



SKINCARE ESSENTIALS



DESIGNED AND FORMULATED WITH YOU IN MIND



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LA Skincare

The LA Skincare range was developed by beauty expert Louisa Ashforth, who after fourteen years of running her own salon business, began to look more closely at many of the 'high-end' skincare products that she was recommending to her customers.

As a committed and passionate therapist, with a reputation based on professionalism and specialist knowledge, Louisa became alarmed at the number of chemicals and parabens contained in the products she had used and endorsed, not to mention the huge price tags and baffling array of products in each range.

Louisa realised that there needed to be an alternative, and decided to design a more open and honest skincare range which would:

- Contain paraben-free ingredients and be 100% naturally preserved
- Produce real and lasting results
- Be sensibly priced, with a manageable number of products
- Be kind to the environment

“Every client I’ve used them on has loved how their skin looks and feels.”

Gill, Gilly’s Boutique

After many months of research, testing and sheer dedication, LA Skincare was born.

The ethos behind LA Skincare is evident in each and every product. Focusing on the more natural, active ingredients, the LA range has been formulated to suit all skin types, and will leave your skin soft, radiant and youthful.

When it comes to beautifully effective skincare, simplicity is key. LA Skincare offers a range designed to help you establish a healthy routine, without the need for any additional products. Free from additives, parabens and other nasties, each product is preserved using natural essential oils to give a subtle fragrance whilst purifying and protecting the skin from harmful toxins.

- No artificial colours
- Paraben-free
- Cruelty-free
- No animal by-products
- Naturally effective
- High percentage of active ingredients
- Made in the UK to EU regulations

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Step One: Cleanse

This feather-light, foaming cleansing wash is made with gentle, natural ingredients to leave your skin feeling perfectly clean, clear and revitalised. The active ingredients cleanse and exfoliate, removing make-up, daily grime and impurities without drying your skin.

Salicylic acid encourages skin renewal and aids the removal of old skin cells, revealing softer, more youthful skin underneath, while lactic acid delivers a shot of moisture, cleansing the skin without stripping the skin of its natural oils.

There is no need to follow with a separate toner as the product is rinsed off, and the water acts as a naturally effective toning agent.

WHEN?

Use morning and night

HOW?

Dispense a pea-sized amount of cleanser into the palm and apply to damp face. Work the light foam into the skin using gentle circular movements, applying a little water to help create lather.

If using to remove make up, use a muslin cloth to remove the excess, then rinse thoroughly with warm water and pat dry. Repeat if required.



“Amazing skincare products!” Junaid Ahmed, model, Essex.

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Step Two: Exfoliate

Scrub away tired skin cells with the LA Facial Sugar Scrub. This is a sweet treat of a product, containing natural brown sugar as well as deeply nourishing essential oils to leave your skin feeling luxuriously soft and smooth.

Granulated particles of brown sugar serve as natural scrubbing agents to gently slough away dead skin, leaving your skin dewy, soft and radiant.

If the product feels a little too rough initially, simply add a small amount of water as you apply it.

WHEN?

Use once or twice a week after cleansing.

HOW?

Apply a small amount directly to the face and gently work into the skin using circular movements, avoiding the delicate eye area. Rinse thoroughly with warm water.



‘My skin is looking so smooth and soft.

LA Skincare is definitely doing the trick.’

Casey Batchelor, UK model and actress.

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Step Three: Purify

The LA Chocolate Enzyme Peel is a powerful mask which deeply penetrates the epidermis, helping peel away dead skin cells. The enzyme peel harnesses the natural detoxifying properties of cocoa to purify and refine skin and help to slow the aging process, by increasing skin's elasticity. Skin looks younger and more radiant after just one delicious application!

As we get older, our skin's natural rejuvenating ability slows down. The unique blend of active ingredients and enzymes contained in this revolutionary peel help to:

- promote skin cell renewal
- refine the skin's texture
- treat fine lines
- minimise blemishes and uneven skin tone

This multi-tasking product helps calm problem areas, soothing dry and aging skin as well as treating break-outs. Working like a gentler form of salon 'chemical peel', weekly use leaves the skin brighter, clearer and softer than ever before.

WHEN?

Once a week

HOW?

Apply a thin layer to the face, avoiding the delicate eye area. Relax for ten to fifteen minutes before removing with warm water or a muslin cloth. Rinse thoroughly with warm water and pat dry.

"I have never seen a product quite like this before. The results are fantastic and it really smells like chocolate!"

Susan Chapman, Chesterfield



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Step Four: Moisturise

The LA Hyaluronic Moisturiser and eye gel is a natural facelift in a bottle, smoothing and tightening the skin and reducing fine lines and wrinkles.

This powerful, nourishing moisturiser replaces the skin's own natural hyaluronic acid, which diminishes with age, leading to the appearance of wrinkles and a slackening of the skin tissue. It also contains Argireline which produces an 'instant face-lift' effect, similar to Botox. Argireline combats facial wrinkles caused by exposure to environmental toxins and repeated facial movements. Matrixyl 3000 also helps to repair the skin's natural matrix which breaks down as a result of the ageing process.

The oil-free formulation won't clog your pores but helps retain water within the skin, infusing it with moisture for a youthful glow. This multi-tasking product is gentle enough to be used as an eye cream, yet powerful enough to give you visible results.

WHEN?

Use twice daily after cleansing.

HOW?

Apply a small amount to the face and neck, including the eye area, and gently massage in using circular movements.

“The moisturiser is gorgeous.”

Lydia Lucy, singer, Essex.



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Step Five: Treat

Restore your skin's youthful glow with the LA Revitalising Serum. It deeply nourishes and replenishes dull, dry skin with a unique blend of essential oils. The non-greasy and luxuriously lightweight formula absorbs quickly for perfect, all-day hydration.

The serum is packed with nourishing essential oils, which penetrate the skin deeply to help boost collagen production and plump up the skin, erasing the appearance of fine lines and wrinkles.

For most skin types, a single pump is enough to treat the face and neck, and the revitalising serum can be used in a number of ways to promote youthful looking skin:

- Apply it alone at night, for wonderfully radiant skin when you wake
- Use morning or night, before applying LA Moisturiser
- Apply to dry skin before your foundation for improved makeup application

WHEN?

Use morning and/or night, after cleansing

HOW?

Apply to the face and neck, and gently massage in using circular movements

“As a therapist I have found the products great to use, my clients love the fact they are simple but effective to use at home.”

Marie, Beautiful Beauty



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Step Six: Protect

The LA SPF30 Protecting Day Moisturiser can be used in conjunction with the Hyaluronic Moisturiser or on its own. Packed with antioxidant goodness, this moisturiser protects your skin against harmful UVA/UVB rays, as well as other environmental toxins such as air and traffic pollution.

The lightweight, non-greasy formula makes it ideal for wearing underneath makeup, so you can face the day feeling protected and looking great.

WHEN?

In the morning, over your Hyaluronic Moisturiser or on its own.

HOW?

Apply a small amount to the face and neck, and work into the skin using gentle, circular movements.



Available to buy from **August 2014**. Check www.laskincare.co.uk for details.

“I was pleasantly surprised after using each of the products as to how smooth and refreshed my skin felt; so much so that I have now switched my whole Skincare regime and I am now using this daily”

Dawn Williams, Beauty Box Boutique

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How to buy

The LA skincare range is available in selected UK salons. To find your nearest stockist, please visit www.laskincare.co.uk. All our products are also available to buy online.

Salons

We are looking for superstar salons and spas to stock LA Skincare.

To become a stockist, you should be:

- passionate about naturally-inspired, paraben-free skincare
- able to deliver outstanding customer service
- looking for a simple yet effective alternative to the big beauty brands.

Full product training will be provided.



LA Skincare brand ambassador International Supermodel Hariadnie Beau
Photography by Valentines Photography



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