

# Introducing Lucid: YOUR ULTIMATE DRY SKIN SOLUTION

Struggling with dry skin, especially in the cooler months? In winter, the air is colder and dryer and we are exposed to heaters that also dry out your skin. Annique Rooibos has the answer – our Lucid daily skin care range is specially formulated to tackle dry and mature skin concerns head-on. Here's what you need to know:

## KEY BENEFITS OF THE LUCID RANGE:

Restores and retains moisture

Strengthens skin's barrier

Reduces fine lines and wrinkles

Improves elasticity and texture

Soothes and calms irritated skin

Enhances overall skin health



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## EXPERT WINTER SKIN CARE TIPS:

In addition to Lucid, try these skin treatments to sort that taut, dry and itchy feeling in no time:

- **Exfoliating Treatment:** Slough away dry, flaky skin with a gentle exfoliating treatment, like Essense Crème Exfoliator, for a smoother, radiant complexion.

- Boosts skin radiance
- Enhances the absorption of other treatment products into the skin.
- Improves blood circulation and overall condition of the skin

- **Facial Oil:** Provide extra hydration and protection with Essense Rooibos Miracle Tissue Oil's luxurious botanical oils rich in fatty acids and antioxidants.

- Absorbs quickly
- Ideal for rough and dry skin
- Helps to even out skin-tone for a younger looking appearance

- **Moisture-rich Masque:** Drench dry skin with a moisturising masque like the Essense Moisture Masque

- Suitable for all skin types
- Fragrance free
- Provides a gentle moisture surge to dry skin

## LUCID'S INNOVATIVE INGREDIENTS:

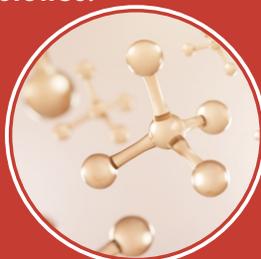
### Green Rooibos:

Packed with antioxidants, Green Rooibos protects against environmental damage and promotes a youthful appearance.



### Pre- and Probiotics:

Balances the skin's microbiome, strengthens its barrier, and improves hydration and overall skin health.



### AquaVital+:

Derived from Tara plant seeds, it creates a moisture reservoir, preventing water loss and enhancing hydration.



# The Ideal SKIN CARE ROUTINE for Dry Skin:



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MORNING		EVENING	PRODUCT
<b>STEP 1</b> Rinse with Rooibos infused water		<b>Step 1:</b> Cleanse <b>Step 2:</b> Exfoliate (2-3 times a week)*	Lucid Cleanser Essence Crème Exfoliator Or Essence Enzymatic Exfoliator
<b>STEP 2</b> Treatment product/s*		<b>Step 3:</b> Treatment product/s*	Essence Miracle Tissue Oil and/or Essence Moisture Masque
<b>STEP 3</b> Anti-ageing product/s*		<b>Step 4:</b> Anti-ageing product/s* <b>Step 5:</b> Night Cream	Revitalising Cream and/or Eye Therapy and/or Bo-Serum Lucid Night Cream
<b>STEP 4</b> Moisturise		<b>Step 6:</b> Moisturise	Choose between the Lucid Moisturiser for Dry Skin or the Lucid Moisture Lotion
<b>STEP 5</b> Freshener		<b>Step 7:</b> Freshener	Lucid Freshener
<b>STEP 6</b> Sunscreen			Essence Derma Protect SPF20

\*These steps are optional but we recommend including all of them to keep your skin in top top shape