

pure safe beneficial™



Key Ingredient Guide

Skin and Hair Care

Acetyl Glucosamine

Brightens complexion; helps minimize appearance of skin discoloration and age spots

Alaria Esculenta Extract

Skin conditioner

Alfalfa (Medicago sativa) Seed Extract

Visibly diminishes undereye bags and puffiness; enhances the appearance of skin tone and firmness

Algae (Laminaria digitata) Extract

Supports collagen through moisturization to help diminish the appearance of fine lines and wrinkles

Aloe Barbadensis Leaf Extract

Helps moisturize and soothe skin

Alpha Hydroxy Acids

Reveal the next layer of skin, reduce the signs of aging, and improve texture of skin

Alpha Lipoic Acid

Promotes the appearance of skin radiance

Atoligomer®* Sea Salt

A spray-dried seawater; re-mineralizes and revitalizes

Apricot Kernel Oil

Moisturizer

Avocado (*Persea gratissima*) Oil

Skin conditioner

Artichoke (*Cynara scolymus*) Leaf Extract

Conditioning agent that maintains shine for color-treated hair

Balm Mint (*Melissa officinalis*) Extract

Aromatic agent

Bambusa Vulgaris Leaf/Stem Extract

Regulates moisture

Beech Tree (*Fagus sylvatica*) Bud Extract

Improves skin moisturization; smooths appearance of wrinkles

Bentonite Clay

Natural clay skin cleanser

Beta-Glucan

Used for its antioxidant properties

Beta Hydroxy Acids

Reveal the next layer of skin, reduce the signs of aging and improve texture of skin

Bilberry Fruit Extract

Helps promote a youthful-looking glow

Bio-Hydria® Complex

Softens and conditions

Biotin

Hair conditioner

Birch (*Betula alba*) Extract

Skin conditioner

Bisabolol

Skin conditioner

Bladderwrack (*Fucus vesiculosus*) Extract

Softens skin; detoxifies and soothes

Buddleja Davidii Extract

Also known as summer lilac or butterfly bush; helps moisturize skin to keep it looking soft and youthful

Butcher's Broom (*Ruscus aculeatus*) Extract

Skin conditioner; helps improve microcirculation

Calendula Oil

Soothes and moisturizes skin

Caffeine

Antioxidant and skin conditioner that helps reduce appearance of puffiness around the eye area

Carrot (*Daucus carota*)

Soothes and calms; ripe with beta-carotene

Ceramide 3

Occurs naturally in the skin's outer layer; helps prevent surface moisture loss and promote younger, healthier-looking skin

Chamomile (*Anthemis nobilis*) Extract

Widely known as a skin conditioner; helps soothe damage caused by skin dryness

Chamomile (*Anthemis nobilis*) Flower Extract
Provides soothing and relaxing properties

Chamomile (*Chamomilla recutita matricaria*) Flower Extract
Soothing and skin conditioning

Chickpea (*Cicer arietinum*) Hydrolyzed Cicer Seed Extract
Revitalizes the appearance of skin for a longlasting, healthy look

Clover (*Trifolium pratense*) Extract
Aromatic agent

Cocoa (*Theobroma cacao*) Butter
Skin conditioner

Cocoa (*Theobroma cacao*) Seed Butter
Skin conditioner

Copper
Softens

Cotton
Moisturizes the skin; helps replenish skin's protective moisture barrier

Cucumber (*Cucumis sativus*) Extract
Natural cleanser

Cupuaçu (*Theobroma grandiflorum*) Extract
Derived from the Brazilian fruit cupuaçu; conditions skin to enhance appearance of skin elasticity; benefits dry, dehydrated skin

Elhibin®*
Supports moisture balance

Ferula Foetida Root Extract
Brightening agent

Ginger (*Zingiber officinale*) Root Extract
Skin conditioner

Ginseng (*Panax ginseng*) Extract
Skin conditioner

Golden Jojoba Oil
Skin conditioner, emollient

Grape (*Vitis vinifera*) Oil
Aromatic agent

Grapeseed (*Vitis vinifera*)
Antioxidant

Grapeseed (*Vitis vinifera*) Extract
Supports collagen through moisturization; helps promote younger, firmer looking skin

Grapeseed (*Vitis vinifera*) Oil
Emollient

Green Tea (*Camellia sinensis*) Extract
Antioxidant

Green Tea (*Camellia sinensis*) Leaf Extract
Antioxidant and skin conditioner; supports collagen through moisturization

Green Tea (*Camellia sinensis*) Oil
Antioxidant oil

Hops (*Humulus lupulus*) Extract
Skin conditioner

Horsetail (*Equisetum giganteum*) Extract
Skin conditioner

Hyaluronic Acid

Humectant that helps skin retain moisture, reducing the appearance of fine lines and wrinkles

Hyaluronic Filling Spheres

Plant-based protein spheres that help reduce the appearance of fine lines and wrinkles

Hydrolyzed Lupine (*Lupinus albus*) Protein Extract

Visibly diminishes undereye bags and puffiness; enhances the appearance of skin tone and firmness

Imperata (*Imperata cylindrical*) Root Extract

Provides intense hydration

Ivy (*Hedera helix*) Leaf Extract

Antioxidant, skin conditioner

Japanese Green Tea (*Camellia oleifera*) Leaf Extract

Antioxidant known for its soothing properties

Jjoba Oil

Emollient, skin conditioner

Jjoba (*Simmondsia chinensis*) Beads

Microspheres that offer gentle exfoliation and moisturization

Jjoba (*Simmondsia chinensis*) Seed Oil

Emollient, skin conditioner

Kaolin

Natural, clay-like mineral; draws out impurities and minimizes the appearance of oiliness

Kiwi (*Actinidia chinensis*)

Extraordinary antioxidant source

Kudzu (*Pueraria lobata*) Root Extract

Improves the appearance of skin firmness and tone

Kukui (*Aleurites moluccana*) Oil

Emollient

Laminaria Digitata

Hydrating, antioxidant; encourages efficient body functioning

Lavender (*Lavandula angustifolia*) Extract

Skinhydrating conditioner renowned for calming properties

Licorice (*Glycyrrhiza glabra*) Extract

Calms, soothes

Licorice (*Glycyrrhiza glabra*) Root Extract

Humectant with skin-conditioning properties

Linden (*Tilia vulgaris*) Extract

Helps enhance appearance of skin

Lycium Barbarum Fruit Extract

Skin conditioner

Mallow (*Malva sylvestris*) Extract

Natural hydrator, antioxidant, and skin conditioner

Mallow (*Malva sylvestris*) Flower Extract

Soothes and moisturizes

Mango (*Mangifera indica*)

Nurtures and hydrates

Marine Lavender (*Lavandula stoechas*) Extract

Helps reduce the appearance of wrinkles

Marrubium Vulgare Extract

Member of the mint family; helps condition skin

Mica

Oil-absorber, opacifier

Micro-Algae (Spirulina maxima)

High multivitamin, protein, and amino acid content for restorative effects

Microalgae Extract

High multivitamin, protein, and amino acid content for restorative effects

Nettle (Urtica dioica) Extract

Skin conditioner

Niacin

Water-soluble; helps reduce the appearance of fine lines and wrinkles

Oat (Avena sativa)

Soothing skin moisturizer

Oat (Avena sativa) Kernel Extract

Skin conditioner; moisturizer

Olive (Olea europaea) Leaf Extract

Moisturizer

Olive (Olea europaea) Oil

Skin conditioner

Olive (Olea europaea) Oil Extract

Moisturizer

Olivine

Natural mineral extract; helps reduce the appearance of fine lines and wrinkles

Orange (*Citrus aurantium dulcis*) Fruit Extract

Skin moisturizer

Orange (*Citrus aurantium dulcis*) Peel Extract

Skin moisturizer

Orchid (*Orchis*) Extract

Skin moisturizer

Panthenol

Also known as Pro-Vitamin B5, a humectant, emollient and moisturizer; can help make skin look soft and smooth

Passion Fruit (*Passiflora edulis*) Oil

Emollient, skin conditioner

Peach (*Prunus persica*) Fruit Extract

Skin softener, emollient

Peptides

Enhance skin smoothness; diminish the appearance of fine lines and wrinkles

Pineapple (*Ananas sativus*) and Papaya (*Carica Papaya*) Enzymes

Gently exfoliate and remove dead skin cells

Pineapple (*Ananas sativus*) Extract

Skin conditioner

Pea (*Pisum sativum*) Extract

Conditioning agent for hair follicles against oxidative stress

Plankton Extract

Moisturizer, antioxidant

Plantain (*Plantago lanceolata*)

Skin conditioner; soothes and helps enhance appearance of skin.

Polygonum Fagopyrum Seed Extract

Skin conditioner

Polypeptides

Peptides that contain many amino acids; Hexapeptide-10 immediately makes skin look firmer; Biotinoyl-Tripeptide-1 and Myristoyl Pentapeptide-17 make lashes look thicker and fuller

Polysaccharide

Good water-binding agent; hydrating antioxidant

Pomegranate (*Punica granatum*) Extract

Powerful skin conditioner; antioxidant; helps protect skin's healthy appearance from damaging environment

Pumpkin (*Cucurbita pepo*)

Moisturizer high in betacarotene

Red Seaweed (*Chondrus crispus*) Extract

Protects against razor irritation

Retinyl Palmitate

Helps create firmer, smoother-looking skin

Ribose

Helps reduce the appearance of wrinkles

Rice (*Oryza sativa*) Lipids

Helps promote hydration to maintain skin's healthy glow

Rice (*Oryza sativa*) Starch

Helps diminish appearance of shine

Rice (*Oryza sativa*) Extract

Provides color protection

Rosa Roxburghii Fruit Extract

Skin conditioner

Rose (Pelargonium graveolens) Extract

Renowned as a skin moisturizer

Rose Geranium (Pelargonium graveolens) Extract

Replenishes skin moisture

Rosemary (Rosmarinus officinalis) Extract

Moisturizer

Rosemary (Rosmarinus officinalis) Leaf Extract

Moisturizer

Safflower (Carthamus tinctorius) Oil

Emollient, skin conditioner

Safflower (Carthamus tinctorius) Seed Oil

Emollient, skin conditioner

Sage (Salvia officinalis) Oil

Provides aroma

Sage (Salvia officinalis) Extract

Antioxidant, humectant, skin conditioner

Saw (Serenoa serrulata) Palmetto

Skin conditioner, oil absorber

Scutellaria Alpina Extract

Skin conditioner

Sea Algae

Naturally remineralizes and exfoliates

Sea Buckthorn (Hippophae rhamnoides) Oil

Antioxidant with beta-carotene; supports supple tone and smooth skin

Sea Fennel

Skin moisturizer

Sea Kelp

Antioxidant, emollient, humectant

Sea Kelp Extract

Moisturizer

Sea Mayweed (*Matricaria maritima*)

Skin soother; soothes razor burn

Sea Plant (*Crithmum maritimum*) Extract

Antioxidant and humectant; provides hydration

Sea Starwort (*Aster tripolium*)

Covers blotchiness and redness caused by razor blade

Sesame (*Sesamum indicum*) Seed Extract

Helps skin retain moisture

Shea (*Butyrospermum parkii*) Butter

Skin conditioner; helps moisturize dry skin and diminishes the appearance of fine lines

Snow Ear Mushroom (*Tremella fuciformis*) Extract

Brightening agent

Sodium PCA

Natural mineral salt; helps attract and retain moisture in skin; component of the skin's own natural moisturizing factor

Soy (*Glycine soja*) Protein

Soothes, softens and moisturizes

Spirulina Extract

High multivitamin, protein, and amino acid content to support moisture framework of skin

Stabilized Vitamin C (Tetrahexyldecyl ascorbate)

Supports skin's moisture framework

Stimu-Tex®*

Supports moisture balance

Strawberry (Fragaria vesca)

Known for purifying and toning

Sugar Cane (Saccharum officinarum) Extract

Exfoliant

Sunflower (Helianthus annuus) Oil

Skin nourisher and moisturizer

Sunflower (Helianthus annuus) Seed Oil

Contains natural antioxidants; contains a high amount of fatty acids to help moisturize and condition skin

Sweet Almond (Prunus amygdalus dulcis) Extract

Nourishes skin

Sweet Almond (Prunus amygdalus dulcis) Oil

Emollient, lubricant, skin nourisher

SymWhite*

Skin brightener

Tea Tree Oil

Aromatic agent

Thyme (Thymus vulgaris) Extract

Powerful skin conditioner and antioxidant; keeps skin looking healthy, radiant, and youthful; reduces the appearance of fine lines and wrinkles

Vicia Faba Seed and Linseed Extracts

Conditioning agents that help to strengthen the hair follicle for stronger, healthier-looking hair

Vitaspheres

Antioxidants for smooth, supple skin

Watercress (*Nasturtium officinale*) Extract

Skin conditioner

Wheat (*Triticum vulgare*) Extract

Hair conditioner

Wheat (*Triticum vulgare*) Protein

Improves hair silkiness and shine; contributes to hair smoothness

White Ginger Extract

Hair shine and color protection

White Oak (*Quercus alba*) Extract

Skin cleanser and softener

Wild Mango Butter

Highly prized skin softener

Witch Hazel (*Hamamelis virginiana*)

Skin conditioner, cleanser

Yucca (*Yucca brevifolia*) Extract

Moisturizer, skin conditioner, foaming agent

Skin Care Complexes

Moisture Fresh™ Complex:
Cucumber (Cucumis sativus) Extract
Emollient

Birch Leaf (Betula alba) Extract
Conditioner

Watercress (Nasturtium officinale) Extract
Conditioner

Clover Blossom (Trifolium pratense) Extract
Conditioner

St. John's Wort (Hypericum perforatum)
Conditioner; helps enhance appearance of skin

Matte Fresh™ Complex:
Mallow (Malva sylvestris) Extract
Conditioner

Melissa Extract
Aromatic agent, conditioner

Watercress (Nasturtium officinale) Extract
Conditioner

Ivy Leaf (Hedera helix) Extract
Antioxidant, conditioner

Bio-Hydria® Complex:
Birch Leaf (Betula alba) Extract
Conditioner

Clover Blossom (Trifolium pratense) Extract
Conditioner

Cucumber (*Cucumis sativus*) Extract

Natural cleanser

Ginseng (*Panax ginseng*) Extract

Skin conditioner

St. John's Wort (*Hypericum perforatum*)

Conditioner; helps enhance appearance of skin

Watercress (*Nasturtium officinale*) Extract

Conditioner

Nutrition

Alpha Lipoic Acid

Antioxidant◇

Apple (*Pyrus malus*) Fiber

Source of insoluble fiber from apples◇

Algal Derived DHA

Important omega-3 fatty acid; supports cognitive function and eye health◇

Aloe Vera (*Aloe barbadensis*)

Aids digestion◇

Astragalus

Adaptogen, immune enhancer

Bacillus Coagulans (LactoSpore®*)

A robust, patented strain of probiotics that are clinically proven to help support gastrointestinal (GI) health◇

Bilberry Fruit (*Vaccinium myrtillus*) Extract

Antioxidant◇

Black Cohosh (*Cimicifuga racemosa*)

Botanical known to help support women's balance◇

Black Pepper (*Piper nigrum*)

Contains piperine, a constituent in black pepper that helps increase nutrient uptake so nutrients are better utilized by the body◇

Boswellia Serrata

Helps support joint health◇

Coleus Forskohlii

Helps in the promotion of lean body mass◇

Calcium

Helps support bones, muscles, and other important biological functions◇

Calcium Citrate

Helps support bones, muscles and other important biological functions◇

Cascara Sagrada

Helps support elimination and gastrointestinal tract◇

Chamomile (*Chamomilla recutita*)

Helps soothe the stomach◇

Chaste Tree (*Vitex trifolia*)

Helps support women's balance◇

Codonopsis

Adaptogen◇

Coenzyme Q10

Powerful antioxidant; supports production of ATP in the body◇

Dandelion (*Taraxacum officinale*)

Natural diuretic, antiinflammatory; detoxifies the liver◇

Dong Quai (*Angelica sinensis*)

Helps support relief of symptoms of menopause◇

Fibersol-2®

Source of fiber◇

Flax Seed (*Linum usitatissimum*)

Source of omega-3 fatty acids to help support cardiovascular, joint, and cognitive health◇

Flaxseed (*Linum usitatissimum*) Oil

Rich in omega-3 fatty acids, important for healthy cell structure, joint support, concentration, mental acuity and cardiovascular support◇

Fructooligosaccharide (*Chicory root*)

Functions as a prebiotic to support ideal environment for probiotic colonization◇

Ginseng (*Panax ginseng*)

Helps increase stamina and vitality◇

Glucosamine Sulfate

Helps joint support◇

Green Tea

Great source of antioxidants (EGCG)◇

Guarana (*Paullinia cupana*)

May help boost energy levels◇

Guggul Gum Extract

Helps maintain healthy skin◇

Isoflavones

Antioxidant; helps support bone health◇

Magnesium

Helps ensure the proper absorption of calcium, supports many other important biological functions◇

Milk Thistle (*Silybum marianum*)

Contains silymarin, a constituent in milk thistle that supports liver health, which in turn supports production of the body's powerful, internally made antioxidant, glutathione◇

Orange (*Citrus aurantium sinensis*) Fiber

Source of insoluble fiber from orange◇

Pea (*Pisum sativum*) Fiber

Source of fiber from pea◇

Peppermint (*Mentha piperita*)

Helps relieve indigestion◇

Peppermint (*Mentha piperita*) Extract

Helps soothe the stomach◇

Pine Bark (*Pinus pinaster*) Extract

Antioxidant

Psyllium (*Plantago psyllium*)

Helps support the gastrointestinal tract◇

Quercetin

Antioxidant◇

Quinoa (*Chenopodium quinoa*)

Known as the "ancient grain"; contains omega-3 fatty acids◇

Red Clover (*Trifolium pratense*)

Contains antioxidant isoflavones to help support bone health◇

Resveratrol

Antioxidant for cellular health and protection◇

Rhodiola (Rhodiola rosea)

An adaptogenic herb that supports well-being◇

Sacchromyces Boulardii

Helps support healthy skin and gastrointestinal tract◇

Sacchromyces Cerevisiae (EpiCor®*)

A clinically proven ingredient that supports immune health◇

Saw Palmetto (Serenoa serrulata)

Botanical known to help support prostate health◇

Seaweed Extract

Source of antioxidants◇

Senna (Cassia senna)

Helps support elimination and gastrointestinal tract health◇

Uva Ursi

Helps support kidney function◇

White Willow (Salix alba)

Salicin is a constituent of white willow that helps to support joints◇

Xylaria Nigripes Mycelia Extract

Helps support women's balance◇

Zinc

Helps support skin and immune health◇

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