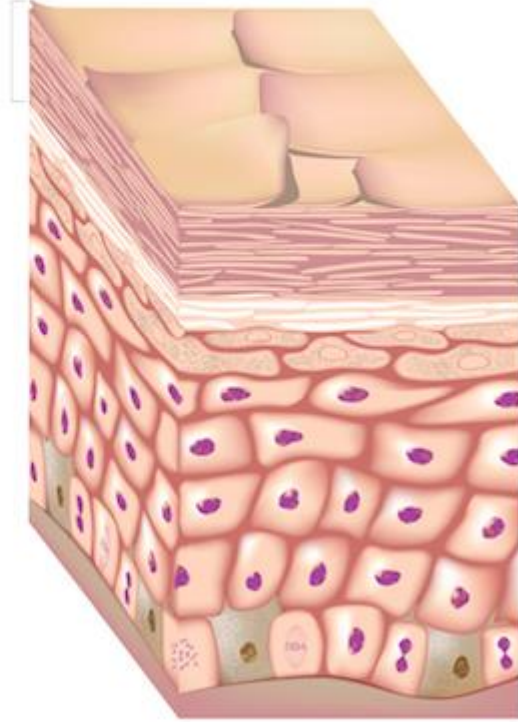
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Normal skin



Dry skin

Stratum corneum



Green Rooibos

- Higher in antioxidants than fermented Rooibos
- Powerful anti-ageing ingredient for skin care formulas.
- Anti-viral, anti-fungal, and antibacterial properties - perfect for those with acne, eczema, psoriasis, and other difficult skin conditions.
- Hypoallergenic, helping to calm skin and soothe redness, itching and rashes.



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AquaVital+

- A sophisticated, yet gentle plant moisturising complex
- extracted from the seeds of a Peruvian **Tara** (*Caesalpinia Spinosalant*). It grows in a very dry mountain climate, in the Andes, in which it had to adapt to the surrounding conditions of rapid drying to survive, by developing an internal system to prevent rapid water loss.

This advanced moisturising ingredient:

- captures and retains water and absorbs it into the skin
- in both an immediate and long-lasting way to
- enhance your skin's appearance and texture.



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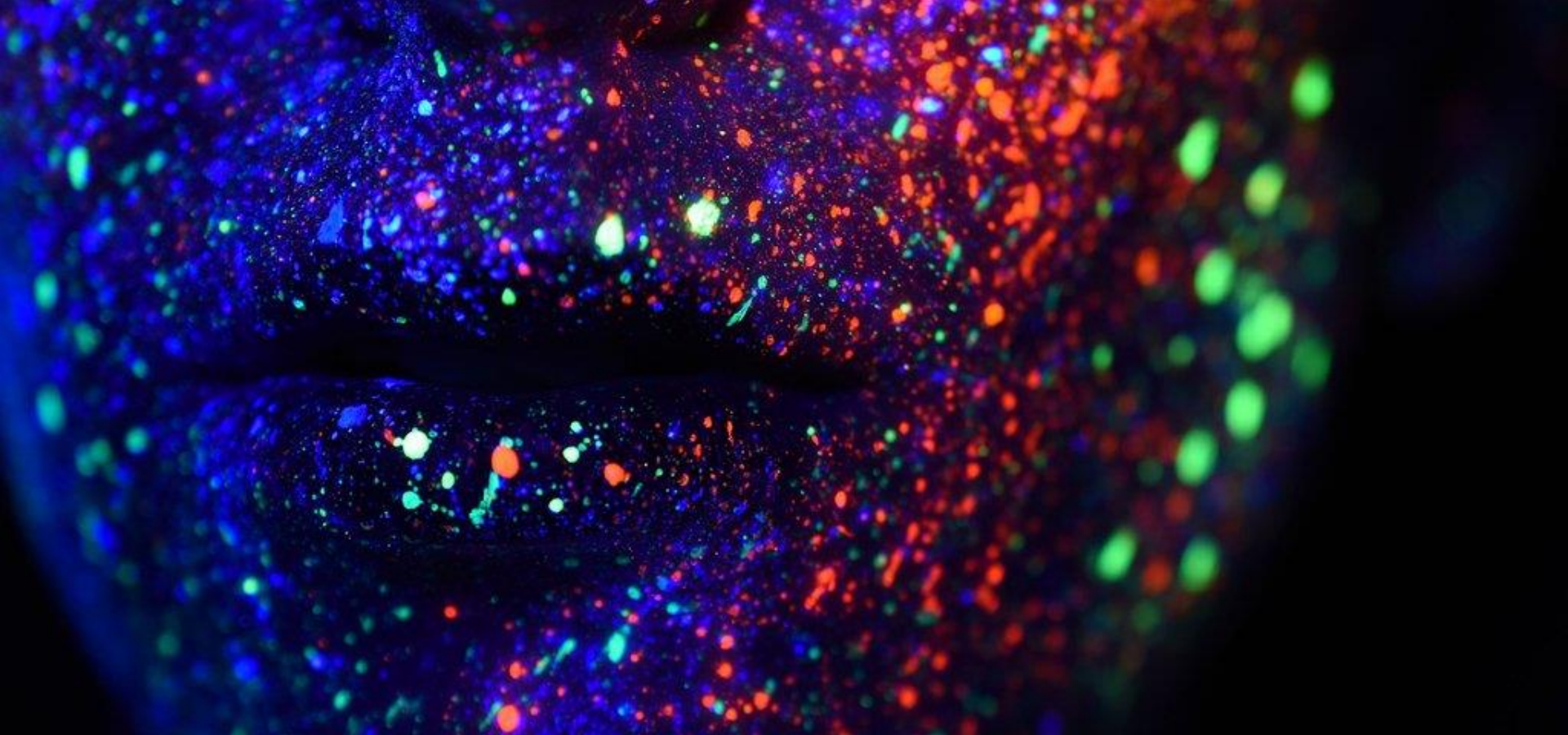
Meet the Beauty BUGS



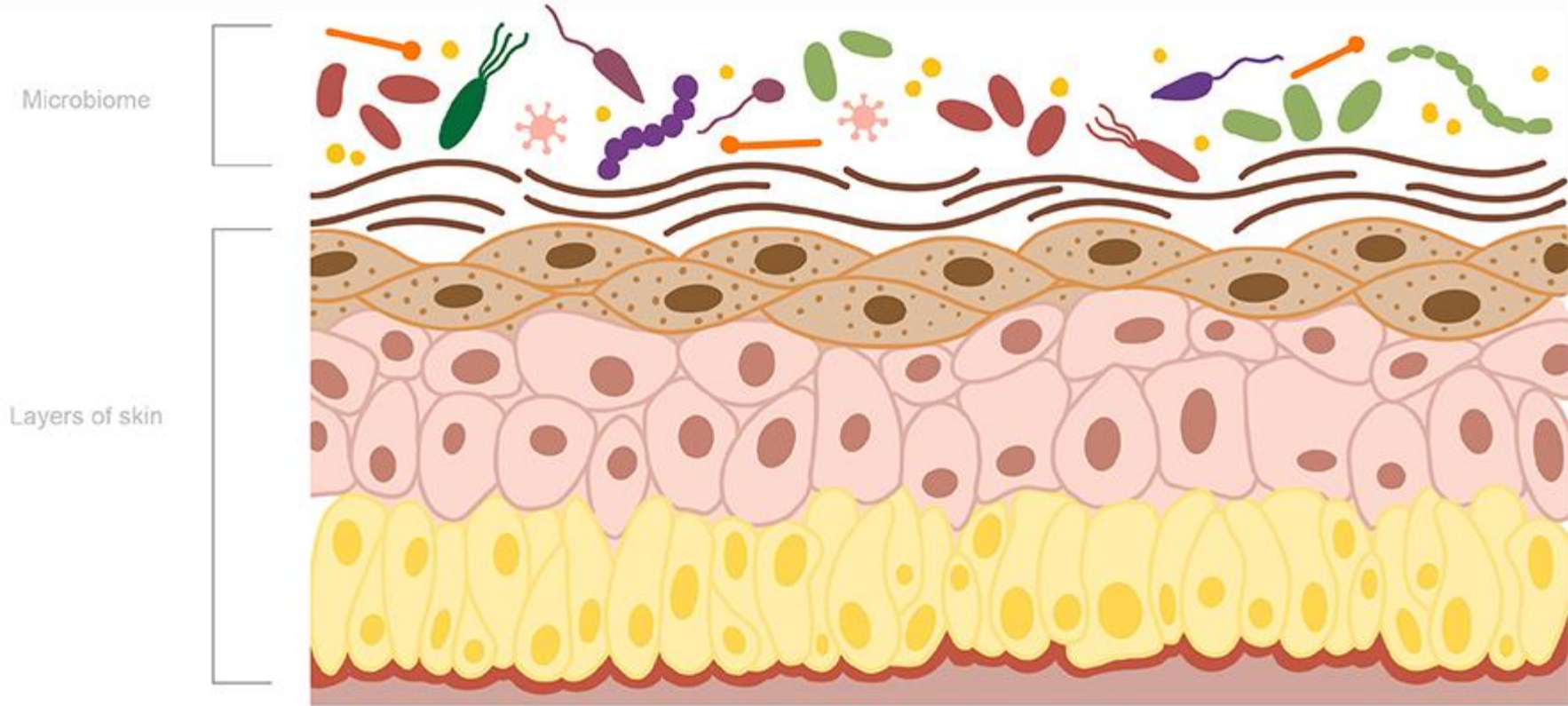


Your skin is like a forest...

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The skin microbiome is made of bacteria, fungi and viruses that cohabitate on the top layer of skin.

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Pre- and probiotics

Over the past decade or so, scientists have uncovered a myriad of benefits that probiotics can have on your skin, including

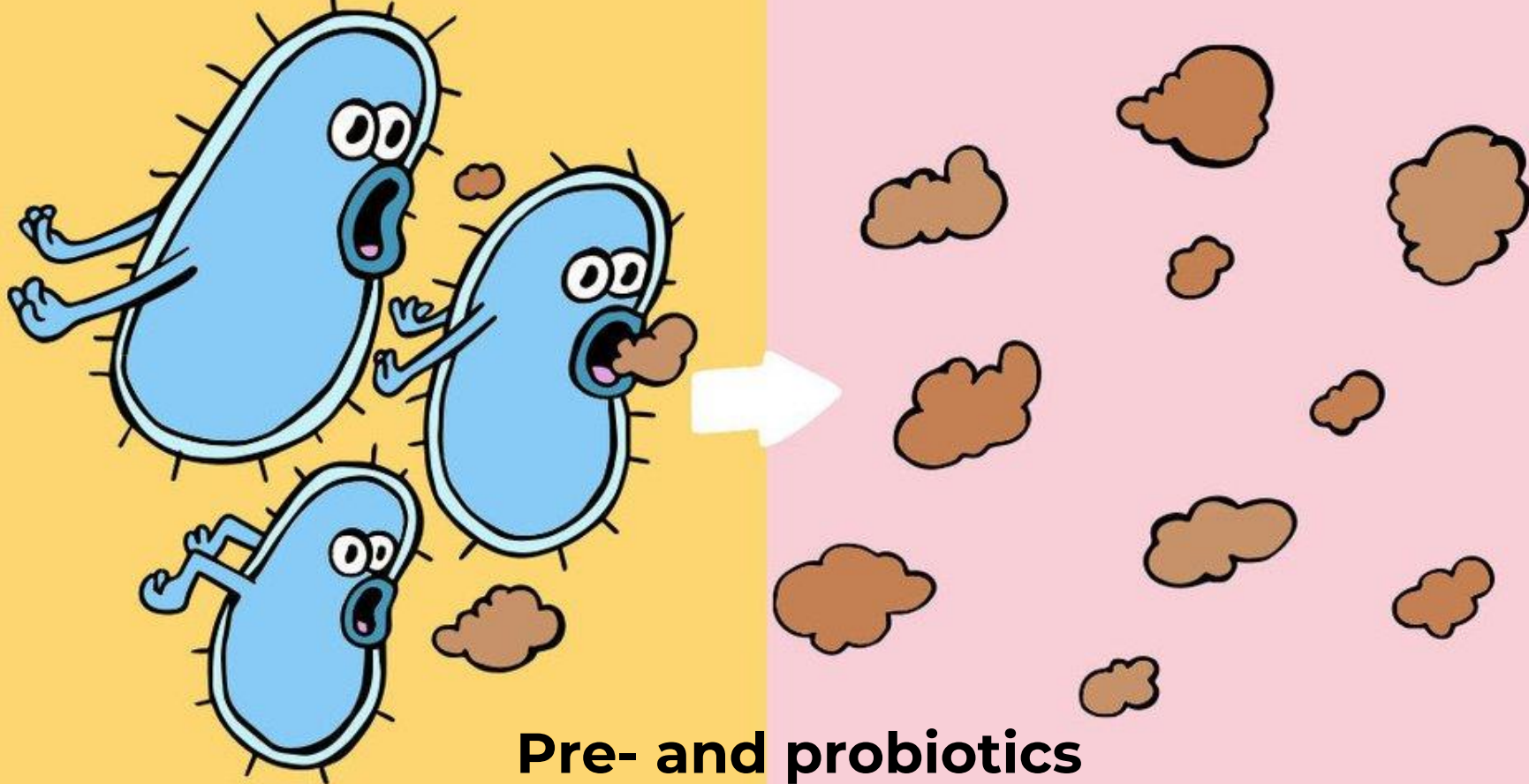
- strengthening the skin's barrier against invading bacteria and
- balancing the skin's pH.

Probiotics help calm and comfort skin to instantly relieve the dry, tight, bothered sensations that come with irritation.

They soothe and balance your skin just like probiotics can do for your stomach.



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Pre- and probiotics

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Forest Stewardship Council



FSC

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Cleanser



Lucid Cleanser 150ml

- A gentle, non-irritating cream cleanser
- It is ideal for dry, sensitive or mature skin types
- Use once a day – preferably in the evenings, to avoid disturbing the skin's delicate pH balance



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Lucid Cleanser 150ml

Key active ingredients:

- Niacinamide
- Green Rooibos extract
- Lactic acid
- Allantoin



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Lucid Cleanser 150ml

Benefits:

- Prevents skin dehydration while cleansing
- Gentle
- Removes impurities
- Improves skin appearance
- Fragrance free
- Suitable for even the most sensitive skin

****The Lucid Cleanser does not contain probiotics or AquaVital+, as this is a “wash off” product.*



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Lucid Cleanser 150ml

Product application:

- Apply in gentle circular movements then rinse with lukewarm Rooibos-infused water.
- Press dry with a clean face towel.
- Cleanse only once a day, preferably in the evenings.
- After cleansing, apply your serums and treatment products followed by Essense Skin Detox, the Forever Young Revitalising Cream and Moisturiser suited to your skin, followed by the Lucid Freshener.



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Moisture Lotion

Lucid Moisture Lotion 50ml

- Fast absorbing, instant hydrating moisturiser
- Leaves a more matt finish on the skin than Moisturiser for Dry skin
- Press gently onto skin regularly throughout the day



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Lucid Moisture Lotion 50ml

Key active ingredients:

- Shea butter
- Green Rooibos extract
- AquaVital+
- Pre and Probiotics



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Lucid Moisture Lotion 50ml

Benefits:

- A lighter formula than Moisturiser for Dry Skin
- Helps prevent very dry and dehydrated skin
- Improves skin's hydration levels
- Helps relieve skin tightness
- Provides immediate and long lasting moisturisation
- Formula leaves a more matt finish on the skin
- Fragrance free



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Lucid Moisture Lotion 50ml

Product application:

- Press gently onto skin regularly throughout the day.
- For best results, use in conjunction with the serums best suited to your skin type followed by Essense Skin Detox and Forever Young Revitalising Cream.



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Moisturiser for Dry Skin



Lucid Moisturiser for Dry Skin 50ml

- A luxurious, creamy moisturiser specifically formulated for dry, dehydrated and mature skin.
- Press gently onto skin regularly throughout the day.
- Annique's best-selling moisturiser



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Lucid Moisturiser for Dry Skin 50ml

Key active ingredients:

- Macadamia nut oil
- Green Rooibos extract
- AquaVital+
- Pre and Probiotics



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Lucid Moisturiser for Dry Skin 50ml

Benefits:

- Ideal for dry, dehydrated and mature skin
- Aids in improving the skin's moisture levels
- Provides immediate and long lasting intense moisturisation
- Enhances the radiance of skin complexion
- Soothes, nourishes and comforts skin
- Fragrance free



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Lucid Moisturiser for Dry Skin 50ml

Product application:

- Press gently onto skin regularly throughout the day.
- During the day, the moisturiser may be applied over your foundation.
- For best results, use in conjunction with the serums best suited to your skin type followed by Essense Skin Detox and Forever Young Revitalising Cream for a higher degree of intense moisture and suppleness.



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Night Cream



Lucid Night Cream 50ml

- This rich, nourishing night cream
- Intensely moisturises
- Restores suppleness to dry, dehydrated, mature, and sensitive skin at night.



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Lucid Night Cream 50ml

Key active ingredients:

- Macadamia nut oil
- Olive Oil
- Allantoin
- Green Rooibos extract
- AquaVital+
- Pre and Probiotics

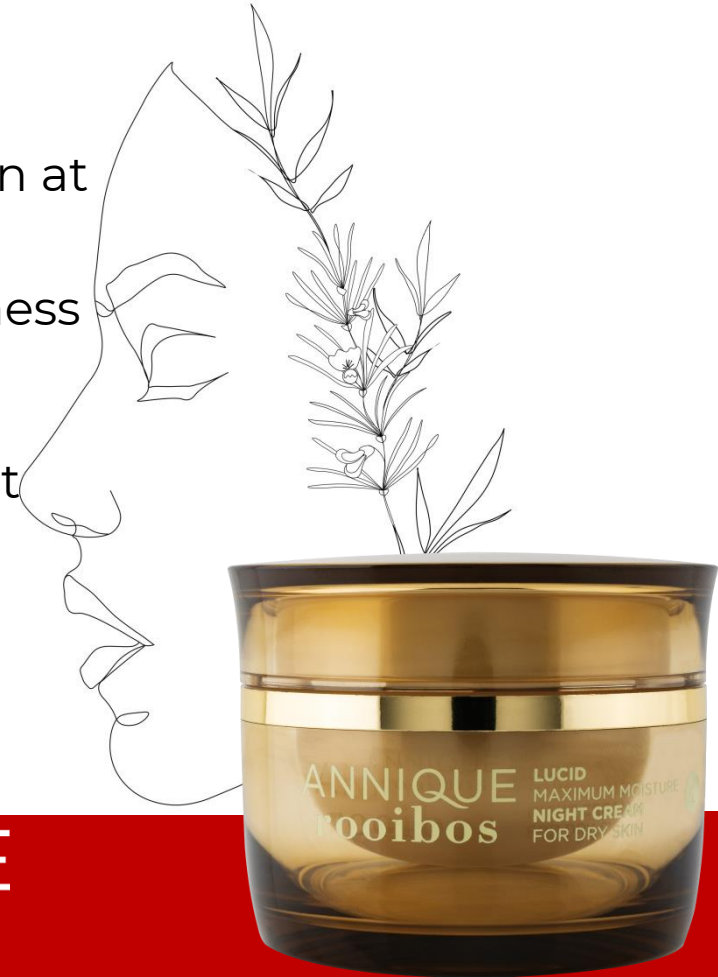


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Lucid Night Cream 50ml

Benefits:

- Helps prevent very dry and dehydrated skin at night
- Intensely moisturises and restores suppleness
- Improves the skin's moisture levels
- Soothing, nourishing and comforting effect
- Repair and protect the skin against moisture loss
- Fragrance free



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Lucid Night Cream 50ml

Product application:

- Press gently onto skin regularly throughout the day.
- During the day, the moisturiser may be applied over your foundation.
- For best results, use in conjunction with the serums best suited to your skin type followed by Essense Skin Detox and Forever Young Revitalising Cream for a higher degree of intense moisture and suppleness.



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Moisturiser.



Night
Cream



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Freshener



Lucid Freshener 100ml

- Hydrating antioxidant freshener
- Balances the skin's pH levels



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Lucid Freshener 100ml

Key active ingredients:

- Mushroom extract
- Inca omega oil
- Green Rooibos extract
- AquaVital+
- Pre and Probiotics



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Lucid Freshener 100ml

Benefits:

- Helps maintain skin hydration
- Inca omega oil assists in decreasing inflammation and redness of skin
- Balances the skin's pH levels
- Improves skin texture
- Suitable for sensitive skin
- Fragrance free



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Lucid Freshener 100ml

Product application:

- Spray over face and neck, mornings and evenings after applying all your other Annique skin treatment products
- For especially dehydrated, aged and dry skin – use as often as possible by spraying over the face and neck when tightness or discomfort is noticed



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Step-by-Step Skin Care

STEP 1: Cleanse



STEP 2:

Add in Forever Young and Essense serum and treatment products for your skin care concerns

STEP 3: Night Cream (@ Night)



STEP 4: Moisturise



OR



STEP 5: Freshener



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