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Since strong demand occasionally results in early sell-out of some items, offers are available while stocks last. Please note that one special cannot form part of another special promotion. Willa Krause Skin Care reserves the right to change any printed price at any time without prior notice. Subject to copyright.

Neither the ingredients nor the finished products were tested on animals.



Contact your Marketer at:



KRAUSE SKIN CARE
SINCE 1989

July 2025 - June 2026

skin care

is a necessity not a luxury

index

- 4 Special Offers
- 6 Skin Type Analysis
- 8 Product Guide for Skin Types

SKIN TYPES

- 10 Normal Skin
- 12 Dehydrated & Dry Skin
- 14 Combination Skin
- 16 Oily Problem Skin

SKIN RANGES

- 18 Young Skin - Tweens & Teens
- 20 Melanin Rich Skin
- 22 Age Control & Mature Skin
- 24 Men's Skin Solutions
- 26 Earth Range

SKIN CONCERNS

- 34 Guide for Skin Types
- 36 Sensitive Skin
- 40 Acne
- 44 Hair Loss
- 45 Pigmentation



- 48 4 Steps to a Healthy Skin - Daily
- 49 Cleanse
- 52 Tone
- 54 Serums

60 - 61 PRICE LIST

- 72 Moisturisers
- 86 Protect - Sunscreens
- 90 Weekly Routine - Exfoliate & Masks
- 92 Health Care
- 94 Wound Care
- 95 Body Care
- 96 Slimming & Health Supplements
- 100 Perfume
- 101 Branded Items
- 102 Training @ Head Office
- 103 Invest in yourself
- 104 Disposable Spa Products
- 105 Lika Salon Range
- 106 Start you own Salon
- 107 Salon Treatments
- 112 Skin Care Team @ Head Office
- 113 DC Laboratories
- 114 Glam Squad
- 115 Skin Care Product Index



New

"Our New Sensitive Range is a premium, problem-solving collection specially formulated to address inflammation and sensitivity."
(page 36)



WILLA
KRAUSE
SKIN CARE
SINCE 1989

Combining Science & Natural ingredients to bring you the best!

Established in 1989, Willa Krause Skin Care offers high-quality solutions for all skin types and ages, using the best raw materials from around the world. Our brand now features the latest micro-current facial stimulation technology with the upgraded Rejuvenator Non-Surgical Face Lift Machine, designed specifically for use with our products. Our formulations are tailored for the South African climate, protecting against sun damage and dehydration while combating ageing signs.



Special Offer

ongoing promotion
Buy a product out of each group and receive a product out of the GIFT group, free of charge!

GROUP 1

Micellar Water, Contouring Eye Gel, Eye & Lip Contour Cream, Amber Bar, Firma Lift Bar, Tea Tree Acne Bar, Protective Colour Care Extra Cover-Medium, Age Control Eye & Lip Perfection.

GROUP 2

Deep Cleanser Gel, Firma Lift Cleanser.

GROUP 3

Freshner, Firma Lift Toner.

GROUP 4

6-in-1 Ordinary, 6-in-1 Enriched, 6-in-1 Super Enriched, Hydrating Balm, Firma Lift Day Cream, Firma Lift Night Cream, Firma Lift Advanced Moisturising Treatment, Firma Lift Advanced Night Treatment, Sun Wrinkle Protector, Multi Active Repair Cream, Vitamin A & B Booster, Collagen Serum, Even Skin Dark Spot Corrector, Anti-Acne Night Treatment, Anti-Acne Day Cream.

WILLA
KRAUSE
SKIN CARE



Gift group

Anti-Wrinkle Neck and Bust Treatment
Protein Moisturising Mask
Eye & Lip Contour Cream
Contouring Eye Gel
Scrub Cream



DEEP CLEANSER



CLEANSER



TONER



MOISTURISER



FREE gift
EYE CARE

* Please note that one special cannot form part of another special promotion.

* Example of promotion combination

HAIR SERUM

Purchase two Hair Serums for R920 | N\$920 and get the third one absolutely FREE!

OR

Receive 15% when you purchase ONE Hair Serum, now only R391 | N\$391!!

ACNE RANGE

Purchase the entire range for ONLY R1920.00 | N\$1920.00 (2-in-1 Face Wash and Toner, Daily Calming Lotion, Spot Repair Treatment and Night Moisture serum) and receive a FREE Purifying Clay Mask! worth R370 | N\$370!

Special Offers

MENS RANGE

Buy the:

- Revitalizing Toning Cleanser
- Rebalancing Moisture Balm
- Energizing Exfoliating Mask
- Anti-ageing Revitalising Serum

Receive the Rebuilding Night Treatment ABSOLUTELY FREE!



Understanding your skin and it's changing needs enables you to develop a skin care routine that will keep you looking your best.

Complete the quiz and use the questions as a guideline to determine your skin type. Your skin can change at any time as a result of changes in your medicine, hormones, seasons and age, so keep it glowing. Consult your Willa Krause Skin Care advisor at least every 3 months to adapt your skin care routine accordingly.

1. HOW DOES YOUR SKIN LOOK IN THE MORNING?

- a. Dull and blotchy
- b. Same as the night before
- c. Shiny, especially my forehead, nose and chin
- d. About the same as it always does, with a little oiliness on my forehead and nose

2. HOW OFTEN DO YOU WASH YOUR FACE?

- a. Morning and night but soap makes my skin itch or burn
- b. Only before bed
- c. Constantly. It always feels greasy
- d. Morning and night

3. HOW DOES YOUR SKIN REACT TO FACIAL TONER

- a. It stings sometimes
- b. No problems
- c. Feels fresher and cleaner
- d. It feels fresh in some areas, but can sting in other areas

4. HOW DOES YOUR MAKE-UP LOOK BY MIDDAY?

- a. My makeup tends to look dull and flaky
- b. Like it was just applied, still fresh
- c. I've had to re-apply powder by 9 am or it looks like I never applied any

- d. Good but I will need to re-apply powder over my nose as it shines a bit

5. HOW OFTEN DO YOU GET A BREAKOUT?

- a. Never, but my skin sometimes does look red and blotchy
- b. Never
- c. Often
- d. I sometimes get small breakouts, that don't last long if the product is too rich

6. HOW OFTEN DO YOU WASH YOUR HAIR?

- a. Once or twice a week with a gentle shampoo and conditioner, my hair can be quite brittle
- b. A couple of times a week, no problem
- c. Every day
- d. Every second day

7. HOW DOES YOUR SKIN REACT TO A RICH CREAM

- a. I love the feeling of rich cream on my face
- b. Comfortable
- c. I don't like the feeling of rich creams, it makes my skin very oily and sweaty
- d. Oily on the t-zone, comfortable on the cheeks

Add up your A's, B's, C's and D's. Your skin type is the one which has the majority of answers:

- Mostly A's** - you have a dry to sensitive skin
- Mostly B's** - you have a normal skin
- Mostly C's** - you have an oily skin
- Mostly D's** - you have a combination skin

Your skin type

Skin type vs skin condition

People often get confused with skin conditions and skin types.

Skin type: Your skin type is determined by your genes. That is the type of skin that you were born with, e.g. dry, oily or normal, but might change during puberty or menopause.

Skin Condition: Skin conditions e.g. pigmentation, dehydration and acne are often created by the wrong skin care routine or environmental damage.

Ask your skin care consultant to re-evaluate your skin regularly and adapt your skin care routine to your skin's changing needs.

Cleanse:

Tone:

Eye Care & Special Treatments:

Moisturise / Nourish:

Protect:

Weekly:

Other:

EXPERT TIP SKIN CARE ROUTINE

Always seek advice from a qualified Willa Krause Skin Care consultant or Salon therapist before you purchase any products. They will identify skin irregularities according to these conditions and recommend a specific treatment for your needs.



Product guide Your Skin Care sequence for daily product use

* Moisturisers are categorised according to texture from lightest to richest
Specialised Treatment products in Bold & Italic

		NORMAL SKIN page 10 - 11	DRY SKIN page 12 - 13
Moisturise & Nourish	Cleanse	<ul style="list-style-type: none"> Micellar Water Amber Bar/ Firma Lift Bar Deep Cleanser Gel Firma Lift Cleanser 	<ul style="list-style-type: none"> Micellar Water Amber Bar Firma Lift Bar Firma Lift Cleanser
	Tone	<ul style="list-style-type: none"> Firma Lift Toner / Freshner 	<ul style="list-style-type: none"> Firma Lift Toner / Freshner
	Serum	<ul style="list-style-type: none"> Anti-Oxidant Wrinkle Refiner Collagen Serum Anti-Ageing Revitalising Serum Ceramide Collagen Repair Oil A-Z Hyaluronic Skin Supplement Ultimate R. Firming Treatment 	<ul style="list-style-type: none"> Anti-Oxidant Wrinkle Refiner Collagen Serum Anti-Ageing Revitalising Serum Ceramide Collagen Repair Oil A-Z Hyaluronic Skin Supplement Ultimate R. Firming Treatment
	Eye care	<ul style="list-style-type: none"> Age Control Eye and Lip Perfection Eye and Lip Contour Cream Contouring Eye Gel 	<ul style="list-style-type: none"> Age Control Eye and Lip Perfection Eye and Lip Contour Cream Contouring Eye Gel
	Moisturisers	<ul style="list-style-type: none"> Hydrating Balm F L Advanced Moisturising Treatment 6-in-1 Ordinary Firma Lift Day Cream Firma Lift Night Cream Firma Lift Advanced Night Treatment Vitamin A & B Booster Multi Active Repair Cream Age Control Prevent and Repair 	<ul style="list-style-type: none"> Hydrating Balm F L Advanced Moisturising Treatment Firma Lift Day Cream Firma Lift Night Cream 6-in-1 Enriched / Super Enriched Age Control Prevent and Repair Firma Lift Advanced Night Treatment Vitamin A & B Booster Multi Active Repair Cream
	Neck	<ul style="list-style-type: none"> Anti-Wrinkle Neck & Bust Treatment 	<ul style="list-style-type: none"> Anti-Wrinkle Neck & Bust Treatment
Weekly Routine after Cleansing / Toning	Protect	<ul style="list-style-type: none"> Sun Wrinkle Protector Matt Sunscreen Lotion Tinted Sunscreen Lotion 	<ul style="list-style-type: none"> Sun Wrinkle Protector Tinted Sunscreen Lotion
	Exfoliate & Mask	<ul style="list-style-type: none"> Protein Moisture Mask Purifying Clay Mask Enzyme Exfoliator / Exf. Scrub Cream Skin Renewal Radiance Corrector Youth Mask 	<ul style="list-style-type: none"> Protein Moisture Mask Enzyme Exfoliator / Exf. Scrub Cream Skin Renewal Radiance Corrector Youth Mask
		<ul style="list-style-type: none"> Even Skin Dark Spot Corrector 	<ul style="list-style-type: none"> Even Skin Dark Spot Corrector

This is a guideline for products to be used on your specific skin type.
 For your tailor-made routine, contact your **Willa Krause Skin Care consultant**
 or **Willa Krause Skin Care Salon therapist**.

		COMBINATION SKIN page 14 - 15		OILY - PROBLEM SKIN page 16 - 17
		to DRY	to OILY	
Moisturise & Nourish	Cleanse	<ul style="list-style-type: none"> Micellar Water Amber Bar Firma Lift Bar Firma Lift Cleanser 	<ul style="list-style-type: none"> Micellar Water Amber Bar Tea Tree Acne Bar Deep Cleanser Gel 	<ul style="list-style-type: none"> Micellar Water Amber Bar / Tea Tree Acne Bar Deep Cleanser Gel Anti-Acne 2-in-1 Face Wash & Toner
	Tone	<ul style="list-style-type: none"> Firma Lift Toner / Freshner 	<ul style="list-style-type: none"> Freshner Firma Lift Toner 	<ul style="list-style-type: none"> Freshner
	Serum	<ul style="list-style-type: none"> Anti-Oxidant Wrinkle Refiner Collagen Serum Revitalising Serum Ceramide Collagen R. Oil A-Z H Skin Supplement Ultimate R. F. Treatment 	<ul style="list-style-type: none"> Collagen Serum Anti-Ageing Revitalising Serum Anti-Acne Night Moist. Serum A-Z H Skin Supplement Ultimate R. F. Treatment 	<ul style="list-style-type: none"> Collagen Serum Anti-Ageing Revitalising Serum Anti-Acne Night Moisture Serum Ultimate R. F. Treatment
	Eye care	<ul style="list-style-type: none"> Age Control Eye and Lip Perfection Eye & Lip Contour Cream Contouring Eye Gel 	<ul style="list-style-type: none"> Age Control Eye and Lip Perfection Eye and Lip Contour Cream Contouring Eye Gel 	<ul style="list-style-type: none"> Contouring Eye Gel Eye and Lip Contour Cream
	Moisturisers	<ul style="list-style-type: none"> Hydrating Balm Firma Lift Advanced Moisturising Treatment 6-in-1 Ordinary 6-in-1 Enriched Firma Lift Day Cream Firma Lift Night Cream F L Adv Night Treatment Vitamin A & B Booster Multi Active Repair Cream Age Control Prevent and Repair 	<ul style="list-style-type: none"> 6-in-1 Ordinary Hydrating Balm Firma Lift Advanced Moisturising Treatment Vitamin A & B Booster Multi Active Repair Cream 	<ul style="list-style-type: none"> Hydrating Balm Firma Lift Advanced Moisturising Treatment Vitamin A & B Booster Multi Active Repair Cream Anti-Acne Daily Calming Lotion
	Neck	<ul style="list-style-type: none"> Anti-Wrinkle Neck and Bust Treatment 	<ul style="list-style-type: none"> Anti-Wrinkle Neck and Bust Treatment 	<ul style="list-style-type: none"> Anti-Wrinkle Neck and Bust Treatment
Weekly Routine after Cleansing / Toning	Protect	<ul style="list-style-type: none"> Sun Wrinkle Protector Tinted Sunscreen Lotion 	<ul style="list-style-type: none"> Sun Wrinkle Protector Matt Sunscreen Lotion Tinted Sunscreen Lotion 	<ul style="list-style-type: none"> Sun Wrinkle Protector Matt Sunscreen Lotion Tinted Sunscreen Lotion
	Exfoliate & Mask	<ul style="list-style-type: none"> Protein Moisture Mask Enzyme Exfoliator Exfoliating Scrub Cream Skin Renewal Radiance Corrector Youth Mask 	<ul style="list-style-type: none"> Purifying Clay Mask Protein Moisture Mask Enzyme Exfoliator Exfoliating Scrub Cream Skin Renewal Radiance Corrector Youth Mask 	<ul style="list-style-type: none"> Protein Moisture Mask Purifying Clay Mask Enzyme Exfoliator Exfoliating Scrub Cream Skin Renewal Radiance Corrector Youth Mask
		<ul style="list-style-type: none"> Even S Dark Spot Corrector 	<ul style="list-style-type: none"> Even Skin Dark Spot Corrector 	<ul style="list-style-type: none"> Even Skin Dark Spot Corrector

normal skin

EXPERT TIP SKIN CARE ROUTINE

Your skin care needs to change with the seasons. During the cold dry winter months, change your products to richer formulas.

TRIED & TESTED

Collagen Serum

Why we ♥ it:

It Contains:

- Glycoproteins
- 4 Amino Acids
- Saccharomyces Lysate
- Saccharide Isomerate
- Cucumber Extract

Benefits: Hydrates and repairs (glycoproteins), strengthens barrier and promotes collagen (amino acids), protects from stressors (lysate) and soothes and tightens pores (cucumber extract).

Normal Skin is the perfect balanced skin type. It has a balanced level of oil production, good blood circulation and a healthy complexion. Normal skin is neither too oily or too dry. It has a healthy glow with a fine texture and no open pores. Normal skin does not feel tight nor is it prone to redness.

AGE 45 & YOUNGER

CLEANSING

- Micellar Water 200ml
- Amber Bar 125g

DEEP CLEANSING

- Deep Cleanser Gel 200ml

TONE

- Freshner 200ml

SERUMS

- Collagen Serum 50ml
- Ultimate Restructuring Firming Treatment 50ml

EYE CARE

- Contouring Eye Gel 15ml

MOISTURISERS (Day & Night)

- Firma Lift Day Cream 50ml
- Firma Lift Night Cream 50ml

NECK

- Anti-Wrinkle Neck & Bust Treatment 50ml

PROTECT

- Matt Sunscreen Lotion 50ml

MASKS

- Purifying Clay Mask 50ml

EXFOLIATION

- Enzyme Exfoliator 50ml

BUDGET BEAUTY BASICS

- Micellar Water 200ml
- Deep Cleanser Gel 200ml
- Freshner 200ml
- Ultimate Restructuring Firming Treatment 50ml
- Firma Lift Day Cream 50ml
- Firma Lift Night Cream 50ml

FREE PRODUCT

- Contouring Eye Gel 15ml



AGE 45 & OLDER

CLEANSING

- Micellar Water 200ml
- Firma Lift Bar 125g

DEEP CLEANSING

- Firma Lift Cleanser 200ml

TONE

- Firma Lift Toner 200ml

SERUMS

- Age Control Anti-Oxidant Wrinkle Refiner 50ml
- Anti-Ageing Revitalising Serum 30ml

EYE CARE

- Age Control Eye & Lip Perfection 20ml

MOISTURISERS (Day & Night)

- Firma Lift Advanced Moisturising Treatment 50ml
- Firma Lift Adv Night Treatment 50ml

NECK

- Anti-Wrinkle Neck & Bust Treatment 50ml

PROTECT

- Sun Wrinkle Protector 50ml

MASKS

- Protein Moisture Mask 50ml

EXFOLIATION

- Skin Renewal Radiance Corrector 50ml

BUDGET BEAUTY BASICS

- Firma Lift Bar 125g
- Firma Lift Cleanser 200ml
- Firma Lift Toner 200ml
- Age Control Anti-Oxidant Wrinkle Refiner 50ml
- Firma Lift Advanced Moisturising Treatment 50ml
- Firma Lift Adv Night Treatment 50ml

FREE PRODUCT

- Protein Moisture Mask 50ml



* The Budget Beauty Basics is the perfect starter kit for your skin type - get a free gift with your purchase!

dehydrated & dry skin



EXPERT TIP SKIN CARE ROUTINE

Add your **Ceramide Collagen Repair oil** to your moisturisers and foundations for more hydration and nourishment.

TRIED & TESTED Multi Active Repair Cream

Why we ♥ it:

It Contains:

- Silk Amino Acids
- Butterfly Bush extract
- Jojoba Oil
- Evening Primrose Oils
- Sodium Ascorbyl Phosphate

An Anti-Ageing product with antioxidants from Vitamin C aids skin cell regeneration, enhances revitalization, promotes radiance and stimulates collagen production.

If your skin tends to feel one size too small, it's a fair bet that you have a dry complexion. At best, it can feel tight and itchy after washing. At its worst, it can be flaky with small patches of dandruff in your eyebrows, and a tendency to premature ageing with the emergence of fine lines and wrinkles.

"People with dry & sensitive skin often complain about stinging, burning, redness or tightness of the skin."

Skin Care Guide

AGE 45 & YOUNGER

CLEANSING

- Micellar Water 200ml
- Amber Bar 125g

DEEP CLEANSING

- Firma Lift Cleanser 200ml

TONE

- Freshner 200ml

SERUMS

- Anti-Ageing Revitalising Serum 30ml
- Ultimate Restructuring Firming Treatment 50ml

EYE CARE

- Eye & Lip Contour Cream 15ml

MOISTURISERS (Day & Night)

- 6-in-1 Enriched / Super Enriched 50ml
- Firma Lift Night Cream 50ml

NECK

- Anti-Wrinkle Neck & Bust Treatment 50ml

PROTECT

- Sun Wrinkle Protector 50ml

MASKS

- Protein Moisture Mask 50ml

EXFOLIATION

- Enzyme Exfoliator 50ml
- Purifying Clay Mask 50ml (SKIN POLISHER)

BUDGET BEAUTY BASICS

- Amber Bar 125g
- Firma Lift Cleanser 200ml
- Freshner 200ml
- Anti-Ageing Revitalising Serum 50ml
- 6-in-1 Enriched / Super Enriched 50ml
- Firma Lift Night Cream 50ml

FREE PRODUCT

Protein Moisture Mask 50ml



AGE 45 & OLDER

CLEANSING

- Micellar Water 200ml
- Firma Lift Bar 125g

DEEP CLEANSING

- Firma Lift Cleanser 200ml

TONE

- Firma Lift Toner 200ml

SERUMS

- Age Control Anti-Oxidant Wrinkle Refiner 50ml
- Ceramide Collagen Repair Oil 30ml

EYE CARE

- Age Control Eye & Lip Perfection 20ml

MOISTURISERS (Day & Night)

- Multi Active Repair Cream 50ml
- Age Control Prevent and Repair 50ml

NECK

- Anti-Wrinkle Neck & Bust Treatment 50ml

PROTECT

- Sun Wrinkle Protector 50ml

MASKS

- Protein Moisture Mask 50ml

EXFOLIATION

- Enzyme Exfoliator 50ml
- Purifying Clay Mask 50ml (SKIN POLISHER)

BUDGET BEAUTY BASICS

- Firma Lift Bar 125g
- Firma Lift Cleanser 200ml
- Firma Lift Toner 200ml
- Age Control Anti-Oxidant Wrinkle Refiner 50ml
- Multi Active Repair Cream 50ml
- Age Control Prevent & Repair 50ml

FREE PRODUCT

Protein Moisture Mask 50ml



* The Budget Beauty Basics is the perfect starter kit for your skin type - get a free gift with your purchase!

combination skin

EXPERT TIP SKIN CARE ROUTINE

Use a gentle cleanser and targeted treatments for different areas of oiliness and dryness on your face.

EXPERT TIP SKIN CARE ROUTINE

Products like the Anti-Acne Night Moisture Serum and A-Z Hyaluronic Skin Supplement that contains Hyaluronic acid that helps balance combination skin's moisture levels effectively.

TRIED & TESTED 6-in-1 Products
(Available in Ordinary, Enriched and Super Enriched)

Why we ♥ it:
It contains:
• Vitamin E
• Vitamin B5
• Cocoa seed butter

Boosts cell turnover, moisturises and nourishes the skin. In one product, you'll find a day, night, neck, eye, nutrition and rejuvenation cream.

COMBINATION OILY: (usually 45 years and younger)
You know you have combination oily skin when you have an oily T-zone with normal to oily cheeks, while other parts of your face are also normal to oily. Your skin will also be prone to breakouts and blackheads.

COMBINATION DRY: (usually 45 years and older)
You have combination dry skin when your T-zone is slightly oily with larger pores than the rest of your face. Other areas of the face are normal to dry.

 **AGE 45 & YOUNGER (oily)**

- CLEANSING**
 - Micellar Water 200ml
 - Tea Tree Acne Bar 125g
- DEEP CLEANSING**
 - Deep Cleanser Gel 200ml
- TONE**
 - Freshner 200ml
- SERUMS**
 - Collagen Serum 50ml
 - Ultimate Restructuring Firming Treatment 50ml
- EYE CARE**
 - Eye & Lip Contour Cream 15ml
- MOISTURISERS (Day & Night)**
 - Vitamin A & B Booster 50ml
 - 6-in-1 Ordinary 50ml
- NECK**
 - Anti-Wrinkle Neck & Bust Treatment 50ml
- PROTECT**
 - Matt Sunscreen Lotion 50ml
- MASKS**
 - Purifying Clay Mask 50ml
- EXFOLIATION**
 - Enzyme Exfoliator 50ml
 - Skin Renewal Radiance Corrector 50ml

BUDGET BEAUTY BASICS

- Micellar Water 200ml
- Deep Cleanser Gel 200ml
- Freshner 200ml
- Collagen Serum 50ml
- Vitamin A & B Booster 50ml
- 6-in-1 Ordinary 50ml

FREE PRODUCT
Eye & Lip Contour Cream 15ml



 **AGE 45 & OLDER (dry)**

- CLEANSING**
 - Micellar Water 200ml
 - Firma Lift Bar 125g
- DEEP CLEANSING**
 - Firma Lift Cleanser 200ml
- TONE**
 - Firma Lift Toner 200ml
- SERUMS**
 - A-Z Hyaluronic Skin Supplement 50ml
 - Ceramide Collagen Repair Oil 30ml
- EYE CARE**
 - Age Control Eye & Lip Perfection 20ml
- MOISTURISERS (Day & Night)**
 - 6-in-1 Enriched / Super Enriched 50ml
 - Age Control Prevent and Repair 50ml
- NECK**
 - Anti-Wrinkle Neck & Bust Treatment 50ml
- PROTECT**
 - Sun Wrinkle Protector 50ml
- MASKS**
 - Protein Moisture Mask 50ml
- EXFOLIATION**
 - Exfoliating Scrub Cream 50ml
 - Purifying Clay Mask 50ml (SKIN POLISHER)

BUDGET BEAUTY BASICS

- Firma Lift Bar 125g
- Firma Lift Cleanser 200ml
- Firma Lift Toner 200ml
- A-Z Hyaluronic Skin Supplement 50ml
- 6-in-1 Enriched 50ml
- Age Control Prevent & Repair 50ml

FREE PRODUCT
Protein Moisture Mask 50ml



* The Budget Beauty Basics is the perfect starter kit for your skin type - get a free gift with your purchase!

oily problem skin

Oily skin affects people in their 20s and 30s as well, causing larger pores, shine, acne and a pale appearance due to active sebaceous glands. Although prone to acne, the good news is that it keeps skin younger-looking.

6-IN-1 ORDINARY

Unique combination of day, night, face and neck moisturising, nourishing and rejuvenating cream all-in-one.
Normal to combination skin types.
50ml

FRESHNER

Balancing skin's pH while locking in skin's own moisture.
Normal to dry skin types.
200ml

EXPERT TIP SKIN CARE ROUTINE
Dehydrating oily skin leads to more oil. Use the Protein Moisture Mask weekly to restore hydration and help balance oil production.

TRIED & TESTED

Ultimate Restructuring Firming Treatment

Why we ♥ it:

Reveal younger, firmer-looking skin with this advanced formula. Packed with powerful peptides, antioxidants and collagen-boosting compounds, it helps repair wrinkles, acne scars and visible signs of premature ageing. Rich in anti-ageing and skin-repairing ingredients, this treatment supports smoother, healthier and more even-toned skin with every use.

EXPERT TIP SKIN CARE ROUTINE
The Tea Tree Bar and Anti-Acne Range prevent breakouts with its anti-bacterial and anti-inflammatory properties.

Skin Care Guide

AGE 45 & YOUNGER

CLEANSING

- Micellar Water 200ml
- Tea Tree Acne Bar 125g

DEEP CLEANSING

- Deep Cleanser Gel 200ml

TONE

- Freshner 200ml

SERUMS

- Collagen Serum 50ml
- Ultimate Restructuring Firming Treatment 50ml

EYE CARE

- Contouring Eye Gel 15ml

MOISTURISERS (Day & Night)

- Hydrating Balm 50ml
- Vitamin A & B Booster 50ml

NECK

- Anti-Wrinkle Neck & Bust Treatment 50ml

PROTECT

- Matt Sunscreen Lotion 50ml

MASKS

- Purifying Clay Mask 50ml

EXFOLIATION

- Enzyme Exfoliator 50ml
- Skin Renewal Radiance Corrector 50ml

BUDGET BEAUTY BASICS

- Tea Tree Acne Bar 125g
- Deep Cleanser Gel 200ml
- Freshner 200ml
- Collagen Serum 50ml
- Hydrating Balm 50ml
- Vitamin A & B Booster 50ml

FREE PRODUCT

Purifying Clay Mask 50ml



AGE 45 & OLDER

CLEANSING

- Micellar Water 200ml
- Amber Bar 125g

DEEP CLEANSING

- Deep Cleanser Gel 200ml

TONE

- Firma Lift Toner 200ml

SERUMS

- Ultimate Restructuring Firming Treatment 50ml
- A-Z Hyaluronic Skin Supplement 50ml

EYE CARE

- Eye & Lip Contour Cream 15ml

MOISTURISERS (Day & Night)

- 6-in-1 Ordinary 50ml
- Firma Lift Advanced Moisturising Treatment 50ml

NECK

- Anti-Wrinkle Neck & Bust Treatment 50ml

PROTECT

- Matt Sunscreen Lotion 50ml

MASKS

- Protein Moisture Mask 50ml

EXFOLIATION

- Exfoliating Scrub Cream 50ml
- Skin Renewal Radiance Corrector 50ml

BUDGET BEAUTY BASICS

- Amber Bar 125g
- Deep Cleanser Gel 200ml
- Firma Lift Toner 200ml
- Ultimate Restructuring Firming Treatment 50ml
- 6-in-1 Ordinary 50ml
- Firma Lift Advanced Moisturising Treatment 50ml

FREE PRODUCT

Protein Moisture Mask 50ml



* The Budget Beauty Basics is the perfect starter kit for your skin type - get a free gift with your purchase! If oily skin develops active acne, refer to the Acne Range on page 40.

young skin

Tweens & Teens

It is vital to teach your **tween & teen** the importance of a good skin care routine early on. Especially during puberty as a result of hormonal changes, the activity of the oil glands may increase and result in excess oil production. Often enlarged pores, blackheads or pimples and a shiny t-panel may be visible.

“Cleanse, moisturise, use a sunscreen, avoid harsh products, eat healthy and get enough sleep for healthy skin.”

skin care tip

Avoid picking at your skin. It can cause scarring and lead to more breakouts. If you have a **pimple or blackhead**, use the **Spot Treatment** instead.

EXPERT TIP SKIN CARE ROUTINE
To help prevent oil and bacterial build up that can lead to acne, wash your face twice a day with a cleansing bar or cleanser.

“This nourishing lip treatment will give **Accutane** users relief of painful dry lips”



TRIED & TESTED Hydrating Balm

Why we ♥ it:

- Allantoin
- Humectants
- Sunscreen - low %

Experience daily skin care perfection with our Allantoin-infused product with anti-inflammatory benefits and skin shedding normalization. It combines humectants for superior hydration and low levels of UV filters for protection. Your skin will feel nourished, protected and refreshed.



Skin Care Guide

CLEANSING

- Micellar Water 200ml
- Amber Bar 125g
- Tea Tree Acne Bar 125g

DEEP CLEANSING

- Deep Cleanser Gel 200ml
- Anti-Acne 2-in-1 Face Wash & Toner 200ml
- Rooibos & Aloe Soothing Gel Cleanser 200ml

TONE

- Freshner 200ml

SERUMS

- Collagen Serum 50ml
- Anti-Acne Night Moisture Serum 50ml
- EARTH Vit C & B3 Radiance Serum 50ml
- EARTH Ximenia & Turmeric Serum 50ml
- EARTH Bakuchiol Rejuvenating Serum 50ml

EYE CARE

- Contouring Eye Gel 15ml

MOISTURISERS

- Vitamin A & B Booster 50ml
- Hydrating Balm 50ml
- 6-in-1 Ordinary 50ml
- Even Skin Dark Spot Corrector 50ml
- Anti-Acne Daily Calming Lotion 50ml
- EARTH Kalahari Melon Moisture Cream 50ml

SPOT TREATMENT

- Spot Repair Treatment 50ml

PROTECT

- Sun Wrinkle Protector 50ml
- Matt Sunscreen Lotion 50ml

MASKS

- Purifying Clay Mask 50ml

EXFOLIATION

- Exfoliating Scrub Cream 50ml
- Enzyme Exfoliator 50ml

BUDGET BEAUTY BASICS

- Deep Cleanser Gel 200ml
- Freshner 200ml
- Collagen Serum 50ml
- Hydrating Balm 50ml
- Matt Sunscreen Lotion 50ml

FREE PRODUCT

- Purifying Clay Mask 50ml



Fantastic results can be achieved with salon treatments, especially when done in conjunction with the **Willa Krause Skin Care range**. Choose a **Glycolic Peel Treatment** or a **Rejuvenator Deep Cleansing Facial** with extractions for acne prone skin.

*** Contact your nearest Salon Today!**

What should a teenager include in their diet for healthy body and mind as well as a beautiful skin?

- **Essential fatty acids** - have a positive impact on hormonal function. (Foods like avocados, raw nuts and seeds)
- **Snack on fresh fruit, vegetables and nuts**
- **Drink plenty of clean purified water, hot drinks like carob-almond milk and ginger tea with honey**
- **Supplements of Zinc, Selenium, Probiotics, Omega 3 fatty Acids, Vit C, Vit B Complex Calcium Magnesium blend and the Ance Supplement works wonders for a teen skin**
- **Fresh fruit or vegetable smoothies with SHAKE-A-MEAL Pea Protein Shake**
- **Exercise daily & get enough sunshine**



melanin rich skin

“Darker skins have unique skin care needs, including a higher risk for hyperpigmentation and dryness. Your skin care routine should include using sunscreen daily and staying hydrated.”

EXPERT TIP SKIN CARE ROUTINE
If your skin is oily, choose the **Amber Bar** or **Tea Tree Bar** and an oil-free cleanser that won't clog your pores.

TRIED & TESTED
A-Z Hyaluronic Skin Supplement
Why we ♥ it:
Super anti-ageing serum that hydrates, plumps and protects your skin. Potent skin nutrients that rebuild collagen and brighten complexion. Enriched with Vit A, B3, B5, C, D, E, Copper, Calcium, Magnesium and Zinc. Smooths deep wrinkles and recharges mature skin. All skin types.



Skin Care Guide

CLEANSING

- Micellar Water 200ml
- Amber Bar 125g
- Tea Tree Acne Bar 125g
- Firma Lift Bar 125g

If your skin is dry or thin, polish once a week. Oily or combination skin types should exfoliate two to three times a week. Protect your skin from the sun with the **Sun Wrinkle Protector SPF 30** or **Matt Sunscreen**.

DEEP CLEANSING

- Deep Cleanser Gel 200ml
- Firma Lift Cleanser 200ml

STONE

- Freshner 200ml

SERUMS

- A-Z Hyaluronic Skin Supplement 50ml
- Ceramide Collagen Repair Oil 30ml
- Anti-Ageing Revitalising Serum 30ml
- Anti-Acne Night Moisture Serum 50ml
- Ceramide Collagen Repair Oil 30ml
- Ultimate Restructuring Firming Treatment 50ml

EYE CARE

- Age Control Eye & Lip Perfection 20ml
- Eye & Lip Contour Cream 15ml

MOISTURISERS

- Vitamin A & B Booster 50ml
- Firma Lift Advanced Moisturising Treatment 50ml
- 6-in-1 Enriched / Super Enriched 50ml
- Multi Active Repair Cream 50ml
- Hydrating Balm 50ml

SPECIALISED TREATMENT

- Even Skin Dark Spot Corrector 50ml

NECK

- Anti-Wrinkle Neck & Bust Treatment 50ml

PROTECT

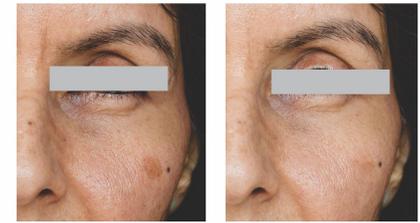
- Sun Wrinkle Protector 50ml
- Matt Sunscreen Lotion 50ml

MASKS

- Purifying Clay Mask 50ml

EXFOLIATION

- Exfoliating Scrub Cream 50ml
- Enzyme Exfoliator 50ml
- Skin Renewal Radiance Corrector 50ml



BEFORE

AFTER



BEFORE

AFTER

BUDGET BEAUTY BASICS

- Deep Cleanser Gel 200ml
- Freshner 200ml
- A-Z Hyaluronic Skin Supplement 50ml
- Vitamin A & B Booster 50ml
- Multi Active Repair Cream 50ml
- Sun Wrinkle Protector 50ml

FREE PRODUCT
Purifying Clay Mask 50ml



EXPERT TIP SKIN CARE ROUTINE
Use the **Even Skin Dark Spot Corrector** at night. In the day, use the **Sun Wrinkle Protector** and **Ultimate Restructuring Firming Treatment**, the perfect combination that helps fade dark spots and melasma. It will correct uneven skin tone due to excessive pigmentation.

age control & mature skin

Harsh environmental elements, smoking, a bad skin care routine, the natural ageing process and more can take a toll on our skin and cause our skin to age. Prevent premature ageing by protecting your skin against the elements and by using skin care with excellent active raw materials.

EXPERT TIP SKIN CARE ROUTINE
Night treatments like the Firma Lift Night Treatment or Multi Active Repair Cream are powerful anti-ageing allies, supporting your skin's natural overnight regeneration and cell renewal process.

TRIED & TESTED

AGE CONTROL Prevent & Repair Treatment

Why we ♥ it:

- 24 Active ingredients
- Ultra rich anti-ageing product that enhances cellular energy
- Reduces appearance of lines and wrinkles
- Stimulates the production of hyaluronic acid, collagen and elastin
- Promotes skin elasticity and moisture retention
- Antioxidant that reduces signs of age spots.
- Improves skin firmness and repairs skin
- Moisturiser and Serum All-in-One



Skin Care Guide

CLEANSING

- Micellar Water 200ml
- Firma Lift Bar 125g

DEEP CLEANSING

- Firma Lift Cleanser 200ml
- Deep Cleanser Gel 200ml

TONE

- Firma Lift Toner 200ml
- Freshner 200ml

SERUMS

- A-Z Hyaluronic Skin Supplement 50ml
- Age Control Anti-Oxidant Wrinkle Refiner 50ml
- Collagen Serum 50ml
- Anti-Ageing Revitalising Serum 30ml
- Ceramide Collagen Repair Oil 30ml
- Ultimate Restructuring Firming Treatment 50ml

EYE CARE

- Age Control Eye & Lip Perfection 20ml
- Eye & Lip Contour Cream 15ml

MOISTURISERS

- Firma Lift Advanced Moisturising Treatment 50ml
- 6-in-1 Enriched / Super Enriched 50ml
- Firma Lift Day Cream 50ml
- Firma Lift Night Cream 50ml
- Firma Lift Advanced Night Treatment 50ml
- Vitamin A & B Booster 50ml
- Multi Active Repair Cream 50ml
- Age Control Prevent and Repair 50ml

NECK

- Anti-Wrinkle Neck & Bust Treatment 50ml

PROTECT

- Sun Wrinkle Protector 50ml

MASKS

- Protein Moisture Mask 50ml
- Purifying Clay Mask 50ml

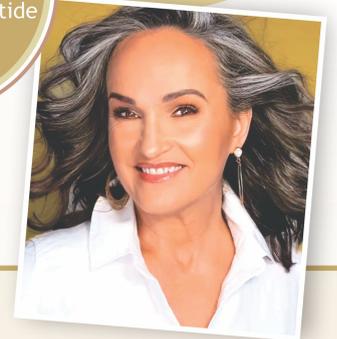
EXFOLIATION

- Enzyme Exfoliator 50ml
- Exfoliating Scrub Cream 50ml
- Skin Renewal Radiance Corrector 50ml



AGE CONTROL MOISTURISERS AND SERUMS CONTAIN: Matrixyl, Regu-age, Biopeptide & Hyaluronic Acid.

As we begin to age, our skin can get very dry. Switching to a creamier cleanser and richer moisturiser will help to soften the appearance of fine lines and keep your skin hydrated.



“ No matter where I go, my Willa Krause Sun Wrinkle Protector and A-Z Hyaluronic Skin Supplement go with me every day! It protects and restores my skin! The Sun Wrinkle Protector should be the first anti-ageing product on your list. ”
Wanda Bam
National Speaker and Artist

BUDGET BEAUTY BASICS

- Firma Lift Bar 125g
- Firma Lift Cleanser 200ml
- Firma Lift Toner 200ml
- Age Control Anti-Oxidant Wrinkle Refiner 50ml
- Vitamin A & B Booster 50ml
- Multi Active Repair Cream 50ml
- Sun Wrinkle Protector 50ml

FREE PRODUCT

Exfoliating Scrub Cream 50ml



men's skin solutions

EXPERT TIP SKIN CARE ROUTINE
 Taking the best care of your skin isn't just for women! Willa Krause Skin Care range for men is an uncomplicated specialised range for a radiant looking skin.



Special Offer

Buy the:

- Revitalizing Toning Cleanser
- Rebalancing Moisture Balm
- Energizing Exfoliating Mask
- Anti-ageing Revitalising Serum

Receive the Rebuilding Night Treatment

ABSOLUTELY FREE!

The Amber Bar is enriched with Rooibos extract to reduce sensitivity. It can also be used for shaving as it prevents barber's rash.



Skin Care Guide

CLEANSING

- Micellar Water 200ml
- Amber Bar 125g

DEEP CLEANSING & TONING

- Revitalizing Toning Cleanser 150ml

SERUMS

- A-Z Hyaluronic Skin Supplement 50ml
- Age Control Anti-Oxidant Wrinkle Refiner 50ml
- Collagen Serum 50ml
- Anti-Ageing Revitalising Serum 30ml
- Ultimate Restructuring Firming Treatment 50ml

EYE CARE

- Contouring Eye Gel 15ml

MOISTURISERS

- Rebalancing Moisture Balm 50ml
- Rebuilding Night Treatment 50ml
- Hydrating Balm 50ml
- Multi Active Repair Cream 50ml

PROTECT

- Sun Wrinkle Protector 50ml
- Matt Sunscreen Lotion 50ml

MASKS

- Purifying Clay Mask 50ml
- Protein Moisture Mask 50ml

EXFOLIATION

- Energizing Exfoliating Mask 50ml
- Enzyme Exfoliator 50ml
- Exfoliating Scrub Cream 50ml
- Skin Renewal Radiance Corrector 50ml

BUDGET BEAUTY BASICS

- Amber Bar 125g
- Revitalizing Toning Cleanser 150ml
- Anti-Ageing Revitalising Serum 30ml
- Rebalancing Moisture Balm 50ml
- Rebuilding Night Treatment 50ml
- Matt Sunscreen Lotion 50ml

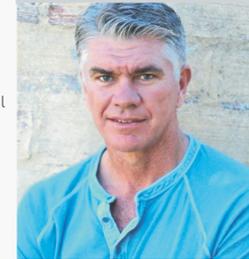
FREE PRODUCT

Purifying Clay Mask 50ml



"The products from the Men's range are great and easy to use. My skin looks radiant and the texture of my skin has improved dramatically!"

Morné Steyn
Springbok Rugby Player



"I have very fair skin and because I spend so much time in the African sun, I need a good sunblock and skin care. I strongly recommend the Willa Krause Sun Wrinkle Protector"

Frans Cronje
Director, Writer and Actor



"I love using my Willa Krause Skin Care! It leaves my skin radiant and refreshed with visible improvement."

Thys Otto
Willa Krause Marketer and Salon Owner



"The TONING CLEANSER leaves your skin clean and refreshed. It can also be used for shaving. Ideal for travelling! You only pack one product for cleansing and shaving"

Siebert Wiid
CEO Willa Krause Group



The Willa Krause Earth Range is a collection of products meticulously crafted to cater for body, mind and planet. With the finest ingredients sourced from Africa to the diverse corners of the globe, this range embodies a holistic approach to self-care.



Natural • Scientific • Mindful



MORE than SKIN CARE

Take care of your three homes: body, mind and planet

www.wkearth.skin



ROOIBOS & ALOE SOOTHING GEL CLEANSER

GENTLE pH BALANCING



- Hydrates and soothes skin
- Provides antioxidants and protection against environmental stressors
- Helps reduce inflammation and redness
- Leaves the skin feeling supple and smooth
- Promotes a healthy, radiant complexion



KEY INGREDIENTS

- Aloe Barbadosis Leaf Juice
- Rooibos Tea Extract
- Green Tea Extract

SKIN TYPES

All Skin Types

REDUCES THE APPEARANCE OF:

- Ageing
- Pigmentation
- Acne and Blackheads
- Skin Texture
- Inflammation
- Facial Redness
- Excess oil on the skin



Why we love this

Sulfate-Free Formula:

Gentle on the skin, avoiding harsh surfactants that can strip natural oils.

pH Balancing:

Maintains the skin's natural acidity, essential for a healthy skin barrier.

Combination of Rooibos and Aloe Vera:

Combines the antioxidant and soothing properties of Rooibos Tea Extract with the hydrating and calming effects of Aloe Vera Gel.

A gentle daily cleanser formulated to protect the skin's natural pH. A fusion of plant-based ingredients works together to deeply cleanse the skin while safeguarding against dryness and irritation. Extracts from South Africa's iconic Rooibos tea offers the skin important antioxidants, while the healing properties of Aloe, originating from the arid landscapes of Africa, guards against inflammation and leaves the skin feeling supple and smooth.

Self-care meditation

While cleansing your skin with the nourishing properties of nature, visualise the ingredients seeping through the outer layer and into your heart. Imagine gently and thoroughly washing away any hurt and be present for the soothing sensation of taking care of yourself.

KALAHARI MELON MOISTURE CREAM

NOURISH AND RESTORE DAY AND NIGHT



BENEFITS

- Improves skin texture and reduces fine lines
- Soothes irritated skin, reducing redness
- Anti-inflammatory properties
- Strengthens the skin barrier, enhancing overall skin health
- Provides deep and intense hydration, restoring suppleness
- Promotes a healthy, radiant complexion with improved elasticity
- Potent antioxidants protecting the skin from damage caused by free radicals

KEY INGREDIENTS

- Aloe Barbadensis Leaf Juice
- Niacinamide (Vitamin B3)
- Panthenol (Vitamin B5)
- Ceramide NG, AP and NP
- Hyaluronic Acid
- Bacillus Ferment
- Vitamin E

SKIN TYPES

All Skin Types

REDUCES THE APPEARANCE OF:

- Ageing
- Dry Skin
- Forehead Wrinkles
- Skin Texture
- Inflammation
- Excess Oil On The Skin



Why we love this

Unique Ingredient Blend:

Uses rare and beneficial ingredients like Kalahari Melon Seed Oil and Bacillus Ferment for exceptional hydration and barrier repair.

Ceramides NG, AP, and NP:

Provides superior barrier protection and hydration by mimicking the skin's natural moisturising factor.

Hyaluronic Acid and Niacinamide:

Enhances moisture retention and rapidly improves skin firmness and elasticity.

A natural moisturiser designed to nourish the skin day and night. A soothing mixture of Kalahari Melon seed oil, Aloe Vera and African Shea Butter works together to hydrate the skin, leaving it soft and radiant. The moisturiser also contains active B Vitamins, Vitamin E, Bacillus Ferment and Ceramides to repair the skin barrier with Hyaluronic Acid to restore the suppleness of the skin. Together, these powerful natural ingredients regenerate skin cells and leave the skin feeling smooth and radiant.

Self-care meditation

As you apply the moisturiser, focus on the gentle texture of the cream and how it feels on your skin. Smell the melange of natural aromas bringing landscapes from across the world to your senses. Close your eyes and take a moment to be grateful for the nourishing gifts of the nature, for your presence in this world and the ability to take care of yourself.

VITAMIN C & B3 RADIANCE SERUM

RADIANT GLOW - EVEN COMPLEXION



BENEFITS

- Improves skin texture and reduces fine lines
- Fights pigmentation and ageing spots
- Brightens the skin and evens out skin tone
- Promotes collagen production
- Acts as an antioxidant, protecting against free radicals and oxidants
- Improves skin's defense against UV damage
- Helps control excess oil production

KEY INGREDIENTS

- Niacinamide (Vitamin B3)
- Ascorbic Acid
- Sodium Ascorbyl Phosphate

SKIN TYPES

All Skin Types

REDUCES THE APPEARANCE OF:

- Pigmentation
- Ageing
- Acne and Blackheads
- Skin Texture
- Inflammation
- Dull skin
- Hormonal Acne



Why we love this

High Potency Antioxidants:

Combines Vitamin C and Niacinamide for synergistic effects on brightening and anti-ageing.

Stability and Efficacy:

Utilises Sodium Ascorbyl Phosphate, a stable form of Vitamin C, for consistent results in a waterless formula.

Comprehensive Skin Benefits:

Addresses pigmentation, improves collagen synthesis, and enhances overall skin radiance.

A natural serum with a waterless base to ensure optimum Vitamin C stability. Active ingredients include Vitamin C and B3 to promote collagen formation and stimulate blood circulation for more nutrients to reach the skin cells. The healing properties of Vitamin C also support the prevention and repair of skin pigmentation. This natural facial serum is a rich source of antioxidants that visibly brightens the skin, keeping it hydrated and glowing throughout the day.

Self-care meditation

The best source of radiance is a kind soul. While dabbing your skin with the Vitamin Glow Serum, imagine warmth and compassion flowing from your hands into your body. You can be a source of abundant kindness for yourself and others. Cultivating love makes you glow from within.

XIMENIA & TURMERIC RESTORE & REFRESH SERUM

VISIBLE SKIN SUPPORT - HYDRATES & NOURISHES



- Hydration and barrier restoration
- Soothes irritated and inflamed skin
- Rejuvenates cellular powerplants, reducing fatigue and stress
- Acts as a strong antioxidant, countering free-radical damage
- Reduces signs of emotional stress and includes African Ximenia Oil for added barrier support and anti-ageing benefits
- Revitalize and rejuvenate your skin for a more youthful appearance
- Calms inflammation from eczema to acne



KEY INGREDIENTS

- Bilberry and Rosemary Leaf Extract
- Turmeric Peptide
- Micrococcus Lysate
- African Ximenia Oil

SKIN TYPES

All Skin Types

REDUCES THE APPEARANCE OF:

- Effects of modern lifestyles on skin
- Inflammation
- Facial Redness
- Ageing
- Eye Area Wrinkles
- Forehead Wrinkles
- Uneven Skin Texture
- Dry Skin
- Large Pores
- Dark Circles and Bags



Why we love this

Telomere Protection Concept:

Focuses on combating environmental, physical and emotional stress that accelerates skin ageing by damaging telomeres.

Advanced Ingredients: Turmeric Peptide, Rosemary, Bilberry Extract and Micrococcus Lysate to address inflammation, mitochondrial function and emotional stress.

Ximenia Oil:

Contains very long-chain fatty acids for exceptional moisture retention and anti-ageing effects.

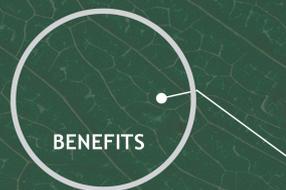
A natural serum powered by African Ximenia Seed Oil that deeply hydrates the skin. Bilberry fruit and rosemary leaf extract, along with a microbial marine ferment from the sea breeze, rejuvenates the skin's mitochondria and reduces physical signs of fatigue and stress, giving the skin a rejuvenated look. Active ingredients from Turmeric offer a strong dose of antioxidants and reduce damage to the skin from environmental stressors. This powerful blend of natural ingredients soothes and nourishes the skin for a rested look.

Self-care meditation

Stress wrinkles the skin and the soul. Rewind and detox with a relaxing skin care routine while practicing deep breathing. Take this time for yourself, focussing on the beautiful act of nourishing body and mind.

BAKUCHIOL REJUVENATING SERUM

VISIBLY REVERSE AGEING - RADIANT SKIN BOOSTER



- Cell renewal
- Boosts collagen production for a firmer, youthful appearance
- Reduces acne
- Refines uneven skin tone
- Boosts Youthful Glow
- Reduces appearance of dark spots and pigmentation
- Reduces fine lines & wrinkles
- Reduces dark circles
- Anti-ageing
- Restores skin firmness
- Hydrates skin



KEY INGREDIENTS

- Bio-Retinol / Bakuchiol
- Olive Stem Cells
- Rosehip Oil
- Moringa Seed Oil
- Marula Oil
- Kalahari Melon Oil
- Centella Oil
- Baobab Seed Oil
- Hyaluronic acid
- Vitamin E
- Niacinamide (Vitamin B3)

SKIN TYPES

All Skin Types

REDUCES THE APPEARANCE OF:

- Ageing
- Pigmentation
- Acne and Blackheads
- Eye Area Wrinkles
- Forehead Wrinkles
- Uneven Skin Texture
- Inflammation
- Hormonal Acne
- Large Pores
- Dark Circles and Bags



Why we love this

Bakuchiol as a Natural Retinol Alternative:

Provides retinol-like benefits without irritation or stability issues.

Olive Callus Culture Lysate:

Enhances cellular energy and rejuvenation, mimicking the benefits of plant stem cells.

Comprehensive Anti-Ageing:

Boosts collagen production, protects mitochondrial health, and improves skin structure and texture.

Experience the transformative power of Bio-Retinol (Bakuchiol). This natural antioxidant accelerates skin renewal and boosts collagen for a firmer, youthful appearance. It reduces fine lines, wrinkles, dark circles, spots, acne and uneven skin tone while enhancing texture and radiance. Enriched with Olive Stem Cells, it combats mitochondrial ageing. Complemented by Rosehip, Moringa, Marula, Kalahari Melon and Centella oils, Hyaluronic Acid, Vitamin E and Niacinamide. The **Bakuchiol Rejuvenating Serum** ensures skin rejuvenation for a refreshed, glowing complexion.

Self-care meditation

As you apply our **Bakuchiol Rejuvenating Serum**, take a deep breath and centre yourself in this moment of self-care. Imagine the natural anti-oxidants seeping into your skin, each drop a gift from nature. The sensation of renewal and rejuvenation fill you, and hold a space of gratitude for the vitality and radiance blooming in your complexion. This is your moment to connect deeply with yourself, embracing the soulful harmony of natural beauty and inner peace.

MARULA & BAOBAB SKIN ELIXIR OIL

RADIANT FACIAL BLEND - HYDRATES & NOURISHES

BENEFITS

- Rich oil formulated for dry and sensitive skin types
- Soothing, antioxidant-rich African oils
- Improves the appearance of fine lines and wrinkles with a natural Botox-like effect
- Anti-ageing actives for firming and tightening skin
- Ideal for cold and dry conditions
- Can help calm skin concerns such as irritation, sensitivity and eczema

SKIN TYPES

Dry, Mature and Sensitive skin



KEY INGREDIENTS

- Acmella Extract
- Ximenia Seed Oil
- Lesotho Rosehip Seed Oil
- Marula Seed Oil
- Baobab Seed Oil

REDUCES THE APPEARANCE OF:

- Tired Skin
- Ageing
- Eye Area Wrinkles
- Forehead Wrinkles
- Uneven Skin Texture
- Inflammation
- Dull Skin
- Dry Skin
- Facial Redness



A natural antioxidant-rich blend of African oils, including Ximenia, Lesotho Rosehip, Marula and Baobab oils, formulated to soothe and moisturise dry and sensitive skin. This nourishing facial oil also contains extracts from the Brazilian-derived Acmella flower, to visibly reduce wrinkles similar to Botox.

HEALING PROPERTIES

African Oils has unique natural healing properties



BEFORE

BEFORE

AFTER 2 WEEKS

In November 2022, I got Zoster Neuralgia, leading to Shingles on my face. Despite consulting specialists and trying various treatments, the persistent pain, puffiness, and tight skin remained. Expensive products and unconventional remedies offered little relief. At a Willa Krause Skin Care Women's Breakfast, I discovered the Marula & Baobab Lush African Oils, recommended for my skin by Rianelle Meintjes, a knowledgeable representative. Using it for two weeks made a remarkable difference - my face felt significantly more relaxed. This oil proved so effective and feels fantastic on my skin. I'm grateful for this outstanding product and highly recommend it to Dermatologists, Doctors, and Specialists. It changed my life!

SANDY KNEVITT - Happy Customer

Product	Key Ingredients	Benefits	Anti-Ageing	Oil Control	Pigmentation	Acne & Blackheads	Eye Area Wrinkles	Forehead Wrinkles	Skin Texture	Inflammation	Dull Skin	Hormonal Acne	Dry Skin	Large Pores	Dark Circles & Bags	Facial Redness
BAKUCHIOL REJUVENATING SERUM	Bio-Retinol / Bakuchiol Olive Stem Cells Rosehip Oil Marula Seed Oil Kalahari Melon Oil Centella Oil Vitamin C Hyaluronic Acid Niacinamide (Vitamin B3)	Cell Renewal, Energizing and Youthful All skin types	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••
MARULA & BAOBAB SKIN ELIXIR OIL	Acmella Extract Ximenia Seed Oil Lesotho Rosehip Seed Oil Marula Seed Oil Baobab Seed Oil	Sustainable, Healing, Firming and Natural Botox-like Effect Mature, dry and sensitive skin types	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••
VITAMIN C & B3 RADIANCE SERUM	Niacinamide (Vitamin B3) Ascorbic Acid Sodium Ascorbyl Phosphate	Brightening, Anti-Ageing and Protection All skin types	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••
XIMENIA & TURMERIC RESTORE & REFRESH SERUM	Bitberry and Rosemary Leaf Extract Turmeric Peptide Microcococcus Lysate African Ximenia Oil	Stress-Relief, Anti-Ageing and Moisturising All skin types	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••
KALAHARI MELON MOISTURE CREAM	Aloe Barbadosis Leaf Juice Niacinamide (Vitamin B3) Panthenol (Vitamin B5) Ceramide NG, AP and NP Hyaluronic Acid Bacillus Ferment Vitamin E	Hydrating, Protective and Firming All skin types	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••
ROOIBOS & ALOE SOOTHING GEL CLEANSER	Aloe Barbadosis Leaf Juice Rooibos Tea Extract Green Tea Extract	Sulfate-Free, pH Balancing and Soothing All skin types	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••	•••••

SKIN CONCERN

NORMAL SKIN

DRY SKIN

SKIN CONCERN	NORMAL SKIN	DRY SKIN
AGE / DARK SPOTS	Vitamin A & B Booster	Vitamin A & B Booster
EARLY AGEING	Multi Active Repair Cream	Multi Active Repair Cream
MATURE AGEING	Age Control Prevent & Repair Treatment	Age Control Prevent & Repair Treatment
BLACKHEADS	Acne Night Moisture Serum	N/A
DARK EYE CIRCLES	Age Control Eye and Lip Perfection	Age Control Eye and Lip Perfection
DRYNESS	Collagen Serum	Ceramide Collagen Repair Oil
DULLNESS / ROUGH TEXTURE	Collagen Serum	Age Control Anti-Oxidant Wrinkle Refiner
EXCESS OIL	Age Control Anti-Oxidant Wrinkle Refiner	N/A
EYE BAGS	Age Control Eye & Lip Perfection	Age Control Eye & Lip Perfection
EYE WRINKLES	Eye & Lip Contour Cream	Age Control Eye & Lip Perfection
FACIAL REDNESS	Age Control Anti-Oxidant Wrinkle Refiner	A-Z Hyaluronic Skin Supplement
FOREHEAD WRINKLES	Age Control Anti-Oxidant Wrinkle Refiner	Age Control Anti-Oxidant Wrinkle Refiner
HORMONAL ACNE	Acne Night Moisture Serum / Spot Repair Serum	Vitamin A & B Booster
HYPERPIGMENTATION (Scars or Acne)	Ultimate Restructuring Firming Treatment / Acne Night Moisture Serum	Ultimate Restructuring Firming Treatment
INFLAMMATION	A-Z Hyaluronic Skin Supplement / Ultimate Restructuring Firming Treatment	A-Z Hyaluronic Skin Supplement / Ultimate Restructuring Firming Treatment
LARGE PORES	Even Skin Dark Spot Corrector	Anti-Ageing Revitalising Serum
LIP WRINKLES	Age Control Eye & Lip Perfection	Age Control Eye & Lip Perfection
SCARS / BURNS / WOUNDS	Ultimate Restructuring Firming Treatment / Vit A, D, E & Lanolin Wound Aftercare Ointment	Ultimate Restructuring Firming Treatment / Vit A, D, E & Lanolin Wound Aftercare Ointment
SEBACEOUS FILAMENTS	Skin Renewal Radiance Corrector	Skin Renewal Radiance Corrector
SKIN SAGGING	Anti-Ageing Revitalising Serum	Anti-Ageing Revitalising Serum
TEENAGE ACNE	Acne Range	N/A

Skin Concerns guide for skin types

SKIN CONCERN

COMBINATION SKIN

OILY / PROBLEM SKIN

SKIN CONCERN	COMBINATION SKIN	OILY / PROBLEM SKIN
AGE / DARK SPOTS	Even Skin Dark Spot Corrector	Even Skin Dark Spot Corrector
EARLY AGEING	A-Z Hyaluronic Skin Supplement	Ultimate Restructuring Firming Treatment
MATURE AGEING	Ultimate Restructuring Firming Treatment	Ultimate Restructuring Firming Treatment
BLACKHEADS	Acne Night Moisture Serum	Acne Night Moisture Serum
DARK EYE CIRCLES	Age Control Anti-Oxidant Wrinkle Refiner	Collagen Serum
DRYNESS	Collagen Serum	A-Z Hyaluronic Skin Supplement
DULLNESS / ROUGH TEXTURE	Skin Renewal Radiance Corrector	Acne Night Moisture Serum
EXCESS OIL	Acne Night Moisture Serum	Acne Night Moisture Serum
EYE BAGS	Age Control Anti-Oxidant Wrinkle Refiner	Age Control Anti-Oxidant Wrinkle Refiner
EYE WRINKLES	Eye & Lip Contour Cream	Contouring Eye Gel
FACIAL REDNESS	Ultimate Restructuring Firming Treatment	Ultimate Restructuring Firming Treatment
FOREHEAD WRINKLES	Ultimate Restructuring Firming Treatment	Ultimate Restructuring Firming Treatment
HORMONAL ACNE	Acne Night Moisture Serum / Spot Repair Serum	Acne Night Moisture Serum / Spot Repair Serum
HYPERPIGMENTATION (Scars or Acne)	Ultimate Restructuring Firming Treatment / Acne Night Moisture Serum	Ultimate Restructuring Firming Treatment / Acne Night Moisture Serum
INFLAMMATION	A-Z Hyaluronic Skin Supplement / Ultimate Restructuring Firming Treatment	Ultimate Restructuring Firming Treatment / A-Z Hyaluronic Skin Supplement / Ultimate Restructuring Firming Treatment
LARGE PORES	Even Skin Dark Spot Corrector	Acne Night Moisture Serum
LIP WRINKLES	Age Control Eye & Lip Perfection	Ultimate Restructuring Firming Treatment
SCARS / BURNS / WOUNDS	Ultimate Restructuring Firming Treatment / Vit A, D, E & Lanolin Wound Aftercare Ointment	Ultimate Restructuring Firming Treatment / Vit A, D, E & Lanolin Wound Aftercare Ointment
SEBACEOUS FILAMENTS	Skin Renewal Radiance Corrector	Skin Renewal Radiance Corrector
SKIN SAGGING	Ultimate Restructuring Firming Treatment	Ultimate Restructuring Firming Treatment
TEENAGE ACNE	Acne Range	Acne Range

Skin Concerns guide for skin types

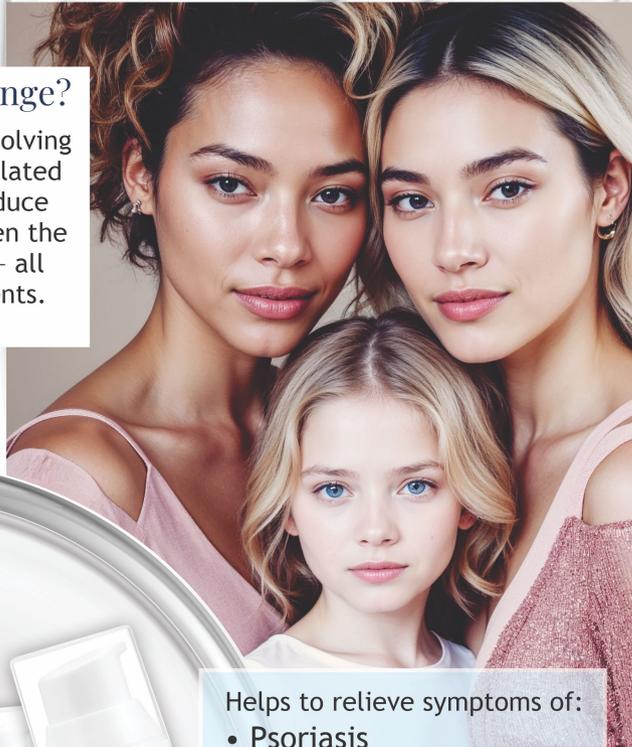
sensitive skin

Gentle, Effective Care for All Ages – From Baby to Elderly.

Why choose this range?

Our premium, problem-solving range is specially formulated to restore balance, reduce sensitivity and strengthen the skin's natural barrier – all without harsh ingredients.

**SAFE.
SOOTHING.
EFFECTIVE.**
Perfect for the
Whole Family.



Helps to relieve symptoms of:

- Psoriasis
- Eczema
- Extremely dry skin

“Free from synthetic fragrances, dyes and preservatives.”

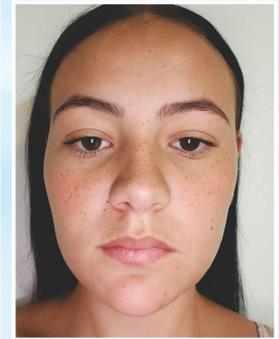


What is Sensitive Skin?

Sensitive skin is easily triggered by stress, environmental factors, or harsh products. It often feels tight, itchy, or inflamed, and may show redness, dryness, or discomfort. This skin type requires gentle, soothing care that calms and protects – without irritation.



BEFORE



AFTER A FEW HOURS

“Sensitive Skin Deserves Expert Care”

– Discover the Difference.

Key Ingredients & Benefits of the range:

- **Niacinamide (Vitamin B3):** Calms inflammation, strengthens skin barrier and improves uneven skin tone.
- **Inulin & Alpha-Glucan Oligosaccharide:** Prebiotics that support a healthy skin microbiome.
- **Glycerin:** A powerful humectant that hydrates and maintains skin moisture levels.
- **Aloe Barbadosensis Leaf Juice:** Soothes, hydrates, and reduces skin irritation.
- **Centella Oil:** Promotes healing and calms sensitive or damaged skin.
- **Baobab, Marula and Moringa Seed Oils:** Rich in antioxidants and essential fatty acids that nourishes and repairs skin.
- **Olive Stem Cells:** Antioxidant-rich and skin-conditioning; helps restore elasticity, support barrier health and re-energises skin cells.
- **Lavender Oil:** Soothes and calms irritated skin
- **Wild Geranium Leaf Oil:** Balances and refreshes sensitive skin
- **Red Cedar Wood Oil:** Provides a calming, grounding aroma and alleviates inflammation

Recommended For Treatment of:

- **Sensitive and Reactive Skin:** Minimises redness, burning and discomfort
- **Eczema-Prone Skin:** Helps soothe flare-ups, reduce itching and support barrier repair
- **Psoriasis:** Provides calming moisture and comfort for dry, scaly, irritated areas
- **Extremely Dry or Flaky Skin:** Deeply nourishes and locks in hydration to restore suppleness
- **Post-treatment Skin:** Safe for use after dermatological treatments or during skin recovery
- **Barrier-Impaired Skin:** Replenishes lipids and reinforces the skin's natural defenses



BEFORE
(Itchy rash on sensitive skin)



AFTER 2days



Purify Your Skin!

Gentle detox & exfoliation for Sensitive Skin!

The Purifying Clay Mask is an excellent deep cleansing treatment that leaves skin soft and smooth.

The Purifying Clay Mask is a gentle detox & skin polisher for Sensitive Skin. This soothing clay mask deeply cleanses and refines without irritation, making it perfect for delicate, reactive skin. Do not leave to dry on skin.

BENEFITS:

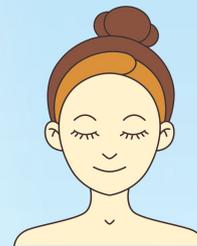
- Gently removes impurities and dead skin cells
- Calms and soothes sensitive skin
- Refines pores and smooths texture
- Balances oil without over-drying
- Leaves skin fresh, soft, and radiant



All Skin Types!

The Purifying Clay Mask also works as a mask, polisher and exfoliator - suitable for all skin types.

- **Leave-On Mask:** Apply an even layer to clean, dry skin, leave for 10-15 minutes, then rinse off.
- **Skin Polisher:** Massage onto damp skin in circular motions, then rinse immediately.



NORMAL SKIN

- Mask or polisher
- 2x weekly.



DRY SKIN

- Skin polisher
- 1x weekly.



SENSITIVE SKIN

- Skin polisher
- 1x weekly.



COMBINATION SKIN

- Mask or polisher
- 2 - 3x weekly.



OILY SKIN

- Mask or polisher
- 3-4x weekly.



ACNE PRONE SKIN

- Mask or polisher
- 2x weekly.



MILK CLEANSER

Gentle, Nourishing Cleanser for Delicate Skin

This ultra-mild cleansing milk is specially formulated for sensitive skin, effectively removing impurities while preserving the skin's natural moisture barrier. Its soothing, creamy texture calms irritation, leaving skin soft, clean and comfortable – without tightness or residue. Perfect for daily use on even the most reactive skin.

- *pH Balanced Microbiota Support to protect skin barrier function.*
- *Fragrance-free. Non-irritating. Ideal for all ages.*

CALMING SERUM

Advanced Relief for Irritated, Reactive Skin

This lightweight, fast-absorbing serum is specially designed to calm, hydrate and restore balance to sensitive or reactive skin. Rich in barrier-strengthening ceramides and anti-inflammatory botanicals, it helps reduce redness, soothe discomfort and protect against environmental stress. Use on any part of the body with inflammation. Ideal for daily use to maintain a calm, healthy complexion.

- *Microbiota Support to protect skin barrier function.*
- *Fragrance-free. Non-comedogenic. Perfect for even the most reactive skin types.*



FACE CREAM

Deep Comfort & Repair for Sensitive, Reactive Skin

This rich, restorative face cream is expertly formulated to calm, hydrate and strengthen sensitive skin. Powered by soothing botanicals, barrier-repairing Ceramides and nourishing vitamins, to lock in moisture and improve texture without irritation. Ideal for dry, fragile or redness-prone skin.

- *Intelligent Emulsifier to lock in skin lipids.*
- *Microbiota Support to protect skin barrier function.*
- *Fragrance-free. Gentle for even the most reactive skin.*

BODY CREAM

Rich, Soothing Moisturiser for Extremely Dry, Sensitive Skin

This deeply nourishing body cream is specially formulated to relieve symptoms of psoriasis and eczema while providing intense hydration for extremely dry, sensitive skin. It helps calm itchy inflammation and soothes dry, red, irritated areas, restoring comfort and softness. Its rich, emollient texture absorbs easily without leaving a greasy residue, making it ideal for daily use.

- *Microbiota Support to protect skin barrier function.*
- *Intelligent Emulsifier to lock in skin lipids.*
- *Gentle, fragrance-free and non-irritating.*



Can be used as a gentle Face Wash for inflamed skin.

BATH & SHOWER OIL

Deeply Moisturising Bath and Shower Oil for Dry, Sensitive Skin

This nourishing bath and body oil hydrates and soothes dry, sensitive skin, locking in moisture during cleansing. Use daily as a moisturiser, massage oil, bath additive or gentle body wash and face wash for eczema-prone skin.

- *Prevents lipids being lost during cleansing*
- *Contains natural essential oils, with no added fragrance*
- *Ideal for dry, sensitive and eczema-prone skin.*



acne

Skin care for all ages to balance oil and clear acne. Contains ingredients like **Salicylic Acid, Willow Bark, Tea Tree oil** and **Green Tea** that combat acne and other inflammatory conditions.



SKIN CARE ROUTINE

MORNING

- 2-IN-1 Face Wash & Toner
- Daily Calming Lotion
- * Spot Treatment if needed
- * SALON TREATMENT: Salicylic Acid Exfoliating Mask

EVENING

- 2-IN-1 Face Wash & Toner
- Night Moisture Serum
- * Spot Treatment if needed

"It is important to follow a healthy lifestyle and follow the complete Anti-Acne skin care routine."

EXPERT TIP SKIN CARE ROUTINE
"Salicylic Acid will help clear and prevent breakouts."

"Our 2-in-1 Face Wash Toner is my favourite product! Addressing acne-prone skin with Aloe Vera, Tea Tree Oil and Green Tea Extract for a revitalized, clearer complexion, boosting my self-image along the way."

Willa-Lisa Krause, 18

CLEAR SKIN Acne Supplement

Why we ♥ it:

Helps maintain healthy, clear skin and reduces breakouts. Boosts skin health from within. Formulated for acne-prone skin with Echinacea, Vit A, Vit C and Zinc.



Special OFFER

Purchase the entire range for **ONLY R1920.00, N\$1920.00**

(2-in-1 Face Wash and Toner, Daily Calming Lotion, Spot Repair Treatment and Night Moisture serum) and receive a **FREE Purifying Clay Mask!** worth **R370 N\$370!**



STEP 1 & 2 Cleanse & Tone

• Anti-Acne 2-in-1 Face Wash & Toner 200ml

Suitable for normal, combination and oily skin types.

Skin conditions:
Acne and pigmentation

Foaming face wash that cleanses and balances skin's pH. Helps control excess oil production in the skin. Elevate your skin care with our **2-in-1 Face Wash Toner**, crafted for acne-prone skin. Aloe Vera Gel soothes and replenishes, Tea Tree Oil battles acne and aids healing, while Green Tea balances sebum production.



KEY INGREDIENTS

ALOE VERA GEL
Aloe Vera Gel, rich in vitamins, amino acids, and minerals, soothes irritation, softens skin, and helps with acne-prone skin, even showing potential to reduce inflamed acne lesions when used regularly.

TEA TREE OIL
Tea Tree Oil in our 2-in-1 Face Wash Toner targets acne-causing bacteria and regulates sebum, while also aiding scar tissue formation for enhanced healing.

GREEN TEA EXTRACT
Green Tea Extract in our formula offers potent antioxidants that prevent inflammation, reduce pigmentation, and regulate sebum for comprehensive acne-care.

Clear Skin Acne Supplement



Helps maintain healthy, clear skin and reduces breakouts. Boosts skin health from within. Formulated for acne-prone skin with Echinacea, Vit A, Vit C and Zinc.

* One month supply

- ✓ **HEAL**
Anti-bacterial and prevents acne from spreading
- ✓ **REDUCE**
Inflammation and redness
- ✓ **PREVENT**
Acne breakouts and scars

- **ECHINACEA**
A combination of anti-microbial and anti-inflammatory properties that soothe skin irritation and prevent acne-causing bacteria from spreading.
- **VITAMIN A**
Reduces inflammation, cell damage, scars and redness.
- **VITAMIN C**
Anti-inflammatory properties that reduce redness & swelling.
- **ZINC**
Anti-inflammatory, anti-bacterial and skin-healing properties.
- **BURDOCK ROOT EXTRACT**
Anti-septic properties helps reduce acne-causing bacteria. Soothes skin conditions such as mild acne, rosacea & eczema.
- **DANDELION ROOT EXTRACT**
Detoxifies, clears out pores, treats acne and prevents future breakouts. Anti-bacterial and anti-fungal ingredients.

For Teen & Adult Acne

See the amazing results after just a few weeks!



Acne, marked by spots and pimples, is an inflammation-related skin condition affecting both teens and adults due to hormones, stress, potentially causing scarring.



STEP 3 Moisturise SERUMS

- **Anti-Acne Night Moisture Serum 50ml** **S**
Suitable for normal, combination and oily skin types.
Skin conditions: Acne, ageing and pigmentation

Night-time treatment with Salicylic Acid to combat acne, balance skin's pH and restore moisture balance. Our acne serum synergistically combats acne and improves skin texture. Salicylic acid cleanses pores and reduces ageing signs, niacinamide enhances texture with antioxidants and REGU-SEB balances sebum. Green tea extract, aloe vera gel and essential oils add anti-inflammatory benefits for clearer, smoother, healthier skin.



“Soothes skin inflammation, hydrates without adding oil.”

MOISTURISE

- **Anti-Acne Daily Calming Lotion 50ml** **S**
Suitable for normal, combination and oily skin types.
Skin conditions: Acne, pigmentation, eczema and psoriasis

A soothing lotion that calms and nourishes inflamed skin. Featuring Panthenol for growth, Allantoin for relief, Rosehip Seed Oil for inflammation and a blend of calming ingredients like Calendula, Aloe Vera, Chamomile, Bisabolol and Green Tea. Hyaluronic Acid enhances elasticity and Vitamin E protects from UV damage, for revitalized skin.

* Contains Acne friendly oils.



KEY INGREDIENTS (15 Active ingredients)

SALICYLIC ACID

This beta hydroxy acid is oil-soluble and effectively penetrates the skin pores, exfoliating the pore lining to unclog pores. It also helps reduce the appearance of fine lines, wrinkles, sun damage and age spots.

NIACINAMIDE (VITAMIN B3)

Niacinamide promotes protein synthesis, improving skin cell metabolism and texture. It possesses antioxidant and anti-inflammatory properties, fading age spots and pigmentation. It also has anti-ageing benefits, making the skin appear youthful.

REGU-SEB (Serenoa Serrulata Fruit Extract and Sesamum Indicum Seed Oil)

This natural bioactive complex balances and mattifies oily skin, regulating sebum production by inhibiting 5 α -reductase. It helps maintain a natural look while combating excessive oiliness



BEFORE AFTER

KEY INGREDIENTS (11 Active ingredients)

PANTHENOL (Vitamin B5):

Panthenol promotes skin cell growth, enhances moisture, and calms irritation, making it an essential component for a soothing skin care regimen.

ALLANTOIN

With properties to reduce irritation and aid in shedding dead skin cells, Allantoin contributes to a healthier complexion.

ROSEHIP SEED OIL

Rosehip Seed Oil's Vitamin A precursors combat inflammation by neutralizing free radicals. Its linoleic acid content aids in skin cell shedding and moisturization, offering comprehensive skin care benefits.



SPOT TREATMENT

- **Spot Repair Treatment 30ml** **S**
* **ONLY USE ON SPOTS**

Suitable for normal, combination and oily skin types.

Skin conditions: Acne and pigmentation

Elevate your skin care with our Spot Repair Treatment. Salicylic Acid, Tea Tree and Eucalyptus Oils combat acne and other inflammatory conditions. Salicylic Acid prevents breakouts. Lavender aids healing and Eucalyptus fights infections, all for radiant skin.



Weekly Routine

- **Anti-Acne Salicylic Acid Exfoliating Mask 100ml**
WILLA KRAUSE SALON TREATMENT ONLY

Skin types: Normal, combination and oily skin types
Skin conditions: Acne and pigmentation



KEY INGREDIENTS (4 Active ingredients)

NIACINAMIDE (Vitamin B3)

Niacinamide leads our Acne Peel-Off Mask, promoting skin cell metabolism for improved texture and a youthful appearance. It offers antioxidant, anti-inflammatory benefits and reduces age spots and pigmentation.

SALICYLIC ACID

At the core, Salicylic Acid deeply cleanses pores, exfoliates pore linings and addresses acne, fine lines, wrinkles and age spots.

ALLANTOIN

Completing the trio, Allantoin soothes, promotes shedding of dead skin cells and minimizes scarring.

- **Purifying Clay Mask 50ml**

Skin types: Normal, combination and oily skin types
* **Can be used daily by oily skin types**

Skin conditions: Acne, pigmentation and ageing.

Excellent deep cleansing treatment. Refines skin texture, exfoliates, absorbs excess oil, purifies and leaves skin soft and smooth.



KEY INGREDIENTS (4 Active ingredients)

SALICYLIC ACID

A potent beta hydroxy acid, Salicylic Acid penetrates skin pores, effectively exfoliating pore linings, aiding in unclogging pores and reducing the appearance of fine lines, wrinkles, sun damage and age spots.

TEA TREE LEAF OIL:

Exhibiting antibiotic activity against acne-causing bacteria, Tea Tree Oil regulates sebum production, promoting balanced skin and aiding scar tissue formation for healing.

LAVENDER OIL: Lavender Oil offers anti-inflammatory benefits that aid in calming irritated skin caused by acne lesions. Its regenerative properties support healing, contributing to the skin's recovery process.

EUCALYPTUS LEAF OIL: Known for its healing benefits, Eucalyptus Oil helps combat infections and tones oily or acne-prone skin.



Peel-off mask that combats acne and other inflammatory conditions. Removes excess oil and exfoliates dead skin cells from the surface of the skin.

* May cause skin shedding.

KEY INGREDIENTS (4 Active ingredients)

BENTONITE: Clay with absorbing and exfoliating properties, drawing out impurities and excess oil from the skin.

KAOLIN: A natural mineral that cleanses and exfoliates, ideal for reducing surface oil and revealing smoother skin.

WITCH HAZEL: Versatile, calms acne and sunburn with gentle toning and antioxidants.

ALLANTOIN: Soothes skin, reduces irritation, aids scar reduction and improves skin texture.

hair loss

These ingredients promote hair growth by nourishing hair follicles, improving blood circulation and exfoliating the scalp to provide a healthy environment.

For Teen & Adult Hair



AFTER 4 WEEKS



AFTER 8 WEEKS



AFTER 4 WEEKS



AFTER 8 WEEKS



Brow & Lash Growth Serum

- ✔ Stimulates hair growth
- ✔ Increases hair density
- ✔ Enhances thickness of lashes and brows

KEY INGREDIENTS

- Scutellaria Baicalensis Root
- Wheat and Soy Sprouts
- Arginine
- Lactic Acid
- Niacinamide
- Panthenol
- Caffeine
- Glycine Soja



BEFORE AFTER 8 WEEKS
Condition: Hair loss

Growth & Shine Hair Serum

- ✔ Stimulates hair growth
- ✔ Increases hair density
- ✔ Prevents hair loss
- ✔ Silky shine
- ✔ Activates follicle stem cells
- ✔ Increases cellular energy
- ✔ Tested on men and women

KEY INGREDIENTS

- Scutellaria Baicalensis Root Extract
- Wheat and Soy Sprouts
- Arginine
- Niacinamide (Vitamin B3)
- Panthenol (Vitamin B5)
- Caffeine
- Lactic Acid

Condition: Hair loss

Growth & Shine Hair Supplement

- ✔ Promotes healthy hair growth
- ✔ Restores shine and volume
- ✔ Reduces the risk of hair loss
- ✔ Promotes scalp health

KEY INGREDIENTS

- Artemisia Annu Herb
- Ashwaganda Extract
- Bioperine™ (Piperine)
- Fenugreek Extract
- Ginkgo Biloba Extract
- Gentian Root
- Hops Extract
- Horsetail Herb Powder
- Nettle Root
- Saw Palmetto Extract
- Vitamin A
- Vitamin B1
- Vitamin D3
- Vitamin E

Condition: Hair loss
* One month supply

pigmentation

The combination of ingredients in these products can help to reduce pigmentation on the skin by promoting exfoliation, inhibiting melanin production, and reducing inflammation. It can help to prevent further pigmentation from occurring. The acids work to exfoliate the skin and promote cell turnover, which can help to reduce the appearance of pigmentation and promote a brighter, more even skin tone. Some of the key ingredients are:

Vitamin A

Vit A is known to increase cell turnover, which helps to reduce the appearance of pigmentation and discoloration by shedding the outermost layer of dead skin cells.

Vitamin B

Niacinamide helps to reduce inflammation, regulate sebum production and prevent the transfer of melanin to skin cells.

Vitamin C

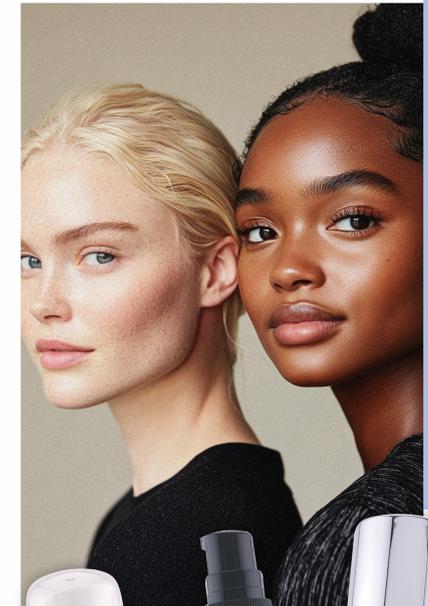
Vitamin C has antioxidant properties that helps to protect the skin from damage caused by free radicals and UV radiation, which can contribute to pigmentation issues.

Glycolic Acid

Glycolic Acid is an alpha-hydroxy acid (AHA) that exfoliates skin by breaking down bonds between dead cells, promoting cell turnover and a brighter complexion. It reduces pigmentation and promotes even skin tone, but increases sun sensitivity. Use sunscreen with glycolic acid products.



Before After



Special Treatments - Pigmentation

Even Skin Dark Spot Corrector

- Even Skin Dark Spot Corrector 50ml



Skin types: All skin types

Skin conditions: Ageing, pigmentation and acne



EXPERT TIP SKIN CARE ROUTINE

This is a skin lightening product with a matte finish. Always use in conjunction with your Sun Wrinkle Protector SPF or Matte Sunscreen Lotion to protect your skin.



BEFORE

AFTER 8 weeks



BEFORE

AFTER 8 weeks

"Wow, this product is a total skin saver! The powerful blend of actives and vitamins has completely rejuvenated my complexion. My skin is smoother, breakouts are gone, and my scars are fading. It's my ultimate skin care essential!"

Ilouise McAlpine, 33

Willa Krause Skin Care Marketeer



KEY INGREDIENTS

- **LACTIC ACID** - Alpha hydroxy acid exfoliates, lightens spots, softens lines, prevents breakouts and boosts moisture.
- **DIOIC ACID** - Sunflower seed derivative, akin to Azelaic acid. Lightens skin, fades spots.
- **GLYCOLIC ACID** - Sugar cane-derived AHA (Alpha-hydroxy acid). Penetrates effectively. Great for acne, anti-ageing and pigmentation.
- **Vitamin A** - Accelerates healing, prevents breakouts, boosts immunity. Natural moisturiser. Repairs sun damage, enhances cell growth, collagen and even tone for glowing skin.
- **Vitamin B3** - Niacinamide retains moisture, boosts keratin. Improves pores, tone, lines, dullness. Minimizes dark spots by inhibiting pigment transfer.
- **Vitamin B5** - Keeps skin soft, smooth, healthy. Anti-inflammatory, great for dry, rough skin. Promotes youthful cells, plumps and moisturises. Calms irritation and aids eczema.
- **Vitamin C** - Vitamin C reduces scars, spots and hyperpigmentation. It inhibits melanin via tyrosinase, brightening skin. Fights free radicals, lessens melanin production and reducing discoloration.
- **Vitamin E** - Potent antioxidant, reduces UV damage. Nourishes, protects from free radicals and regenerates cells. Anti-ageing, lightens spots, scars on face.

"The perfect product to use for the prevention and treatment of dark spots, blemishes and acne"

WILLA
KRAUSE
SKIN CARE

SILKY SMOOTH & BLEMISH-FREE SKIN

EVEN SKIN DARK SPOT CORRECTOR

Prevent and treat dark spots and blemishes with noticeable results in just 8 WEEKS!

improves:

- PIGMENTATION
- SKIN TONE
- TEXTURE
- ACNE



Excellent for treating adult acne caused by hormones, stress and menstrual cycle.



* Suitable for all skin types.

Use with Sunscreen!
AHA & Vit A can increase skin's sensitivity to UV rays.



new
NOW WITH
Vit A, C, B3 & E
• Glycolic Acid
• Lactic Acid
• Dioic Acid

Improved



LACTIC ACID

An Alpha hydroxy acid used to exfoliate the skin, lighten dark spots and pigmentation. It softens the look of fine lines and wrinkles and improves skin texture. Helps to prevent breakouts and over time, you might even notice plumper-looking skin. It boosts skin's moisture levels.



DIOIC ACID

Derived from sunflower seeds and is structurally similar to Azelaic acid. Ability to lighten the skin, fading dark spots and hyperpigmentation.

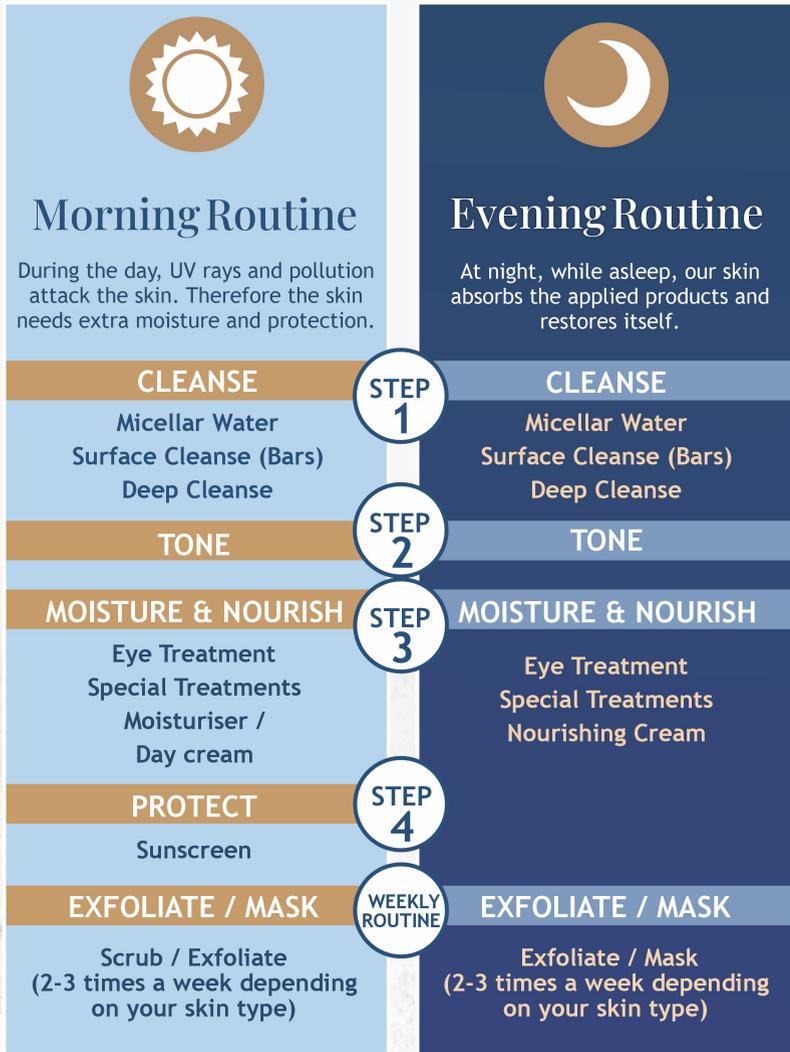


GLYCOLIC ACID

Derived from sugar cane, belongs to the Alpha-hydroxy acid (AHA) family. Small molecule that penetrates very efficiently into skin. Excellent exfoliator for acne-prone skins with anti-ageing benefits. Lightens pigmentation and helps penetration of other products.

Daily Skin Care Routine

4 EASY STEPS are all it takes to ensure a healthy and flawless skin.



A Good skin care routine is a necessity
 Nutrition, hygiene, circulation, age, immunity and genes all affect the state of the skin, which is why it can look and feel different from day to day.

STEP 1

cleanse Daily Skin Care Routine

First Cleanse - MICELLAR WATER & CLEANSING BARS

CLEANSING BARS

Gently removes surface impurities and makeup from the skin. Ordinary soap is harsh on the skin and can upset the acid balance and damage the natural oily layer. The **Cleansing Bars** have a glycerine base which is hypo-allergenic and soothing on the skin.

EXPERT TIP SKIN CARE ROUTINE
 Remove makeup before bed with **Micellar Water**. Sleeping with makeup causes dryness, redness, irritation, infections, and accelerates skin ageing from free radicals and collagen breakdown.

What's in our cleansing bars?

AMBER BAR

- Glycerine base - Enriched with Palm Kernel Oil, Jojoba Oil and Rooibos Extract
- Soothing and calming
- Extra moisturising and suitable for shaving as it prevents skin rash
- **Skin type:** All skin types & sensitive skins.

FIRMA LIFT BAR

- A natural palm oil base enriched with Jojoba Oil, Vitamin E, Rosehip Oil and Allantoin
- Regulates moisture balance in the skin
- Keeps skin soft, supple and effectively controls dry flaky skin
- Jojoba oil contains Vitamin E oil, which heals and stimulates the formation of new cells and is therefore regarded as a rejuvenating oil!
- Rosehip oil has tissue regenerating properties to minimise fine lines & wrinkles
- **Skin type:** Normal, dry and mature skin types

TEA TREE ACNE BAR

- Glycerine base enriched with Tea Tree and Eucalyptus Oil
- Antiseptic, antifungal and antibacterial
- Slightly drying while enhancing exfoliation and has a healing effect
- **Skin type:** Excellent for extremely oily, problem and acne skin types

- Micellar Water 200ml (makeup remover)
- Amber Bar 125g
- Firma Lift Bar 125g
- Tea Tree Bar 125g



MICELLAR water

WILLA
KRAUSE
SKIN CARE

FIRST CLEANSE: CLEANSE & HYDRATE

No-rinse cleansing water for face, eyes and lips. Leaves skin hydrated, plump & radiant.



SUPER CLEANSE

- "Micelles" trap dirt and oil on skin like a magnet to make it easily removable
- Removes embedded impurities & make-up
- Soft and gentle, oil-free makeup remover



MOISTURISE

- Deep cleansing without drying skin out
- Refines pores & hydrate
- Use to remove foundation & primer and lock in moisture

Beneficial for all skin types

Mature Skin

Removes all traces of make-up and environmental pollution that speeds up the ageing process.

Sensitive Skin

Calming effect on skin and prevents redness and irritation. Ideal for sensitive eye area.

Dry & Dehydrated Skin

Solid dose of moisture to relieve dryness. Refreshes skin and leaves it feeling supple and hydrated.

Young & Oily Skin

Ideal for oily skins. Removes oils and trapped dirt. Balances the production of sebum.



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SKIN CARE
MICELLAR
CLEANSE
& HYDRATE

No-rinse cleansing water for face, eyes and lips. Removes embedded impurities & make-up. Refines pores & hydrate.



Hypoallergenic, for all skin types, especially dry sensitive skins. 200ml



Cleanse

DEEP CLEANSERS

WILLA
KRAUSE
SKIN CARE

Second Cleanse - DEEP CLEANSERS

Cleanses and removes oil-based dirt. The Deep Cleaners contain emulsifiers that gently remove all impurities to prevent clogging of pores. It is essential to deep cleanse the skin without stripping it of moisture and natural oils.

DEEP CLEANSER GEL

A light textured foam-free gel cleanser that removes all traces of make-up, preparing the skin for further treatment. Combination to oily skin types. 200ml

200ml

FIRMA LIFT CLEANSER

A lipid rich cream cleanser that removes all traces of make-up, preparing the skin for further treatment. Mature, dry skin types. 200ml

200ml

DEEP CLEANSER GEL 200ml

- A light textured, foam-free gel cleanser that will remove all traces of impurities and make-up, preparing skin for further treatment
- Skin type: Normal, combination to oily skin types

FIRMA LIFT CLEANSER 200ml

- A lipid rich cream cleanser that will remove all traces of impurities and make-up, preparing skin for further treatment
- Skin type: Normal, mature and dry skin types

* Contains no soap

EXPERT TIP SKIN CARE ROUTINE

It is essential to deep cleanse the skin without stripping it of moisture and natural oils. Consult your skin care specialist for your skin type's correct products.



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SKIN CARE
MICELLAR
CLEANSE
& HYDRATE

No-rinse cleansing water for face, eyes and lips. Removes embedded impurities & make-up. Refines pores & hydrate.

Hypoallergenic, for all skin types, especially dry sensitive skins. 200ml



Hypoallergenic, for all skin types, especially dry sensitive skins. 200ml



Tone

Daily Skin Care Routine

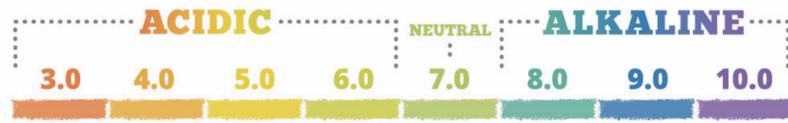
STEP 2



- Freshner 200ml
- Firma Lift Toner 200ml

Toners are an essential part of your skin care routine. Toners should be applied after cleansing and before serums and moisturisers. A face toner helps to lock in moisture. It also corrects and balances the pH of your skin and helps control acne.

Restoring the balance



What is the pH balance?

pH Stands for **potential of hydrogen**, which is a measurement of the hydrogen concentration in solutions. The total pH scale ranges from 1 to 14, with 7 considered to be neutral. A pH less than 7 is said to be acidic and solutions with a pH greater than 7 are basic or alkaline.

Why is the pH balance important for your skin?

For your skin to work at its best, it should be slightly acidic, between the 5.4 and 5.9 pH balance. This is the ideal environment for a healthy skin flora to thrive while harmful micro-organisms are destroyed. Skin conditions like eczema, redness, dry patches, acne, oiliness, psoriasis and premature signs of ageing all indicate that your skin's pH is off-balance. Incorrect skin care products or poor eating habits will result in wrinkles, inflammation, extreme sensitivity, clogged pores or acne-break outs.

Tone

Daily Skin Care Routine - STEP 2

The most important step for glowing skin!

FRESHNER 200ml

- Balancing skin's pH while locking in skin's own moisture
- Skin type: Normal, sensitive to dry skin types

FIRMA LIFT TONER 200ml

- Conditions, restores and heals with powerful antioxidants. Prevents premature ageing
- Skin type: Mature to dry skin types

Toners are especially necessary for oily or acne-prone skin. It locks in essential moisture, removes oiliness and shine and prepares your skin for serums and moisturisers.



Toners restore the pH balance of the skin, which boosts immunity and prevents bacterial infection. To ensure optimal penetration of the products that follow, the natural pH of your skin needs to be restored.

- 1 Removes last traces of cleanser / mask from the skin
- 2 Anti-inflammatory - healing and soothing effect on the skin
- 3 Contains active ingredients
- 4 Contracts pores and refreshes skin
- 5 Support healthy bacteria

Restores skin's pH balance



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Moisturise & Nourish Daily Skin Care Routine

STEP 3

SERUMS

“Choose a serum for your skin type and concerns. Always do a patch test before adding a new product to your skin care routine.”

What is a Serum?

A serum is a product typified by its rapid absorption and ability to penetrate into the deeper layers of the skin, together with its non-greasy finish and intensive formula with a very high concentration of active ingredients. Serums add to your skin routine, boosting benefits, giving noticeable advantages, improving structure and quality of skin from the inside.

How do I use a Serum?

- Apply the serum to a clean face before moisturiser
- Serums may be combined with moisturiser or other treatments in one application
- **Highly concentrated**
- Apply in the morning and the evening for best results

- A-Z Hyaluronic Skin Supplement 50ml **S**
- Age Control Anti-Oxidant Wrinkle Refiner 50ml **S**
- Collagen Serum 50ml **S**
- Anti-Ageing Revitalising Serum 30ml **S**
- Ceramide Collagen Repair Oil 30ml **S**
- Anti-Acne Night Moisture Serum 50ml **S**
- Ultimate Restructuring Firming Treatment 50ml **S**

Benefits of using a Serum?

- Serum can be used under your foundation to give your daily make-up routine some skin care benefits.
- Keeps skin hydrated and provides balanced moisture
- Adds radiance to your complexion
- Firms skin for make-up application
- Improves the effectiveness of other skin care products by enhancing their absorption into the skin.
- Reduces the appearance of fine lines and wrinkles, promoting a more youthful complexion.



“I combine the Anti-Oxidant Wrinkle Refiner with the Ceramide Collagen Oil with my regular Rejuvenator treatments for a radiant, youthful look and my skin feels nourished, revitalized with improved elasticity.”

Carol Boonzaier, 64
Willa Krause Marketing Manager



S SPECIAL TREATMENTS

What Serums should I use?

	Anti-Ageing Revitalising Serum	Ceramide Collagen Repair Oil	Anti-Oxidant Wrinkle Refiner	A-Z Hyaluronic Skin Supplement	Anti-Acne Night Moisture Serum	Collagen Serum	Ultimate Restructuring Firming Treatment
DRYNESS	⚡	⚡	⚡	⚡	⚡	⚡	⚡
ANTI-AGEING	⌚	⌚	⌚	⌚	⌚	⌚	⌚
ACNE					👁️		
PIGMENTATION	👁️			👁️	👁️		👁️
POLLUTION	☁️		☁️		☁️		☁️
SENSITIVE SKIN		👁️		👁️			👁️
CELLULAR ENERGY			⚡			⚡	⚡
INFLAMMATION & CLOGGED PORES			👁️		👁️		👁️
SCAR TREATMENT & WOUND HEALING			👁️				👁️



Special Treatments - Serum

Anti-Acne Night Moisture Serum

- Anti-Acne Night Moisture Serum 50ml

Skin Types: Normal, combination and oily skin.
Skin Conditions: Acne, pigmentation and ageing.

KEY INGREDIENTS (15 Active ingredients)

NIACINAMIDE (Vitamin B3)

Promotes skin metabolism, improves texture, anti-ageing benefits, antioxidant, anti-inflammatory, fades age spots and irregular pigmentation.

WILLOW BARK EXTRACT

Many anti-inflammatory, antioxidant and antimicrobial properties. Contains Salicin derived to clear pores and alleviate acne and irritation.

SALICYLIC ACID

Oil-soluble Beta Hydroxy Acid penetrates pores and exfoliates. Reduces fine lines, wrinkles, sun damage and age spots.

GREEN TEA EXTRACT

Green Tea polyphenols are potent antioxidants, preventing inflammation, reducing pigmentation, and scarring. Studies confirm its role in regulating sebum production.

ALOE VERA GEL

Studies prove Aloe Vera reduces inflamed acne lesions when used twice daily.

HYALURONIC ACID (Sodium Hyaluronate):

Acts as a humectant, retaining moisture and promoting skin elasticity.

RETINYL PALMITATE (Vitamin A)

Promotes cell growth and metabolism and improves skin texture. Stimulates hyaluronic acid, collagen and elastin production.

ROSEHIP OIL

Contains Vitamin A precursors combat inflammation by scavenging free radicals. Linoleic Acid improves skin cell shedding and provides moisture.

MORINGA OIL

Rich in antioxidants that helps combat chronic inflammation.

ESSENTIAL OIL COMBO (Eucalyptus, Tea Tree, Ylang Ylang, Geranium and Lavender)

Lavender oil reduces inflammation with antioxidants and stress reduction. Ylang Ylang Oil has strong anti-inflammatory and antioxidant effects. Tea Tree oil is anti-inflammatory and regulates sebum.

REGU-SEB (Serenoa Serrulata Fruit Extract and Sesamum Indicum (Sesame) Seed Oil)

REGU®-SEB: Natural bioactive complex with polyphenol-rich North American saw palmetto and South American sesame seeds in Moroccan argan oil base. Balances and mattifies oily skin. Regulating sebum production through 5α-reductase inhibition.

Perfect for Teen and Adult skins.

“The Anti-Acne Night Moisture Serum is one of my favourite skin care products. It does not irritate my sensitive skin and keeps it smooth and clear without drying it out.”
Karmen Wiid, 24

The Anti-Acne Night Moisture Serum has various benefits for acne-prone skin:

- Reduces inflammation
- Fights acne-causing bacteria
- Regulates sebum production
- Promotes healing
- Unclogs pores and exfoliates the skin to improve overall skin texture
- Hydrates and plumps the skin
- Minimizes the appearance of acne scars

“Night-time treatment with Salicylic Acid combats acne, balances skin’s pH and restores moisture balance. Green Tea extract helps balance sebum production. An essential oil combination reduces bacterial infection, soothes the skin and reduces inflammation.”



Anti-Acne Night Moisture Serum

Normal, combination and oily skin.

Targets acne, pigmentation and signs of ageing while you sleep. This powerful night-time treatment blends Salicylic Acid to exfoliate and unclog pores, Green Tea Extract to regulate sebum and a calming Essential Oil Complex to fight bacteria and soothe inflammation.

- Clears breakouts
- Fades pigmentation & acne scars
- Hydrates without clogging
- Regulates oil and restores skin’s pH

With Niacinamide, Retinyl Palmitate, Aloe Vera, and Rosehip Oil for smoother texture, even tone, and youthful glow.



“It’s not just Anti-Acne, it’s pro-healing, pro-balance and pro-radiance”



Special Treatments - Serum

Ceramide Collagen Repair Oil



• Ceramide Collagen Repair Oil 30ml

Skin Types: Dry, combination and sensitive skin.

Skin Conditions: Ageing, eczema and psoriasis.

A lightweight fast-penetrating oil for face and neck, enriched with Ceramide for a youthful skin. Helps support skin's natural collagen to reduce fine lines and wrinkles. Skin is noticeably firmer, smoother and youthful. The use of Ceramides are believed to be a breakthrough in skin care. It keeps your skin hydrated and plump.

"The Ceramide Collage Repair Oil is a true skin savior. It offers hydration, healing, and rejuvenation, all in one miraculous bottle. This product is a skin care game-changer!"

Landie Maritz, 57
Willa Krause Skin Care Marketing Manager

KEY INGREDIENTS (4 Active ingredients)

OLIVE SQUALANE

- Helps to restore the skin's lipid barrier
- Protects against skin hydration
- Mimics the skin's own lipids

JOJOBA OIL

- Rich in Omega-9 and Vit E, the oil has anti-inflammatory properties
- Accelerates wound healing
- Eases the symptoms of eczema and rosacea

BORAGE SEED OIL

- Soothes dry and sensitive skin with high level of anti-inflammatory fatty acids

RETINYL PALMITATE (Vitamin A)

- Promotes skin cell growth and metabolism
- Improves skin smoothness and complexion
- Stimulates the production of hyaluronic acid, collagen and elastin in the skin

Ceramide plays a very important role by creating a barrier which combats infection, and helps to retain the skin's moisture. Reduction of ceramides may result in dry skin which causes wrinkles.



Wanda Bam
National Speaker and Artist - Age 56

"The Ceramide Collagen Repair Oil is my favourite anti-ageing product. You immediately see the results!"

Intensive repair and protect barrier serum, that slows down the ageing process.



BEFORE



AFTER regular use



CERAMIDE COLLAGEN REPAIR OIL

Collagen booster for dry, combination and damaged skin types.
Intensive repair and protective barrier serum
that slows down the ageing process.

Anti-Ageing | Lightweight | Reduces scar tissues
Repair & Protect



Key ingredients like **Cyclopentasiloxane** and **Dimethicone** provide protection against moisture loss and improve fine lines & wrinkles. **Retinyl Palmitate** creates a cell regeneration and exfoliation action to repair the lower layers of the skin where collagen and elastin resides.

Moisture balance

Ceramides form a protective layer that plump the skin, retain moisture and act as a barrier against bacteria. **Squalane** guards healthy skin from forming wrinkles and age spots and protects skin from premature ageing. It improves the moisture balance and elasticity to heal chapped and cracked skin. Diminishes the production of excess oil and improves better blood circulation to rejuvenate the skin.



Ceramide creates a barrier which combats infection and helps to retain the skin's moisture.

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SKIN CARE



EXPERT TIP SKIN CARE ROUTINE
If you suffer from dry sensitive skin in the winter, add a small amount of Ceramide Collagen Repair oil to your moisturiser, night cream or foundation for a richer product.

Essential Checklist

CLEANSING BARS					
Amber Bar	020	125g	R145.00	N\$145.00	<input type="checkbox"/>
Firma Lift Bar	025	125g	R145.00	N\$145.00	<input type="checkbox"/>
Tea Tree Acne Bar	026	125g	R145.00	N\$145.00	<input type="checkbox"/>
CLEANSERS					
Deep Cleanser Gel	040	200ml	R380.00	N\$380.00	<input type="checkbox"/>
Firma Lift Cleanser	091	200ml	R510.00	N\$510.00	<input type="checkbox"/>
Micellar Water	WKC11	200ml	R240.00	N\$240.00	<input type="checkbox"/>
FRESHNERS					
Freshner	050	200ml	R415.00	N\$415.00	<input type="checkbox"/>
Firma Lift Toner	092	200ml	R420.00	N\$420.00	<input type="checkbox"/>
SERUMS					
Ⓢ Collagen Serum	321	50ml	R540.00	N\$540.00	<input type="checkbox"/>
Ⓢ Anti-Ageing Revitalising Serum	326	30ml	R490.00	N\$490.00	<input type="checkbox"/>
Ⓢ Ceramide Collagen Repair Oil	327	30ml	R650.00	N\$650.00	<input type="checkbox"/>
Ⓢ Age Control Anti-Oxidant Wrinkle Refiner	311	50ml	R810.00	N\$810.00	<input type="checkbox"/>
Ⓢ A-Z Hyaluronic Skin Supplement	WKS03	50ml	R830.00	N\$830.00	<input type="checkbox"/>
Ⓢ Ultimate Restructuring Firming Treatment	WK501	50ml	R880.00	N\$880.00	<input type="checkbox"/>
EYE CARE					
★ Contouring Eye Gel	222	15ml	R295.00	N\$295.00	<input type="checkbox"/>
★ Eye & Lip Contour Cream	218	15ml	R340.00	N\$340.00	<input type="checkbox"/>
Ⓢ Age Control - Eye & Lip Perfection	112	20ml	R720.00	N\$720.00	<input type="checkbox"/>
MOISTURISERS / NOURISHERS					
6-in-1 Ordinary	070	50ml	R390.00	N\$390.00	<input type="checkbox"/>
6-in-1 Enriched	080	50ml	R390.00	N\$390.00	<input type="checkbox"/>
6-in-1 Super Enriched	090	50ml	R390.00	N\$390.00	<input type="checkbox"/>
Hydrating Balm	105	50ml	R280.00	N\$280.00	<input type="checkbox"/>
Firma Lift Day Cream	096	50ml	R410.00	N\$410.00	<input type="checkbox"/>
Firma Lift Night Cream	098	50ml	R420.00	N\$420.00	<input type="checkbox"/>
Ⓢ Firma Lift Adv. Moisturising Treatment	097	50ml	R630.00	N\$630.00	<input type="checkbox"/>
Ⓢ Firma Lift Adv. Night Treatment	089	50ml	R650.00	N\$650.00	<input type="checkbox"/>
Ⓢ Multi Active Repair Cream	252	50ml	R505.00	N\$505.00	<input type="checkbox"/>
Ⓢ Age Control - Prevent & Repair	087	50ml	R1130.00	N\$1130.00	<input type="checkbox"/>
Ⓢ Vitamin A & B Booster	227	50ml	R535.00	N\$535.00	<input type="checkbox"/>
★ Ⓢ Anti-Wrinkle Neck & Bust Treatment	093	50ml	R400.00	N\$400.00	<input type="checkbox"/>
Ⓢ Youth Mask (Includes Revitalising Serum)	Mask		R755.00	N\$755.00	<input type="checkbox"/>
PROTECTION					
Sun Wrinkle Protector	350	50ml	R425.00	N\$425.00	<input type="checkbox"/>
Matt Sunscreen Lotion	WK557	50ml	R450.00	N\$450.00	<input type="checkbox"/>
Tinted Sunscreen Lotion	WK550	50ml	R565.00	N\$565.00	<input type="checkbox"/>
EXFOLIATORS					
★ Exfoliating Scrub Cream	290	50ml	R335.00	N\$335.00	<input type="checkbox"/>
Enzyme Exfoliator	099	50ml	R445.00	N\$445.00	<input type="checkbox"/>
Skin Renewal Radiance Corrector	324	50ml	R520.00	N\$520.00	<input type="checkbox"/>
MASKS					
★ Protein Moisture Mask	255	50ml	R370.00	N\$370.00	<input type="checkbox"/>
Purifying Clay Mask	251	50ml	R370.00	N\$370.00	<input type="checkbox"/>
HAIR LOSS					
Brow & Lash Serum	WK566	15ml	R245.00	N\$245.00	<input type="checkbox"/>
Hair Serum	WK565	50ml	R460.00	N\$460.00	<input type="checkbox"/>
Hair Supplement	HGC100		R410.00	N\$410.00	<input type="checkbox"/>
PIGMENTATION					
Even Skin Dark Spot Corrector	328	50ml	R350.00	N\$350.00	<input type="checkbox"/>
HEALTH CARE					
Rub on Relief	319	75ml	R180.00	N\$180.00	<input type="checkbox"/>
Skin Relief	320	75ml	R415.00	N\$415.00	<input type="checkbox"/>
Ⓢ Special Treatment					
★ FREE Product when you purchase a product out of each group (see page 4 for group details)					
MEN'S RANGE					
Revitalising Toning Cleanser	300	150ml	R 305.00	N\$ 305.00	<input type="checkbox"/>
Rebalancing Moisture Balm	301	50ml	R 270.00	N\$ 270.00	<input type="checkbox"/>
Energizing Exfoliating Mask	302	50ml	R 270.00	N\$ 270.00	<input type="checkbox"/>
Rebuilding Night Treatment	303	50ml	R 270.00	N\$ 270.00	<input type="checkbox"/>
EARTH RANGE					
Rooibos & Aloe Soothing Gel Cleanser	Wk570	200ml	R 285.00	N\$ 285.00	<input type="checkbox"/>
Kalahari Melon Moisture Cream	WK572	50ml	R 340.00	N\$ 340.00	<input type="checkbox"/>
Vitamin C & B3 Radiance Serum	WK573	30ml	R 480.00	N\$ 480.00	<input type="checkbox"/>
Ximenia & Turmeric Restore Refresh Serum	WK575	30ml	R 515.00	N\$ 515.00	<input type="checkbox"/>
Marula & Baobab Skin Elixir Oil	WK535	30ml	R 510.00	N\$ 510.00	<input type="checkbox"/>
Bakuchiol Rejuvenating Serum	WK577	30ml	R 530.00	N\$ 530.00	<input type="checkbox"/>
SENSITIVE RANGE					
Milk Cleanser	WK601	125ml	R 520.00	N\$ 520.00	<input type="checkbox"/>
Face Cream	WK600	50ml	R 530.00	N\$ 530.00	<input type="checkbox"/>
Serum	WK602	30ml	R 600.00	N\$ 600.00	<input type="checkbox"/>
Body Cream	WK603	200ml	R 490.00	N\$ 490.00	<input type="checkbox"/>
Bath & Shower Oil	WK604	200ml	R 490.00	N\$ 490.00	<input type="checkbox"/>
ANTI-ACNE RANGE					
Anti-Acne 2-in-1 Face Wash & Toner	WK533	200ml	R 480.00	N\$ 480.00	<input type="checkbox"/>
Anti-Acne Daily Calming Lotion	WK532	50ml	R 480.00	N\$ 480.00	<input type="checkbox"/>
Anti-Acne Night Moisture Serum	WK528	50ml	R 530.00	N\$ 530.00	<input type="checkbox"/>
Spot Repair Treatment	WK527	30ml	R 430.00	N\$ 430.00	<input type="checkbox"/>
Purifying Clay Mask	251	50ml	R 370.00	N\$ 370.00	<input type="checkbox"/>
Clear Skin Acne Supplement	AKN100		R 400.00	N\$ 400.00	<input type="checkbox"/>
WOUND CARE					
Ultimate Restructuring Firming Treatment	WK501	50ml	R 880.00	N\$ 880.00	<input type="checkbox"/>
Vit, A, D, E & Lanolin Wound Ointment	WK502	25ml	R 235.00	N\$ 235.00	<input type="checkbox"/>
BODY CARE					
Garden Flowers Hand and Body Lotion	WK561	500ml	R 240.00	N\$ 240.00	<input type="checkbox"/>
Garden Flowers Hand and Body Wash	WK560	500ml	R 210.00	N\$ 210.00	<input type="checkbox"/>
Lip Balm	WKM7	10ml	R 65.00	N\$ 65.00	<input type="checkbox"/>
Anti-Ageing Liquid Eye Shadow	WK526	10ml	R 290.00	N\$ 290.00	<input type="checkbox"/>
Heel Balm	R602	75ml	R 240.00	N\$ 240.00	<input type="checkbox"/>
Tea & Honey Hand Cream	WK531	50ml	R 70.00	N\$ 70.00	<input type="checkbox"/>
SLIMMING TREATMENTS					
Fat Burn Anti-Oxidant Energiser		150g	R 455.00	N\$ 455.00	<input type="checkbox"/>
Volcanic Rock Exfoliating Soap Bar	211	140g	R 175.00	N\$ 175.00	<input type="checkbox"/>
Dream Body Shake-A-Meal Vanilla	W334	550g	R 715.00	N\$ 715.00	<input type="checkbox"/>
Dream Body Shake-A-Meal Chocolate	W335	550g	R 715.00	N\$ 715.00	<input type="checkbox"/>
Collagen Rejuvenation Supplement	COL444	300g	R1050.00	N\$1050.00	<input type="checkbox"/>
PERFUME					
Perfume Female					
Aida	WS002	30ml	R 275.00	N\$ 275.00	<input type="checkbox"/>
Almira	WS034	30ml	R 235.00	N\$ 235.00	<input type="checkbox"/>
Azaria	WS007	30ml	R 235.00	N\$ 235.00	<input type="checkbox"/>
Calypso	WS008	30ml	R 235.00	N\$ 235.00	<input type="checkbox"/>
Chantilly	WK564	30ml	R 275.00	N\$ 275.00	<input type="checkbox"/>
Contadina	WS035	30ml	R 235.00	N\$ 235.00	<input type="checkbox"/>
Isolde	Ws004	30ml	R 235.00	N\$ 235.00	<input type="checkbox"/>
Juliet	W541	40ml	R 315.00	N\$ 315.00	<input type="checkbox"/>
Leporello	WS040	30ml	R 235.00	N\$ 235.00	<input type="checkbox"/>
Lorelei	WS005	30ml	R 235.00	N\$ 235.00	<input type="checkbox"/>
Lyra	WKP0051	30ml	R 270.00	N\$ 270.00	<input type="checkbox"/>
Mosett	WKP002	30ml	R 235.00	N\$ 235.00	<input type="checkbox"/>
Nevesta	WS041	30ml	R 235.00	N\$ 235.00	<input type="checkbox"/>
Paloma	WS003	30ml	R 235.00	N\$ 235.00	<input type="checkbox"/>
Violetta	WK592	50ml	R 380.00	N\$ 380.00	<input type="checkbox"/>
Zaza	WS043	30ml	R 235.00	N\$ 235.00	<input type="checkbox"/>
Zonetta	WS044	30ml	R 235.00	N\$ 235.00	<input type="checkbox"/>
Perfume Male					
Czardaz	WS012	30ml	R 275.00	N\$ 275.00	<input type="checkbox"/>
Largo	WS011	30ml	R 235.00	N\$ 235.00	<input type="checkbox"/>
Lindoro	WS046	30ml	R 235.00	N\$ 235.00	<input type="checkbox"/>
Romeo	W540	40ml	R 315.00	N\$ 315.00	<input type="checkbox"/>
Tristan	WS010	30ml	R 235.00	N\$ 235.00	<input type="checkbox"/>
Perfume Unisex					
Duet	WS013	30ml	R 235.00	N\$ 235.00	<input type="checkbox"/>

Special Treatments - Serum

Anti-ageing Revitalising Serum

• Anti-Ageing Revitalising Serum 30ml 

Skin Types: All skin.
Skin Conditions: Ageing.

KEY INGREDIENTS (13 Active ingredients)

SERECIN

- May help to reduce TEWL and irritation by forming a protective film on the skin
- Has an affinity for keratin, binding to skin cells and trapping water

SOY & RICE PEPTIDES

(Glycine Soja (Soybean) Protein & Hydrolysed Rice Protein)

- Improves skin texture
- Protects and strengthens delicate skin under the eyes
- Reduces under eye puffiness and dark circles

SUPEROXIDE DISMUTASE

- A strong antioxidant with calming properties
- May protect against UV radiation

NANNOCHLOROPSIS OCLATA EXTRACT

(Micro Algae)

- Algae is rich in Vit C and Vit B12
- Stimulates the formation of collagen improving elasticity and reducing wrinkles
- Protects against oxidative stress

PULLULAN

- Provides an instant tightening and firming effect

SODIUM ASCORBYL PHOSPHATE

- A stable form of Vit C, that brightens the skin
- Promotes collagen formation

- Protects against free-radicals and oxidants

HYALURONIC ACID (Sodium Hyaluronate):

- Acts as a water reservoir and humectant
- Promotes skin elasticity and moisture retention

SACCHARIDE ISOMERATE

- Hydrates the skin for up to 72h
- Strengthens skin's natural defences and barrier function
- Reduces itchiness and flakiness

CREATINE

- Stimulates collagen synthesis
- Reduces skin sagging for a more sculpted look in cheeks and jaw
- Can reduce crow's feet & wrinkles under the eyes

ALANINE

- Helps to balance moisture levels in the skin
- Antioxidant with calming properties

DIMETHYL SULFONE (MSM)

- Nature's beauty mineral that enhances skin absorption
- Building block of collagen and keratin



PRODUCT
Contains
Regu-Age.

"The Anti-Ageing Revitalising Serum is a highly effective skin energy regenerator! It brightens the overall appearance of my skin and improves its elasticity, firmness and wrinkles visibly. I love its moisture benefits."

Jennifer Riekert, 33
Willa Krause Skin Care Marketer



"Elevate and preserve your skin's natural beauty."

Infuse moisture and firmness into your skin for a revitalized appearance.



EXPERT TIP SKIN CARE ROUTINE

This all-round serum brightens the overall appearance of the skin. Use around the eye area to improve dark circles and puffiness. Skin will appear like silk and sensitivity will decrease.



SERICIN &
HYALURONIC
ACID

Alanine
Creatine

Anti-
Oxidants

REFINE &
REJUVENATE
with up to

30%
in just
4 WEEKS

C+B3
Vitamin

Anti-
Ageing



Hard working multi-purpose youth serum.

ANTI-AGEING REVITALISING SERUM

WILLA
KRAUSE
SKINCARE

Skin booster for normal to oily & mature skin types

Protect & Improve

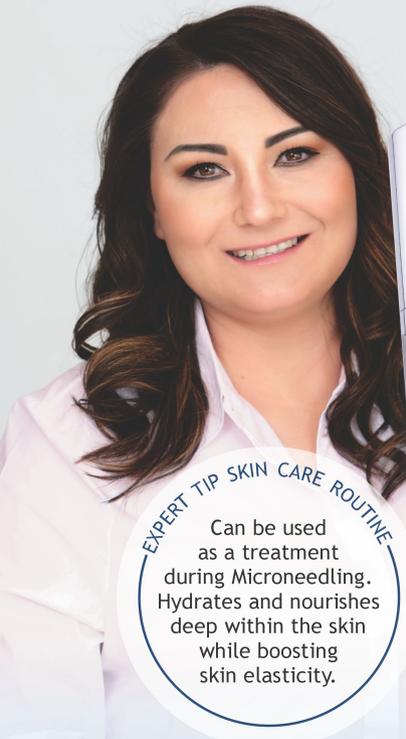
Sericin is a form of silk, spun by silkworms which has healing properties and fights sun damage. Antioxidants fight bacteria and improve the appearance of dark circles and puffy eyes. Sodium Ascorbyl Phosphate (Vit C) relieves redness and dark marks.

Promote & Enhance

Hyaluronic Acid promotes collagen and elastin production in your skin. Speeds up cellular turn-over and rejuvenates skin. Niacinamide (B3 vitamin) has strong anti-ageing properties, refines pores, gives smooth skin, even colour, softens fine lines and brightens complexion.

Hydrate & Firm

Rejuvenated skin holds onto moisture, firms skin immediately and has lasting effects. Urea, alanine and creatine makes skin supple and elastic, preventing premature ageing.



EXPERT TIP SKIN CARE ROUTINE

Can be used as a treatment during Microneedling. Hydrates and nourishes deep within the skin while boosting skin elasticity.



Special Treatments - Serum

A-Z Hyaluronic Skin Supplement

- **A-Z Hyaluronic Skin Supplement 50ml** 🌿
- * Product can last up to 2-3 months
- Skin Types:** All skin types.
- Skin Conditions:** Ageing and pigmentation.



KEY INGREDIENTS (17 Active ingredients)

- ALOE BARBADENSIS LEAF JUICE**
Naturally rich in vitamins, amino acids, and minerals. Relieves irritation, soothes sensitive skin and promotes skin smoothness.
- CALCIUM PANTOTHENATE**
Stimulates skin cell growth, improves moisturisation and calms irritation associated with conditions like eczema.
- CHOLECALCIFEROL (VITAMIN D)**
Provides antioxidant and skin-soothing benefits.
- CUPRIC SULFATE**
Prevents bacterial proliferation and may soothe the skin.
- DIMETHYL SULFONE (MSM)**
Enhances skin absorption, supporting collagen and keratin production.
- MAGNESIUM SULFATE**
Magnesium sulfate exfoliates, soothes irritation, reduces inflammation and improves hydration, benefiting sensitive and acne-prone skin.
- NIACINAMIDE (VITAMIN B3)**
Boosts skin metabolism, improves texture and has antioxidant and anti-inflammatory properties. Helps fade age spots and irregular pigmentation.
- PANTHENOL (VITAMIN B5)**
Promotes skin cell growth, improves moisture and calms irritations like eczema.
- PYRIDOXINE HCL (VITAMIN B6)**
May have antioxidant properties.
- RETINYL PALMITATE (VITAMIN A)**
Enhances skin healing and regeneration, improves tone, sun damage and stimulates collagen production.
- SODIUM ASCORBYL PHOSPHATE**
Stable form of Vitamin C for brightening, collagen promotion and protection against free radicals.
- HYALURONIC ACID (SODIUM HYALURONATE)**
Acts as a water reservoir, promoting elasticity and moisture retention.
- TOCOPHEROLACETATE (VITAMIN E)**
Strong antioxidant and skin regeneration agent. Guards against UV damage and reduces signs of age spots.
- ZINC SULFATE**
Astringent with healing properties, anti-inflammatory, and improves skin barrier function and elasticity.

“ This product, enriched with Aloe, vitamins and antioxidants, transformed my skin, leaving it smooth, soothed and radiant. A must-have product!”

Natassja Kotze, 41

Willa Krause Skin Care Marketing Manager

- Anti-Ageing
- Nourishment
- Hydration
- Protection

“Super anti-ageing serum that hydrates, plumps and protects your skin. Potent skin nutrients that rebuild collagen and brighten complexion. Enriched with Hyaluronic Acid, Vit A, B3, B5, C, D, E, Copper, Calcium, Magnesium and Zinc. Smooths deep wrinkles and recharges mature skin.”

Super charge your skin!

A-Z Hyaluronic Skin Supplement

Super anti-ageing serum that hydrates, plumps and protects skin. Potent antioxidant nutrients that rebuild collagen & brighten complexion.

Super serum

- Anti-ageing serum
- Enriched with Vit A, B3, B5, C, D, E, Copper, Calcium, Magnesium & Zinc

Hyaluronic Acid

- Key weapon against ageing
- Intense moisture-retaining capacity
- Smooths deep wrinkles
- Recharges mature skin
- Highly active ingredients

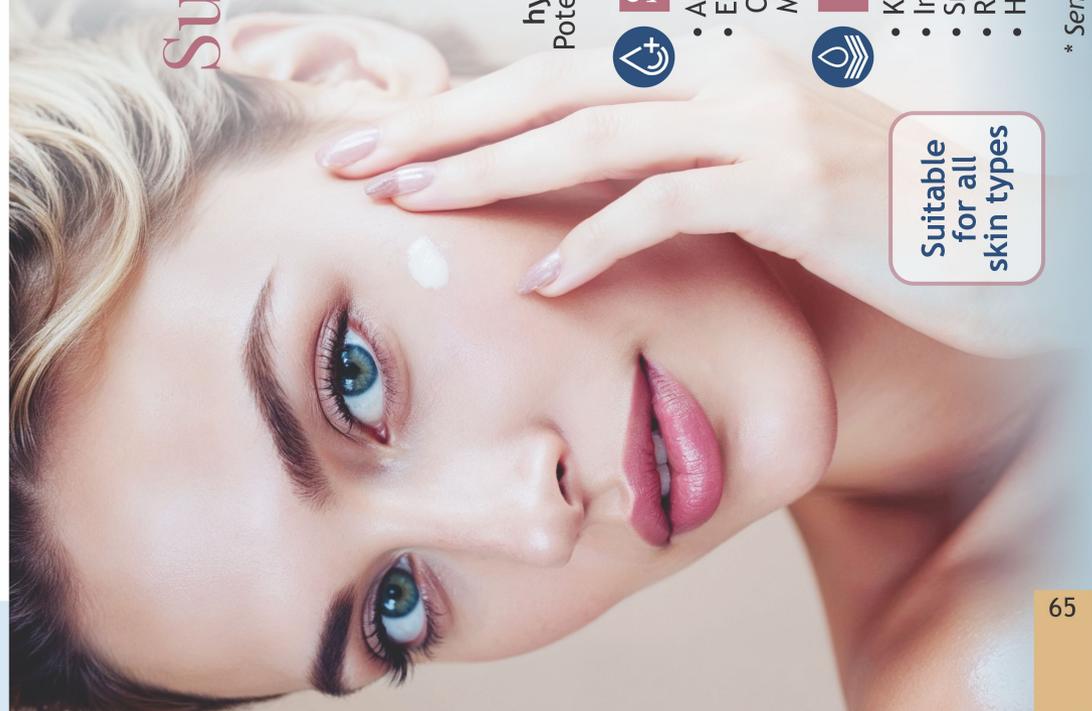
Suitable for all skin types

WILLA KRAUSE SKIN CARE



Lasts Up to 2-3 Months

* Sensitive skin should do a patch test as some transient redness may occur.





PRODUCT Contains Hyaluronic Acid.

EXPERT TIP SKIN CARE ROUTINE
Best used in morning before your moisturiser, on the face, eye area, neck and décolletage. Prevents & repairs damage from everyday life especially sun-lovers.

"My skin feels smooth and well hydrated for longer and my wrinkles are less visible. This is a wonderful anti-ageing product."
Liesel Krause-Wiid, 54
Willa Krause Group Marketing Director



Special Treatments - Serum

Age Control Anti-oxidant Wrinkle Refiner

- Age Control Anti-Oxidant Wrinkle Refiner 50ml

* Product can last up to 2-3 months

Skin Types: Normal, combination, dry and sensitive skin. (Except oily skin and skin with active acne)

Skin Conditions: Ageing and pigmentation.

KEY INGREDIENTS (14 Active ingredients)

- PALMITOYL TRIPEPTIDE-5**
Enhances collagen production, leading to a lifted appearance, refined pores, and a more youthful skin. It also redefines pores for a smoother look.
- 4 AMINO ACIDS: GLUTAMIC ACID, VALINE, THREONINE AND GLYCINE**
Building blocks of peptides and proteins. Vital for smooth, hydrated skin and act as antioxidants.
- SACCHAROMYCES LYSATE**
Enhances oxygen uptake for revitalized skin, boosts cellular turnover for improved texture and glow. May help balance bacteria and reduce facial redness.
- ALTHAEA OFFICINALIS ROOT EXTRACT**
Marshmallow root extract is a potent anti-irritant that shields the skin from environmental aggressors and helps remove pollutants.
- BUDDLEJA DAVIDII EXTRACT (BUTTERFLY BUSH)**
The extract's plant metabolites act as antioxidants, shielding against inflammation from environmental aggressors and potentially defending against micro-organisms.
- HYALURONIC ACID (SODIUM HYALURONATE):**
 - Acts as a water reservoir and humectant
 - Promotes skin elasticity and moisture retention
- PINUS CEMBRA WOOD EXTRACT (STONE PINE)**
Soothes skin hypersensitivity, reduces redness and colour irregularities. Contains pinosylvin, an anti-inflammatory agent.
- VITAMIN C (SODIUM ASCORBYL PHOSPHATE)**
A stable form of Vitamin C, this potent antioxidant diminishes blemishes and dark marks while enhancing skin tone and glow.
- PUNICA GRANATUM FRUIT EXTRACT (POMEGRANATE)**
This powerful antioxidant offers photoprotective properties and fights inflammation and ageing. Improves blemishes and pigmentation.
- FUCUS VESICULOSUS EXTRACT (SEAWEED)**
 - Stimulates the skin's healing mechanisms
 - Detoxifies and soothes the skin



AGE CONTROL ANTI-OXIDANT WRINKLE REFINER

Fast-penetrating antioxidant rich serum. Visibly reduces signs of ageing.

ANTIOXIDANT

Key ingredients like **BUTTERFLY BUSH EXTRACT** is a powerful antioxidant with soothing and moisturising properties, shown to reduce age spots and increase skin radiance. **POMEGRANATE EXTRACT** has high levels of Vitamin C and antioxidants that help prevent cell damage, speed up wound repair and repair sun damaged and ageing skin. Produces collagen and elastin. **SODIUM ASCORBYL PHOSPHATE** a in-vivo antioxidant with free radicals provides a better looking skin tone and reduces the appearance of blemishes.

REVITALIZE AND PROTECT

HYALURONIC ACID provides intense hydration by attracting and retaining moisture in the skin, resulting in a plump and smoother appearance. **MARSHMALLOW ROOT EXTRACT** soothes and calms the skin with its anti-inflammatory properties, helping to reduce redness and irritation. **STONE PINE EXTRACT** offers antioxidant protection that helps defend the skin against environmental stressors, promoting a more youthful and radiant complexion.

ANTI-AGEING

PALMITOYL TRIPEPTIDE-5 enhances collagen production, leading to a lifted appearance, refined pores, and a more youthful skin. It also redefines pores for a smoother look. **BROWN SEAWEED EXTRACT** is an extract that reduces wrinkle depth and improves overall skin appearance, reduces age spots and increases skin's radiance. Helps slow down the skin ageing process. **SACCHAROMYCES LYSATE** prevents premature ageing, is a 72 hour moisture reservoir and reduces itching and flakiness.

Suitable for normal to combination skins except oily skin and skin with active acne.



Help treats under-eye puffiness & wrinkles.

Lasts Up to 2-3 Months



"I started with the Karmen Baby Range up to 8 years and from then on only used the Willa Krause Skin Care range. My favourite product is the **Collagen Serum**, it keeps my skin silky smooth and hydrated. I also use the **Vitamin A and B Booster** with the **Sun Wrinkle Protector** daily to protect my skin."

Teneke Botma, 24
Willa Krause Skin Care Marketer & Trainer

KEY INGREDIENTS (8 Active ingredients)

GLYCOPROTEINS

- Increases cellular oxygen levels, thus improving skin's energy levels
- Promotes a youthful and glowing complexion
- Accelerates surface cell renewal

4 AMINO ACIDS:

Glutamic Acid, Valine, Threonine and Glycine

- Building blocks of peptides and proteins.
- Help maintain skin's smoothness and hydration
- Act as, and form part of, antioxidants

SACCHAROMYCES LYSATE

- Improves oxygen uptake into cells to revive dull looking skin
- Increases cellular turnover to improve texture and glow
- May help balance bacteria and reduce facial redness

SACCHARIDE ISOMERATE

- Hydrates the skin for up to 72h
- Strengthens skin's natural defences and barrier function
- Reduces itchiness and flakiness

CUCUMBER EXTRACT

- Anti-inflammatory and moisturising ingredient that helps soothe skin
- May help to decongest and improve the appearance of ocular circles

Special Treatments - Serum

Collagen Serum

- Collagen Serum 50ml

Skin Types: All skin types especially sensitive and dehydrated skin types.

Skin Conditions: Ageing, eczema and psoriasis.

- Collagen boost
- Improves firmness and skin texture
- Hydrates
- Anti-inflammatory
- Strengthens



EXPERT TIP SKIN CARE ROUTINE

Collagen is a major component of your skin. It helps to slow the ageing of your skin by reducing wrinkles & dryness.



CRUELTY FREE



NATURALLY DERIVED



VEGAN FRIENDLY



COLOUR FREE

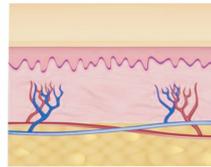


PARABEN FREE

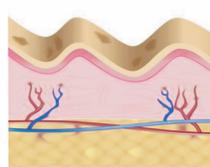
Why is Collagen so important?

Collagen is important for the skin due to its role in maintaining the skin structure, reducing wrinkles, improving hydration, aiding in wound healing and providing antioxidant protection. It is a key component in maintaining healthy, youthful-looking skin.

Younger Skin



Older Skin



The Willa Krause Collagen Serum improves cellular respiration, giving more oxygen to the cells and stimulates collagen production and fibroblast activity - *little collagen factories*

Collagen Serum

Collagen is important in the appearance of our skin because it is the main structural component providing firmness and shape. As we age, collagen can become weakened and stretched, leading to fine lines & sagging skin. Collagen acts as pillars in the skin, providing a structural framework for strength, in turn allowing the intercellular processes to run smoothly.

Treat yourself with a collagen "boost"

COLLAGEN SERUM

HYDRATION

- Stimulates hydration & skin structure
- Instant, deep hydration by generating a moisture reservoir that lasts for 72 hours
- Reduction in flakiness and itchiness caused by dry skin



COLLAGEN BOOST

- Fast absorbing collagen boost
- Boosts oxygen content and increases the energy levels of skin cells
- Helps promote cell renewal and facilitate new collagen development
- Rejuvenated, youthful and healthier looking skin



SKIN'S APPEARANCE

- Visible softening of fine lines and improvement of skin's appearance
- Restores skin's suppleness and gives moisture
- Contains Cucumber extract that has a soothing and cooling effect and helps treat sunburn



EXPERT TIP SKIN CARE ROUTINE

You can start using the Collagen Serum from an early age to protect the collagen you have and to encourage your skin to produce more collagen.

WILLA
KRAUSE
SKINCARE



* Suitable for all skin types, especially sensitive and dehydrated skin types.



Special Treatments - Serum

Ultimate Restructuring Firming Treatment

EXPERT TIP SKIN CARE ROUTINE
An excellent product to use after microneedling, with the Vitamin A,D,E & Lanolin Wound Aftercare Ointment to promote wound healing and scar repair.



“The Ultimate Restructuring Firming Treatment Serum is my skin’s newfound love. Scars and discoloration have faded, replaced by youthful radiance. Redness, irritation, and clogged pores? History. My skin feels firm, revitalized, and wounds heal swiftly. This serum is a game-changer, the secret to my confident glow.”

Anne Botma, 57

Willa Krause Team Manager & Trainer

• Ultimate Restructuring Firming Treatment 50ml

* Product can last up to 2-3 months

Skin Types: All skin types.

Skin Conditions: Ageing, eczema, psoriasis, acne and pigmentation.



“My skin looks younger, firmer and more structured.”

Liesel Krause-Wiid

Willa Krause Group Marketing Director

KEY INGREDIENTS (17 Active ingredients)

ARNICA MONTANA FLOWER EXTRACT

Promotes healing and reduces skin irritations.

CENTELLA ASIATICA EXTRACT

Scavenges free radicals, exhibits anti-inflammatory activity and improves skin hydration and barrier function. Contains compounds that increase collagen synthesis and strengthen the skin.

CHOLECALCIFEROL (VITAMIN D)

Offers antioxidant and skin-soothing benefits.

EQUISETUM ARVENSE (HORSETAIL) EXTRACT

Provides astringent, collagen stimulation and anti-irritant effects.

ALTHAEA OFFICINALIS ROOT EXTRACT

Emollient, moisturizing and anti-inflammatory properties for the skin.

TOCOPHEROL ACETATE (VITAMIN E)

Strong antioxidant and skin regeneration agent. Protects against UV damage and has anti-ageing properties.

HYALURONIC ACID (SODIUM HYALURONATE)

Acts as a water reservoir, promoting skin elasticity and moisture retention.

HYDROLYSED COLLAGEN

Protects against skin irritants and improves moisture for a plumper look.

DIMETHYL SULFONE (MSM)

Enhances skin absorption and supports collagen and keratin formation.

PALMITOYL DIPEPTIDE-5 DIAMINO BUTYROYL

HYDROXYTHREONINE AND PALMITOYL

DIPEPTIDE-5 DIAMINO HYDROXY BUTYRATE:

Improve skin tonicity, firmness and suppleness by enhancing the Dermal-Epidermal Junction (DEJ) function.

PALMITOYL TRIPEPTIDE-5

Boosts collagen production, slows collagen degradation, leading to a more lifted look with refined pores and younger-looking skin.

PANTHENOL (VITAMIN B5)

Promotes skin cell growth, improves moisture and elasticity. Calms irritation associated with conditions like eczema.

RETINYL PALMITATE (VITAMIN A): Enhances skin healing and regeneration, improves skin tone, sun damage and complexion. Stimulates collagen production and growth.

SACCHARIDE ISOMERATE

Hydrates the skin for up to 72 hours, strengthens the skin’s natural defenses and barrier function. Reduces itchiness and flakiness.

SACCHAROMYCES CEREVISIAE EXTRACT

Calms UV-induced irritation, soothes post-shaving and depilation. Effectively moisturises and soothes while promoting protective lipid regeneration.

TRITICUM VULGARE (WHEAT) GERM EXTRACT

Provides antioxidant, anti-inflammatory, anti-microbial, skin lightening and moisturising properties.

Ultimate Restructuring Firming Treatment

Breakthrough in our skin care!

WRINKLE & SCAR REPAIR SERUM

Visibly rebuilds skin layers, reduces signs of ageing and inflammation. Promotes wound healing.

- Antioxidant rich serum that rebuilds skin layers
- Visibly reduces scarring & discoloration
- Promotes collagen & elastin production
- Reduces inflammation & redness
- Visibly reduces inflammation and clogged pores that can result in blackheads and acne.
- Energises cells and promotes wound healing.



“Hoe ouer ‘n mens word, hoe meer aandag het jou gesig nodig. Ek vind Willa Krause se Age Control produkte voed my vel en versag beslis plooië. Ek het veral in die winter baie gesukkel met ‘n droë vel, maar vandat ek Willa Krause Velsorg gebruik, sing my vel!”

Elsa Winckler
Author

Suitable for all skin types

Lasts Up to 2-3 Months

moisturise & nourish

Daily Skin Care Routine

EYE CARE

STEP 3

Eye care is important because of the special needs of the eye area. The skin around the eyes differs from the rest of the face. It has less, if any, oil glands. The natural defence structure of this delicate area is not as well developed, the skin ages faster and it dehydrates quickly. *That is why your eye area needs additional care and specialized products.*

“When cleaning the delicate eye area it should be done gently with the Micellar Water.”



“The Age Control Eye & Lip Perfection helps me especially with puffiness and dryness under my eyes.”

JENNA-LEIGH BILONG

Speaker, Radio Presenter and Television News Anchor /Presenter

ANTI-AGEING LIQUID CREAM SHADOW

“Apply directly onto eye area using the applicator wand. Wear alone or layer over eyeshadow.”

- Anti-ageing serum with Matrixyl
- Moisturises & protects delicate skin
- Long lasting & easy to apply
- Colour true shimmer



EXPERT TIP SKIN CARE ROUTINE

Place your Willa Krause Eye Gel in the refrigerator for an extra cooling effect. This will help relieve puffiness faster and stimulate circulation.



NOW with GABA

- Micellar Water 200ml
- Eye & Lip Contour Cream 15ml
- Contouring Eye Gel 15ml



Age Control Eye & Lip Perfection 20ml

Suitable for all skin types.

Skin conditions: Ageing and pigmentation

KEY INGREDIENTS (33 Active Ingredients)

- **MATRIXYL 3000:** Reduces eye wrinkles and enhances elasticity.
- **TELESSENCE TELMERIC:** Soothes, shields and strengthens skin.
- **BIOPEPTIDE EL:** Firms and revitalizes skin around the eyes.
- **PALMITOYL TRIPEPTIDE-5:** Lifts and smooths pores.
- **DIPEPTIDE-2:** Diminishes puffiness and enhances firmness.
- **HYALURONIC ACID:** Hydrates, firms, and prevents dryness.
- **CERAMIDE NG:** Strengthens, hydrates and protects.

“My skin feels soft and supple after I started using the Age Control Products. My skin looks younger and smoother. I love these products!”

Lynette Beer Motivational speaker



BENEFITS OF METAL COOLING TIP APPLICATOR:

- **Hygienic:** Metal applicator stays clean and hands-free.
- **Deflates Puffiness:** Calms swelling and inflammation.
- **Enhances Absorption:** Massage aids deeper product penetration.
- **Cooling Tip:** Metal tip soothes and de-puffs - chill for extra effect.
- **Boosts Circulation:** Massage reduces dark circles and improves blood flow.

Anti-ageing eye care that reduces wrinkles.



Improves dark circles around the eye area by 40% in 8 weeks!

“Eye creams are formulated to reduce puffiness and dark circles. Preventing signs of ageing starts with using eye cream on the delicate skin around the eyes. One of the first signs of ageing is puffiness, sagging & wrinkles around the eyes.”

EYE CREAMS

1 EYE AND LIP CONTOUR CREAM

- Boosts cellular activity to support firming of eye area
- Healing and tissue repairing
- Promotes cell growth and reduces the loss of moisture
- Powerful antioxidant
- Caffeine stimulates circulation.

Skin Type: Combination to dry skin

2 CONTOURING EYE GEL

- Excellent soft gel skin conditioner that won't leave skin oily
- Moisturises the eye area which visibly reduces fine lines
- Firming gel that reduces puffiness

Skin Type: Normal to oily skin

3 AGE CONTROL - EYE & LIP PERFECTION

- Most advanced treatment for the delicate eye area!
- Strengthens skin immunity while reducing fatigue & sensitivity
- Improves dark circles and reduces puffiness
- Stimulates the production of collagen and elastin
- Anti-inflammatory & antioxidant
- Reduces redness and inflammation
- Reduces the depth of wrinkles and fine lines

Skin Type: Dry to mature skin

WILLA KRAUSE SKINCARE Eye Care

The skin around your eye area has half the thickness of skin on other parts of the body and is therefore more vulnerable. With regular use of specialised products, wrinkles become less visible and the skin's elasticity improves.



Age Control products contain Matrixyl, Regu-age, Biopeptide & Stone pine extract.

NOW with GABA

“Special care for the delicate eye area is essential.”

Moisturise & Nourish

Daily Skin Care Routine

MOISTURISERS

STEP 3

Moisturising and nourishing creams are essential. It is a great way to keep your skin looking wonderful. There is a variety of eye care products, serums, special treatments, moisturisers and nourishers specially formulated to address all skin types and conditions. Bright sunlight and dry weather dehydrates and dries the skin which can cause premature ageing, hyperpigmentation, sensitivity and sun damage. A moisturising treatment is suitable for a dehydrated skin, lacking moisture. A nourishing treatment is richer and suitable for a dry skin, lacking oil.

- ☀️ • **Firma Lift Advanced Moisturising Treatment** 50ml - SPF 6 Ⓢ
- **6-in-1 Ordinary** 50ml
- **6-in-1 Enriched / Super Enriched** 50ml
- **Vitamin A & B Booster** 50ml Ⓢ
- **Multi Active Repair Cream** 50ml Ⓢ
- ☀️ • **Hydrating Balm** 50ml - low SPF



- **Age Control Prevent & Repair** 50ml Ⓢ
- ☀️ • **Firma Lift Day Cream** 50ml - SPF 6
- **Firma Lift Night Cream** 50ml

• **Firma Lift Advanced Night Treatment** 50ml Ⓢ

Matrixyl targets and stimulates collagen synthesis to repair damaged skin with long lasting results.

PRODUCT Contains Matrixyl.



Jeanne-Mari Uys, 44
Willa Krause Skin Care
Marketing Manager

Ⓢ SPECIAL TREATMENTS
☀️ PRODUCT CONTAINS LOW SPF

Ultra- rich Moisture treatments

Willa Krause Skin Care developed two advanced moisturising treatments to enhance cell growth & prevent dehydration that causes premature ageing of the skin.

FIRMA LIFT ADVANCED MOISTURISING TREATMENT

An ultra-rich **MOISTURE RESTORING** treatment for mature and dry skin types that acts as a moisture magnet and prevents dehydration. Visibly reduces depth of wrinkles and improves skin texture.

SKIN TYPES: Used as a moisturiser for normal, combination and slightly oily skins or as a moisture restoring treatment for dry skins - Contains SPF 6 with UVA and UVB protection.

FIRMA LIFT ADVANCED NIGHT TREATMENT

An ultra-rich nourishing **NIGHT** treatment for mature dry skin types which stimulates cell growth and counteracts pigmentation and signs of ageing as a result of sun exposure. Contains powerful antioxidants that neutralises free radicals.

SKIN TYPES: Used as an intensively nourishing night treatment. Not suitable for oily skin types.



Do I Need a Night Cream?

My skin care specialist recommends a day and a night cream for my skin type. Do I really need two separate moisturisers?
YES! Day and night treatments are formulated differently to promote different skin solutions. Over night, our skin cells restore damage from free radicals, dehydration and regenerate new, healthy cells. **Day creams generally 'protect' while night creams work hard to repair and regenerate** - which is why night creams are often richer than day creams. In the winter months you might find a richer night cream is needed than the one you used during summer. It all depends on your skin's needs. You may also find that your skin requires 'special treatment' if your skin is particularly stressed, sensitive or dehydrated.

WILLA KRAUSE SKIN CARE

6-in-1 Moisturisers

SUPER CHARGING YOUR SKIN CARE ROUTINE

- **6-in-1 Ordinary** 50ml
Skin Types: Normal to combination
Skin Conditions: Ageing and pigmentation
- **6-in-1 Enriched / Super Enriched** 50ml
Skin Types: Dry, combination and mature
Skin Conditions: Ageing and pigmentation



KEY INGREDIENTS (4 Active ingredients)

CAPRYLIC/CAPRIC TRIGLYCERIDE
Provides moisture and forms a barrier to prevent moisture loss.

PETROLATIUM
Creates a protective barrier to lock in moisture and soothe dry or irritated skin.

THEOBROMA CACAO (COCOA) SEED BUTTER
Offers deep moisturization and skin softening effects. Cocoa seed butter helps decrease the effects of UV, skin roughness and scaling and enhances elasticity, hydration and density.

PANTHENOL
Also known as Pro-Vitamin B5, it provides hydration and helps improve skin's elasticity.

TOCOPHERYL ACETATE

A form of Vitamin E that acts as an antioxidant and provides skin conditioning benefits. Vitamin E fights off free radicals, reduces wrinkles, keeps skin youthful-looking and helps speed up healing and reduces scarring. Octinoxate blocks UVB rays, and Oxybenzone absorbs short UVA and UVB rays, making them common ingredients in sun protection products.

Excellent moisturising, conditioning and hydrating effects give skin a soft and smooth appearance. Active ingredients slow down the loss of water by forming a barrier on the skin's surface.



6-IN-1 Skin Radiance all in one

- 1 Day Cream
- 2 Night Cream
- 3 Neck & Bust
- 4 Moisturiser
- 5 Nourish
- 6 Rejuvenate

Hydrating Balm

Highly moisturising lightweight hydration formulated to enhance your skin's moisture levels without making it oilier. Leaving your skin refreshed and radiant.



Powerful hydrating moisturiser. Healthy, plump and supple skin. Reduces the appearance of sun and environmental damage.

Relieves itchy and irritated skin. Hydrated skin becomes less oily.

Combats appearance of dehydrated fine lines and prevents signs of ageing. Increases water and moisture content of the skin.

Suitable for dry, dehydrated, normal, oily and problem skin types.

A hydrated skin is a healthy skin



PRODUCT CONTAINS LOW SPF

WILLA KRAUSE SKIN CARE





Special Treatments - Moisture

Vitamin A & B Booster



EXPERT TIP SKIN CARE ROUTINE

If you suffer from sensitive or very dry skin, introduce the Vitamin A & B Booster slowly to your skin, by mixing it with your daily moisturiser. Start with a small amount and increase weekly.

“The Vitamin A & B Booster transformed my skin! Dark spots faded, texture improved and my skin feels radiant.”

Celesté Hattingh, 58

Willa Krause Skin Care Group Manager and Trainer

• Vitamin A & B Booster 50ml

Skin Types: All skin types

Skin Conditions: Ageing, acne and pigmentation

The Vitamin A & B Booster is a light, anti-ageing formulation that effectively treats wrinkles and helps your skin look younger and smoother.

KEY INGREDIENTS

RETINYL PALMITATE (VITAMIN A)

- Promotes skin cell growth and metabolism
- Improves skin smoothness and complexion
- Stimulates the production of hyaluronic acid, collagen and elastin in the skin

NIACINAMIDE (VITAMIN B3)

- Promotes protein synthesis which may help to improve skin cell metabolism
- Improves in skin texture and has anti-ageing benefits
- Possesses antioxidant and anti-inflammatory properties
- Helps to fade age spots and irregular pigmentation



“This is a wonderful product with multiple benefits that suits our busy lifestyles. It keeps our skins hydrated and smooth and we love that it boosts collagen production.”

MWAH Girls - Franzel & Loriska

VITAMIN A & B BOOSTER

Must have booster that protects skin from environmental and free radical damage. Leaving skin healthy, revitalised and smooth. Formula that quickly absorbs into skin to reduce the appearance of fine lines and pigmentation.

✓ Vitamin A - Restores & exfoliates

✓ Vitamin B - Moisture magnet

Benefits of Retinyl Palmitate (Vit A)

Retinyl Palmitate, a milder form of vitamin A, is an antioxidant. This is also hugely popular in skin care products because the skin naturally converts it to retinoic acid, which helps to stimulate collagen production. It increases cellular rejuvenation and decreases pore size to create softer, smoother skin.



Benefits of Niacinamide (Vit B)

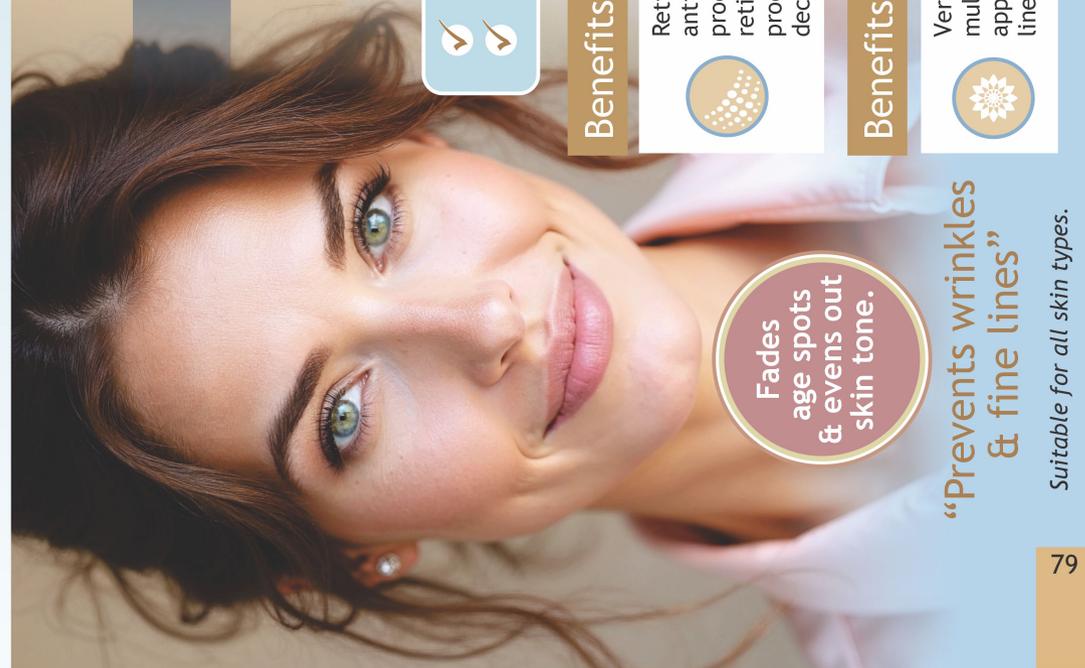
Very effective skin-restoring ingredient that offers multiple benefits for ageing skin. Visibly improves the appearance of enlarged pores, uneven skin tone, fine lines, dullness and a weakened skin surface.



Fades age spots & evens out skin tone.

“Prevents wrinkles & fine lines”

Suitable for all skin types.





Chantell Nienaber, 42

Willa Krause Skin Care
Marketing Manager, Salon Owner and Trainer



Special Treatments - Moisture

Multi Active Repair Cream

- Multi Active Repair Cream 50ml

Skin Types: Normal, dry to sensitive and combination skin types.

Skin Conditions: Ageing and pigmentation.

The Multi Active Repair Cream contains natural oils like Wheat Germ, Evening Primrose and Jojoba oil that nourish and protect the skin. Herbal extracts with unique softening properties to restore lipids.

Anti-Ageing product with powerful antioxidants contained in the jojoba oil help in regenerating the skin cells.

- Enhances revitalisation
- Promotes radiance and skin perfection
- Stimulates collagen production



KEY INGREDIENTS (11 Active Ingredients)

SACCHARIDE ISOMERATE

- Hydrates the skin for up to 72h
- Strengthens skin's natural defences and barrier function
- Reduces itchiness and flakiness

SILKAMINO ACIDS

- Contains a broad spectrum of amino acids
- The small amino acids can penetrate the upper layers of the skin and help bind moisture.
- Helps to smooth the skin

BUDDLEJA DAVIDII EXTRACT (BUTTERFLY BUSH)

- The extract is rich in plant metabolites that can act as antioxidants
- These molecules can protect against inflammation caused by environmental aggressors
- May help defend against micro-organisms

PLANT COCKTAIL FOR OILY SKIN

- (with Watercress, Burdock, Sage, Lemon, Ivy and Soapwort)
- The combination moderates sebum production and help to prevent bacterial development
 - It helps to cleanse the skin and improves micro-circulation

SKIN SOFTENING OILS - JOJOBA, WHEAT GERM AND EVENING PRIMROSE OILS

- Jojoba oil forms a film on the skin to help reduce TEWL and enhance skin elasticity
- Wheat Germ Oil is rich in natural Vitamin E as well as provitamin A, Vitamin F, lecithin and sterols, to help restore the skin's barrier function.
- Evening Primrose Oil is rich in long-chain fatty acids that help to moisturise and maintain skin elasticity.

SODIUM ASCORBYL PHOSPHATE

- A stable form of Vit C, that brightens the skin
- Promotes collagen formation
- Protects against free-radicals and oxidants



"I love the Multi Active Repair Cream - it hydrates deeply, soothes irritation and keeps my skin soft, smooth and healthy every day."

Cherise Nienaber

Willa Krause Skin Care
Marketer and Salon Owner



The Ultimate Repair Cream

MULTI ACTIVE REPAIR CREAM

Revitalisation, radiance and skin perfection.

This anti-ageing product contains powerful antioxidants that help regenerate skin cells. Natural oils nourish and protect the skin while herbal extracts with unique softening properties restore lipids.



Anti-Ageing & Antibacterial
Vitamin E & B-Complex

Supports healthy collagen formation.

Boosts blood circulation.

Stimulates skin growth, aiding in healing and regeneration.



Reduces skin damage.

Relieves symptoms of eczema. Combats free-radicals.



Powerful moisturising agents

provide a silky feel to the skin.

Stimulates skin micro-circulation.

Maintains even skin tone.



Strengthens skin barrier, reducing moisture loss. Prevents scarring.

Helps with damage-control and skin repair.



EXPERT TIP SKIN CARE ROUTINE:
The Multi Active Repair Cream is excellent for sunburn after care and dry broken skin. Oily, sensitive and dry skin types will benefit from this unique product's fast healing properties.

Suitable for all skin types.

Special Treatments - Moisture

Age Control Prevent and Repair

KEY INGREDIENTS (24 Active Ingredients)

PALMITOYL OLIGOPEPTIDE & PALMITOYL TETRAPEPTIDE-7 (MATRIXYL 3000)

Serve as skin repair messengers and enhance skin matrix molecule production to reduce wrinkles.

HEPTAPEPTIDE-6 (TELESSENCE TELMERIC)

Enhances skin resilience, relieves inflammation, and protects chromosomes from ageing-related decay.

PALMITOYL HEXAPEPTIDE-12 (BIOPEPTIDE EL)

Improves skin firmness and promotes elastin synthesis

2 CERAMIDES: CERAMIDE NP AND CERAMIDE NG (2)

This ingredient mimics natural ceramides to improve the skin barrier, reduce sensitivity, enhance suppleness and retain moisture.

GLYCOPROTEINS (REVITALIN)

Enhances cell oxygenation to revitalize the skin.

SACCHARIDE ISOMERATE

It moisturizes for 72h, strengthens the skin's defenses and barrier function and reduces itchiness and flakiness.

OLIVE SQUALANE

It restores the skin's lipid barrier, mimics its own lipids, and protects against dehydration.

DIMETHYL SULFONE (MSM)

It's a beauty mineral from nature that improves skin absorption and is a building block for collagen and keratin.

4 AMINO ACIDS: GLUTAMIC ACID, VALINE, THREONINE AND GLYCINE

They are the building blocks of peptides and proteins, help maintain skin's smoothness and hydration, and act as well as form part of antioxidants.

SACCHAROMYCES LYSATE

It enhances cellular oxygenation to revive dull skin, boosts turnover for texture and glow may balance bacteria and reduce redness.

PANTHENOL (VITAMIN B5)

It promotes skin cell growth, improves moisture and elasticity and soothes irritation linked to conditions like eczema.

PINUS CEMBRA WOOD EXTRACT (STONE PINE)

It soothes skin hypersensitivity, reduces redness and colour irregularities and contains pinosylvin, an anti-inflammatory agent.

RETINYL PALMITATE (VITAMIN A)

It promotes skin cell growth and metabolism, improves smoothness and complexion, and stimulates the production of hyaluronic acid, collagen and elastin in the skin.

HYALURONIC ACID (SODIUM HYALURONATE):

It acts as a water reservoir and humectant, promoting skin elasticity and moisture retention.

TOCOPHEROLACETATE (VITAMIN E)

Potent antioxidant and skin regeneration agent that can protect cells from UV damage, has anti-ageing properties and helps reduce age spots' appearance.

ALLANTOIN

Helps reduce irritation and scarring and shed dead skin cells.

TRIFOLIUM PRATENSE (CLOVER) FLOWER EXTRACT

Helps combat hormonal ageing, thickens skin and improves skin moisture.

"I have witnessed remarkable improvement, from reduced wrinkles to enhanced resilience and radiance. A truly amazing product for anti-ageing."

Jenny Albrecht, 51

Willa Krause Skin Care Marketing Manager, Salon Owner and Trainer

• Age Control Prevent and Repair 50ml

Suitable for mature, normal, dry and combination skin types.

Skin conditions: Ageing, Pigmentation and Eczema/Psoriasis

• 24 Active ingredients

- Ultra rich anti-ageing product that enhances cellular energy
- Reduces appearance of fine lines & wrinkles
- Stimulates the production of hyaluronic acid, collagen and elastin
- Promotes skin elasticity and moisture retention
- Antioxidant that reduces signs of age spots
- Improves skin firmness and repairs skin



CRUELTY FREE



ULTRA ANTI-AGEING



COLOUR FREE



PARABEN FREE

"The Age Control Product Range is an essential part of my daily skin care routine. Prevention is better than cure. It is never too early to start with Willa Krause Skin Care. Your skin will look younger for longer."

Willa Krause
Founder & Director
Willa Krause Skin Care



Age Control Products

Age Control Prevent and Repair + Age Control Eye & Lip Perfection

Enriched with Matrixyl™ which is scientifically and clinically proven as a long-term solution for ageing skin. Matrixyl™ is developed as an anti-wrinkle active ingredient that won't just reduce the signs of ageing, but actually delays the ageing process itself.

Key ingredients like Squalane is a natural part of human skin and plays an important role in the repair of damaged skin.

An ultra anti-ageing blend that's rapidly absorbed without leaving an oily or greasy residue.

The Ultimate repair and age prevention



Stimulates the production of collagen and elastin.



Antioxidants improve and prevent sun damage and inflammation.



Ultra Repairing, deep penetrating & improves appearance of fatigue.



Firms and strengthens the skin, improving the appearance of fine lines & wrinkles.



EXPERT TIP SKIN CARE ROUTINE

Apply Age Control Eye & Lip Perfection over your eye area and Age Control Prevent and Repair over face and neck area twice a day to keep your skin young, smooth and hydrated. After applying your face cream rub it on your hands for an extra youthful touch.



PRODUCTS Contain: Matrixyl, Regu-age, Biopeptide & Hyaluronic Acid.

Suitable for mature, normal, dry and combination skin types.



Moisturise & Nourish

Daily Skin Care Routine

STEP 3



NECK & BUST AREA

The first signs of ageing are often first seen on the neck, décolletage (chest) and hands. Give these areas, that we often tend to neglect, some extra special TLC!

Give your décolletage and breasts the same treatment you give your face.

- Whenever you cleanse your face, include the whole area up to your breasts. The same goes for toning, exfoliation, masks, specialised treatments and moisturisers.
- Moisturise every night with your **Anti-Wrinkle Neck and Bust Treatment**. This product contains Allantoin, which repairs damaged tissue. Powerful antioxidants, such as Vitamin A and E to protect cells from free radical damage, leaving the skin feeling and looking soft, supple and healthy.
- Avoid spraying perfume on your neck and décolletage, as these areas are exposed to the sun, which cause premature ageing, dehydration and pigmentation.



- **Anti-Wrinkle Neck & Bust Treatment 50ml SPF 6**
Skin Types: All skin types

Why must I use a separate cream for my neck and bust area?

Q: I've invested in a bust beauty cream and as it's more expensive than my body lotion, I obviously want to make the most of it. What's the best way of using it?

A: Bust creams cost more than body creams because it is more specialised with added raw materials, so it's worth using properly. Warm some **Anti-Wrinkle Neck and Bust Treatment** in your hands, then massage it all over your chest and breasts, including under the breasts and arms. Support the breast in one hand and massage gently to prevent damage to the delicate tissues. October is Breast Cancer Awareness month, do a breast health check at the same time, checking for any lumps or changes.

Youthful skin goes beyond your face

WILLA
KRAUSE
SKIN CARE



PRODUCT CONTAINS SPF 6

The first signs of ageing are often seen on the neck, décolletage (chest) and hands. Give these areas some extra TLC with the **Anti-Wrinkle Neck & Bust Treatment**.

Give your décolletage and breasts the same treatment you give your face.

Enriched with

A
vitamin

E
vitamin

Allantoin

Allantoin repairs damaged tissues while Vitamin A and E protect cells from free radical damage. Leaving your skin soft, supple and healthy.

Anti-Wrinkle Neck & Bust Treatment 50ml



SUNSCREEN

Daily Skin Care Routine

STEP 4

In South Africa, it is necessary to protect the skin against two factors: dehydration and the sun. Protection prevents premature ageing.

SUN RISKS

- **Sunburn** - Excessive sun exposure burns your skin, causing redness, blisters, pain and peeling.
- **Dehydration** - the South African sun is one of the main causes of dehydrated skin. Use the **Advanced Moisturising Protection** to seal moisture and prevent further moisture loss.
- **Premature ageing** - The sun is responsible for 80% of skin ageing. It destroys collagen and elastin fibres, resulting in a leathery skin texture, pigmentation, fine lines and wrinkles.
- **Skin Cancer** - This is the most common type of cancer, and sadly, it could have been prevented in most cases.
- **Eye damage** - The ultra-violet rays can damage eyes and even cause cataracts.

EXPERT TIP SKIN CARE ROUTINE

Always wear a sunscreen. The **Willa Krause Sunscreens** provides sufficient protection against both UVA and UVB rays. Remember to re-apply often, especially after swimming and activity!

- ☀️ • **Tinted Sunscreen Lotion 50ml**
- ☀️ • **Sun Wrinkle Protector 50ml SPF 30**
- ☀️ • **Matte Sunscreen Lotion 50ml SPF 30**



Protect your skin

“It should be the first anti-ageing product on your list!”

The **Sun Wrinkle Protector** has a **SPF 30** which covers the whole UV-spectrum and is endorsed by **CANSA**.

- **Pigmentation & Dark Spots**
Unprotected exposure to the sun can cause pigmentation and form dark spots.
- **Collagen & Elastin**
Prevents premature ageing. Collagen and elastin can be destroyed by the sun, causing fine lines and wrinkles.
- **Prevents Dehydration**
Prevents skin dehydration - one of the risks of unprotected exposure to the sun.
- **UVA & UVB Protection**
SPF 30 provides sufficient protection against UVA & UVB rays.



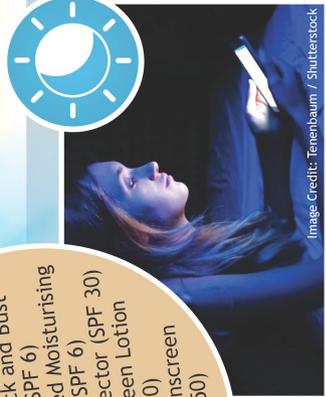
x4 Protection

- Products with SPF protection:
- Hydrating Balm (low SPF)
 - Firma Lift Day Cream (SPF 6)
 - Anti-Wrinkle Neck and Bust Treatment (SPF 6)
 - Firma Lift Advanced Moisturising Treatment (SPF 6)
 - Sun Wrinkle Protector (SPF 30)
 - Matte Sunscreen Lotion (SPF 30)
 - Tinted Sunscreen (SPF 50)

Protection against UVA, UVB, Infrared light and Blue light.

Blue light from electronic devices such as smartphones, tablets and TV screens can have a damaging effect on your skin. Adverse biological effects include weakening of the epidermal barrier, hyperpigmentation and damage to the extracellular matrix leading to accelerated ageing. **Antioxidants** and active raw materials like **Niacinamide, Vitamin C, Vitamin E** and **Sunscreen** help to protect your skin from UV and blue light damage.

The following Willa Krause Products can also help protect your skin against blue light damage: **Matte Sunscreen Lotion** and **Tinted Sunscreen Lotion**.



Matte

SUNSCREEN LOTION

Lightweight, mattifying formula that protects skin against sunburn and premature ageing.

- **UV light absorber**
- **Skin-softening**
- **Moisture-sealing**
- **Non-greasy**

Combination of ingredients that include:

- **OCTOCRYLENE**
Protects skin from UV rays and premature ageing. Helps prevent the risk of skin cancer.
- **NIACINAMIDE**
Anti-oxidant that visibly reduces hyperpigmentation and sun spots. Minimises skin pore size.
- **ALOE**
Soothes skin and has anti-inflammatory benefits.
- **GREEN TEA**
Improves skin regeneration and hydration. Anti-oxidant with anti-inflammatory and toning properties. Soothes and protects against harmful environmental damage.



Suitable for combination, oily and acne-prone skin.

WILLA
KRAUSE
SKIN CARE



SPF 50 Tinted Sunscreen

Transform your sun care routine with our **Tinted Sunscreen Lotion!** Enjoy powerful protection while enhancing your natural beauty for a flawless, radiant complexion that keeps harmful rays at bay!

KEY BENEFITS:

- **Broad Spectrum SPF 50:** Maximum protection against harmful UVA, UVB, Blue light and IR rays.
- **Natural Ingredients:** Formulated with two mineral sun filters, Zinc Oxide and Titanium Dioxide.
- **Nourishing Oils:** Infused with Coconut, Jojoba, Argan and Kalahari Melon oils for hydration and nourishment.
- **Neutral Colour Tone:** Our unique tinted formula adapts to suit most skin tones, providing a subtle, non-greasy, even lightweight coverage without a white cast.
- **Smooth Application:** Lightweight, non-greasy, mattifying texture for effortless use.
- **Water-resistant:** For lasting protection, reapply after swimming and activity for optimal results.



CRUELTY FREE VEGAN FRIENDLY NATURALLY DERIVED PERFUME FREE PARABEN FREE

UVA & UVB, BLUE LIGHT & IR PROTECTION

Suitable for all skin types.

WILLA
KRAUSE
SKIN CARE



Weekly Skin Care Routine exfoliate & masks

MASKS

Give your skin an essential and intensive treatment for general balance and health! Face masks are the perfect skin care treatment to help you with your skin care concerns. The right face mask can help hydrate skin, help improve the appearance of your pores and fine lines. They're also an excellent way to help pull out impurities and are fantastic for breakouts and oily skin.



EXPERT TIP SKIN CARE ROUTINE
You can use your hydrating masks at least two to three times a week if you suffer from a very dry skin.

Mask for hydration

Protein Moisture Mask 50ml

Skin Types: All skin types
Skin Conditions: Acne and pigmentation

Soft gel mask that provides moisture to the skin, reducing sensitivity and dehydration.

- Combat winter dryness
- Hydrate lips during the day
- Soothe inflamed skin
- Relieve sunburn and redness
- Ease acne medication dryness
- Heal chapped heels and elbows
- Prolonged hydration leave-on mask
- Plump fine lines and wrinkles



• Purifying Clay Mask 50ml

Skin Types: All skin types
Skin Conditions: Ageing, acne and pigmentation



• Exfoliating Scrub Cream 50ml

Contains natural exfoliating Walnut shell powder to give the skin a smooth, refreshed and revitalised feel.

- Enzyme Exfoliator 50ml
- Skin Renewal Radiance Corrector 50ml

Avoid the delicate skin around your eyes when using your exfoliating products.

EXFOLIATION

Dead cells leave the skin looking dull and lifeless. To keep the skin soft and glowing, it is essential to remove the dead cells on the surface. Regular exfoliation will ensure that pores don't clog and will make the skin more receptive to other products and treatments.

Willa Krause Skin Care has exfoliating products for every skin type. It:

- Improves micro-stimulation
- Boosts new cell formation
- Smooths skin surface
- Allows products to penetrate deeper
- Clears your complexion

Easy guidelines

How many times per week should I exfoliate?

- Normal skin: twice a week
- Oily Skin: 3 - 4 times a week
- Dry Skin: once a week - gentle exfoliation
- Sensitive skin: once a week - gentle polish
- Mature Skin: 2 - 3 times a week

Special Treatments - Exfoliate

Skin Renewal Radiance Corrector

• Skin Renewal Radiance Corrector 50ml

Skin Types: Normal, combination and oily skin types. Use with care on dry and sensitive skin types.

Skin Conditions: Ageing, acne and pigmentation



"This product has made my skin feel smoother and more hydrated, effectively reducing the visibility of my wrinkles. It's truly a fantastic anti-ageing solution."

Elieizabeth McAlpine, 58
Willa Krause Skin Care Marketing Manager & Salon Owner



This complexion corrector visibly improves uneven skin texture, fine lines, wrinkles, sun damaged skin, pigmentation, dehydration and acne. The formulation contains a combination of Alpha- & Beta Hydroxy acids, causing a highly effective exfoliating effect. Use in conjunction with Willa Krause Sun Wrinkle Protector SPF 30.

EXPERT TIP SKIN CARE ROUTINE
Tingling and visible peeling may occur with the use of this product. If stinging or burning occurs rinse off. You can mix the product with Collagen Serum or Multi Active Repair Cream.

High impact skin refiner

"For flawless radiant skin, use several times per week as an intensive treatment for pigmentation, sun damage, rough and uneven skin texture or bi-weekly as an exfoliate and skin brightener."



BEFORE

AFTER

Incorporate into your nightly routine post-cleanse and tone, then apply moisturizer. Opt for Advanced Moisturising Protection for drier skin, as its potent exfoliation boosts cell renewal.

KEY INGREDIENTS

GLYCOLIC ACID

An alpha hydroxy acid (AHA) known for expediting skin shedding, it actively encourages skin renewal. With its small molecular structure, it can effectively penetrate the skin and facilitate exfoliation from within.

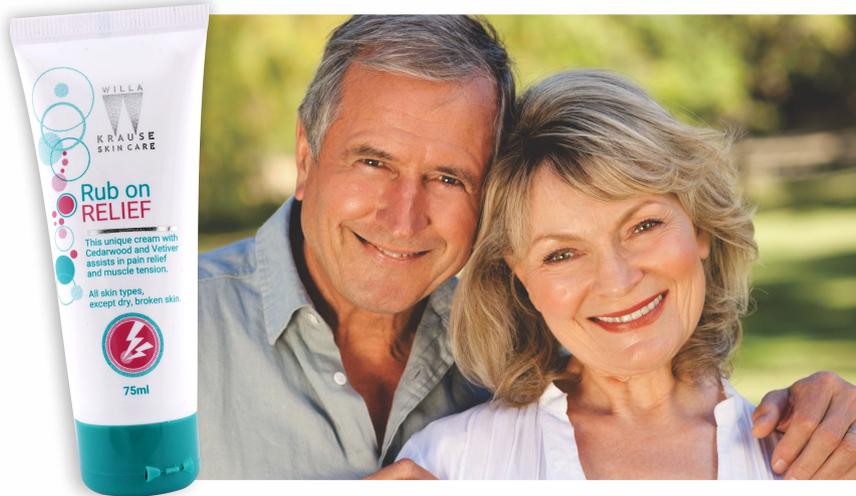
SALICYLIC ACID

A oil-soluble Beta Hydroxy Acid, it penetrates pores to exfoliate and unclog effectively. Also minimizes wrinkles, sun damage and age spots.

ALOE VERA GEL

Infused with vitamins, amino acids and minerals, the gel alleviates irritated skin, promoting soothing and softening effects.

pain relief



- Rub on Relief 75ml
Suitable for all skin types.

Is pain part of your life?

A cream that contains cedarwood, vetiver and menthol that assists in pain relief, reduces inflammation and muscle tension. Linalool is a specialised raw material that promotes penetration of the above active ingredients into the affected area.

Experience relief from:

- Burning painful feet
- Hip and back pain
- Menstrual pain
- Muscle pain and spasms
- Restless leg syndrome
- Growing pains in children
- Stress related pain
- Sinusitis
- Aching knees and elbows

I know what it is to suffer night after night as a result of pain or to even wake up from pain that won't subside. I approached the Willa Krause Skin Care Research and Development Chemist to formulate a cream that aids in the relief of pain.

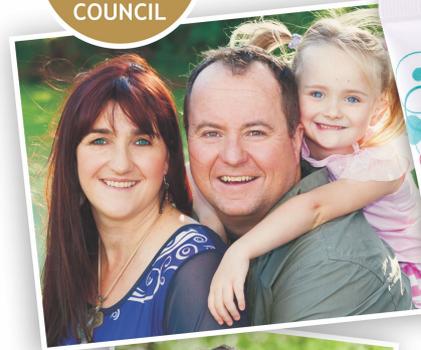


After a year of research, development and testing, the results have been phenomenal. People have been experiencing relief from numerous painful symptoms. It is with both gratitude and confidence that I can recommend the Rub on Relief. It really works!

Willa Krause - Founder & Director of Willa Krause Skin Care

skin relief

APPROVED
BY THE
MEDICINE
CONTROL
COUNCIL



- Relief from various skin conditions
- Soothes and calms itching
- Relief from burning sensation and irritation
- Reduces redness
- Reduces the appearance of broken capillaries
- Strengthens skin, preventing further irritations



EXPERT TIP SKIN CARE ROUTINE

The Skin Relief is very effective to calm sensitive skin that is prone to redness. When you use new skin care products for the first time and are prone to rash, use the Skin Relief first on your skin and slowly introduce the new products.

- Skin Relief 75ml
Suitable for all skin types.

Jacques Gombault: "My vel is baie sensitief en ek kry maklik ekseem. Willa Krause Velsorg se produkte en veral hul Skin Relief doen wonderse vir my vel! Dit versag rooi aartjies op my gesig en neem ekseem weg! Ek is baie dankbaar vir die produkte wat Willa Krause Velsorg vir my bied! Willa Krause Velsorg se Anti-Ageing Revitalising Serum hou my vel jonk en soepel."

Renate Gombault: "Ek is mal oor Willa Krause Velsorg. My vel lyk jare jonger vandat ek die produkte gebruik! Ons dogtertjie, Vanya, kry soms 'n uitslaggie op haar velletjie en rooi aartjies wat sigbaar raak, dan sit ek vir haar Skin Relief aan en dit is wonderlik hoe vinnig dit werk. Ek is so dankbaar vir die produk!"

Jacques Gombault and his family
- South African actor and filmmaker

Eczema • Rosacea • Psoriasis • Lupus • Shingles • Rashes • Allergies
• Insect bites & stings • Smooth sensitive skin

Lupus sufferer



Face: Before



Face: After

Rosacea sufferer



Before



After

A versatile cream to effectively provide relief from skin related ailments, including redness and itching.

health care

WOUND AFTERCARE DUO



Ultimate Restructuring Firming Treatment 50ml

- Rebuilds skin, reduces ageing and inflammation
- Speeds up wound healing
- Antioxidant-rich serum
- Fades scars and discoloration

Vit A,D,E & Lanolin Wound Aftercare Ointment 25ml

- Promotes healing and soothing of wounds and surgical wounds
- Can also be used on minor burns, diaper rash and very dry skin



Speeds up wound healing by boosting collagen, reduce inflammation & deeply hydrates the skin.

“Use the Vit A,D,E & Lanolin Wound Aftercare Ointment in conjunction with the Ultimate Restructuring Firming Treatment to treat wounds and promote scar repair. It is especially beneficial post Dr. Pen treatments.”

“ I have been using the **Ultimate Restructuring Firming Treatment** for just 2 weeks and I can already see a huge difference! It looks and feels like I have a new face. It's honestly a WOW product! I also use the **Age Control Prevent and Repair** with the product. People can't believe my son is 21! I am now 47 and everyone says I look like I'm in my 30's. Along with intensive facials at Joan Lee's Salon, it is reversing the ageing process. I would encourage every woman to use the **Willa Krause Skin Care range**. 10 years younger without botox and surgeries!”

Happy customer Helen xxx



BEFORE AFTER

TREATMENT OF SURGICAL WOUNDS



BEFORE AFTER



BEFORE AFTER



BEFORE AFTER

TREATMENT OF BURN WOUND



BEFORE AFTER 3 DAYS AFTER 12 DAYS AFTER 16 DAYS

Wound was treated for 3 days with the **Vit A,D,E Ointment** and **Ultimate Restructuring Firming Treatment**. Remaining treatment was done with the **Ultimate Restructuring Firming Treatment**.



BEFORE AFTER 3 DAYS AFTER 12 DAYS BEFORE AFTER 10 DAYS
Burn victim case study 1 Burn victim case study 2

body care

HAND CREAM

Skin-nourishing hand cream to keep your hands looking beautiful! - 50ml



BATH & BODY PRODUCTS

Garden Flower scented elegant bath products, Hand & Body Wash and Hand & Body Lotion - 500ml.

LIP BALM

The delightful passion fruit scented **Lip Balm** with Vit E & Lanolin leaves lips softer, smoother and oh-so-kissable. This nourishing lip treatment will give **Accutane** users relief of painful dry lips.



HEEL BALM

Soothes rough, dry and cracked heels, hands and elbows - 75ml.

BENEFITS OF UREA

Urea strengthens the skin's barrier and is effective on skin conditions such as atopic dermatitis, eczema, psoriasis and cracked heels.

BENEFITS OF TEA TREE OIL

Tea tree oil can be applied to the skin for infections such as acne, fungal infections of the nail, lice, athlete's foot and ringworm.

- antibacterial
- antimicrobial
- antiseptic
- antiviral
- fungicide
- insecticide



SLIM DOWN

with every sip!

**FAT BURN
ANTI-OXIDANT
ENERGISER**



Delicious flavours:

- Strawberry and Melon
- Citrus Zest
- Berry



Get your Summer body ready!

- Boosts metabolism
- Boosts Energy levels
- Aids fat burning
- Excellent for memory & concentration
- Suppresses appetite
- Reduces water retention
- Reduces cravings



A thermogenic refreshing fruit drink packed with antioxidants and raw materials like Guarana, Vitamin C, Selenium, Butcher's Broom, Kelp Powder, L-Glutamine and others. It reduces sweet cravings, gives you energy, promotes fat loss, reduces appetite and assists with water retention. Effective when used in conjunction with a kilojoule-controlled diet.

Exfoliating Soap Bar with Volcanic Rock and Magnolia 140g

These very fine volcanic rock granules will gently slough away dead skin cells without harming the skin, exposing the new fresh and healthy skin cells underneath. It promotes more radiant and much smoother looking skin. Volcanic rock also assists the skin by balancing the PH and supporting a healthy immune system.



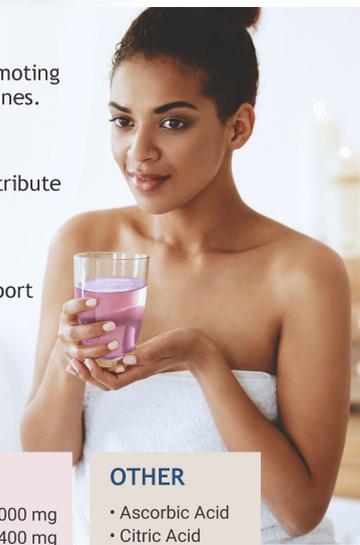
REVITALIZE your radiance!

WILLA KRAUSE SKIN CARE COLLAGEN REJUVENATION SUPPLEMENT

Elevate your well-being with our ultimate blend for skin and health renewal.



- **ENHANCES SKIN ELASTICITY**
Collagen supplements with vitamins contribute to maintaining and promoting skin elasticity, helping to reduce the appearance of wrinkles and fine lines.
- **SUPPORTS JOINT HEALTH**
Aid in supporting joint health by providing essential nutrients that contribute to the strength and flexibility of connective tissues.
- **BOOSTS IMMUNE FUNCTION**
The combination of collagen and vitamins in supplements can also support immune function, contributing to overall wellness and vitality.
- **PROMOTES HEALTHY SKIN, HAIR AND NAILS**
Promote healthier hair and nails, enhancing their strength and vitality.



KEY BENEFITS

- Enhances skin health, joint mobility and overall well-being
- Boosts immune system function
- Promotes collagen production
- Improves energy levels and vitality
- Enhances mood and stress response
- Helps maintain digestive and bone health
- Enhances brain function and clarity
- Protects against oxidative damage
- Reduces inflammation and redness on skin
- Reduces wrinkles and fine lines
- Enhances skin texture and firmness

KEY INGREDIENTS

- Hydrolyzed Collagen Peptides 10 000 mg
- Chondroitin 400 mg
- Glucosamine Sulphate 400 mg
- Methylsulfonylmethane (MSM) 350 mg
- Ashwagandha 200 mg
- Veri-te® (Resveratrol) 8 mg

OTHER

- Ascorbic Acid
- Citric Acid
- Zinc
- Vitamin E
- Selenium
- Vitamin D3
- Vitamin A

VITALITY • IMMUNITY • WELLNESS



Lose Weight and feel Great!

- Shake-a-Meal - 550g
- Vanilla
- Chocolate

550g
MAKES
21
SERVINGS

Healthy nutritional shake for weight management. Suitable for all ages.

Benefits of Pea Protein:

- Alternative to whey & casein protein
- 100% VEGAN
- Hypoallergenic

Benefits of Fibersol 2®

- Supports and maintains intestinal regularity
- Helps relieve constipation
- Delays post-meal hunger

Benefits of Selenium AAC

- Helps prevent cell damage from free radicals which can contribute to certain chronic diseases.

Benefits of Folic Acid

- Helps body produce new cells
- Helps prevent changes to DNA which may lead to cancer
- Used to treat anaemia

Benefits of Pantothenic Acid

- Vit B5 - Among the most important B vitamins
- Helps with energy production, fat metabolism & reduces stress
- Promotes heart health and is essential for liver function.

Benefits of Pirodoxine - Vit B6

- Regulates mental function & moods
- Reduces tiredness
- Assists in hormonal activity

Benefits of Vitamin A

- Fat-soluble vitamin and powerful antioxidant
- Reduces inflammation and supports immune system
- Maintains healthy vision and skin
- Supports healthy bone growth & skin health

• No gluten

- No egg
- No dairy
- 100% Vegan
- Protein rich
- Low Carb
- High Fibre

Healthy SMOOTHIE RECIPES AVAILABLE



Strawberry & Banana Smoothie

- 1 scoop Shake-A-Meal Protein Powder (vanilla)
- 125ml purified water
- 125ml (1/2 cup) cold soya milk, almond milk, coconut light milk or fat free cow's milk (GMO-free)
- 6 large fresh frozen strawberries
- 1 large ripe frozen banana (in blocks)
- 1/2 ripe pear (can be frozen)

Blend together all the ingredients in your blender on high for 5 min or until all ingredients have been blended. Leave 5 - 10 min before drinking.



* Photo compliments - GINNE SCHE OVEN



BEFORE

AFTER

Breakfast Booster Smoothie



Makes: 600ml of smoothie (Smaller amount for 1 person)

- 1 Scoop Shake-A-Meal Protein Powder (chocolate or vanilla)
- 1/4 Ripe large Avocado pear
- 1/4 Ripe Pear
- 1 Cup of chopped greens (spinach, parsley, kale etc)
- 1/2 Ripe frozen Banana
- 1/2 Teaspoons organic cocoa powder (GMO-free)
- OR
- 1 1/2 Teaspoons organic carob powder (optional if you are using Chocolate Shake-A-Meal)
- 1/2 Teaspoon organic Turmeric powder (GMO-free)
- 1 Cup iceblocks
- 1 1/2 Cups water

Blend together all the ingredients in your blender on high for 5 min or until all ingredients have been blended. Leave 5 - 10 min before drinking.

Teneke's Healthy Smoothie

- 1 Scoop Shake-A-Meal (vanilla)
- 125ml Purified water
- 125ml Cold soya milk or almond milk or coconut milk light or fat free cow's milk
- 1 Cup ice blocks
- 1 Cup mixed frozen berries
- 1 Tbsp (12ml) ground flaxseed
- 1 Large frozen banana (cubes)
- 1 Tbsp chopped or grated ginger
- 1 Cup chopped kale leaves or spinach leaves



Blend together all the ingredients in your blender on high for 5 min or until all ingredients have been blended. Leave 5 - 10 min before drinking.

Healthy SMOOTHIE RECIPES AVAILABLE

Healthy Meal plan

BREAKFAST

Selection of Fresh Fruit / Shake-A-Meal Protein shake / Gluten free oats with fresh fruit and nuts

MID MORNING SNACK

Fruit / 50g Nuts / Veggie sticks / Veggie chips / fruit smoothie

LUNCH

Shake-A-Meal Protein shake / Salad with avo, tomato, cucumber, sweetcorn & fresh vegetables

MID AFTERNOON SNACK

Fruit, Veggies and 4 Crackerbreads with Tomato and Marmite

DINNER

Protein & Veggies OR Starch & Veggies with fresh green salad



Special thanks to Anne Botma (Food Service Manager) & Teneke Botma who put together and tested SHAKE-A-MEAL delicious recipes & healthy meal plan.

* Recipes available from Head Office



WILLA
KRAUSE
SKIN CARE

30ml, 40ml & 50ml

“Establish your existence whilst enriching the lives of others”

- AÏDA - (Inspired by Issey Miyake's Issey Miyake) Female Fragrance
- ALMIRA - (Inspired by Britney Spear's Fantasy) Female Fragrance
- AZARIA - (Inspired by Elizabeth Arden's Red Door) Female Fragrance
- CALYPSO - (Inspired by Dolce & Gabbana's Light Blue) Female Fragrance
- CHANTILLE - (Inspired by Carolina Herrera - Good Girl) Female Fragrance
- CONTADINA - (Inspired by Lady Gaga's Fame) Female Fragrance
- CZARDAS - (Inspired by Van Cleef & Arpels's Tzar) Male Fragrance
- DUET - (Inspired by Calvin Klein's Ck1) Unisex Fragrance
- ISOLDE - (Inspired by Christian Dior's Hypnotic Poison) Female Fragrance
- JULIET - (Inspired by The One, Dolce & Gabbana) Female Fragrance (40ml)
- LARGO - (Inspired by Alfred Dunhill's Dunhill Desire) Male Fragrance
- LEPORELLO - (Inspired by Estee Lauder's Pleasures) Female Fragrance
- LINDORO - (Inspired by Paco Rabanne's Invictus) Male Fragrance
- LORELEI - (Inspired by Thierry Mugler's Angel) Female Fragrance
- LYRA - (Inspired by Estee Lauder's Beautiful) Female Fragrance
- MUSETTE - (Inspired by Alien) Female Fragrance
- NEVESTA - (Inspired by E. Taylor's White Diamond) Female Fragrance
- ROMEO - (Inspired by Versace Dylan Blue) MaleFragrance (40ml)
- PALOMA - (Inspired by DKNY's Be Delicious) Female Fragrance
- TRISTAN - (Inspired by Paco Rabanne's 1 Million) Male Fragrance
- VIOLETTA - (Inspired by Jean Paul Gaultier's Scandal) Female Fragrance
- ZAZA - (Inspired by Christian Dior's J'Dore) Female Fragrance
- ZONETTA - (Inspired by Beyonce's Rush) Female Fragrance

Branded Items

WILLA
KRAUSE
SKIN CARE



8 PANEL POP UP UMBRELLA

112cm diameter (BLACK)
R165 N\$165



8 PANEL GOLF UMBRELLA

156cm diameter (BLACK)
R215 N\$215



Beautiful Branded USB Flash Drive (8 GIG) with silver metal swivel cap, black lanyard and smart plastic presentation case.

R160 N\$160
USB FLASH DRIVE

CORPORATE LAPTOP BAG

R305 N\$305

Exclusive Branded Smart Metro Laptop & Corporate bag. 50(W) X 400(L) X 320(H)mm

Available in Black



BRANDED PEN (Black)
R19 N\$19



BRANDED MOUSEPAD

Available in two designs (BLACK)
175 x 220mm

R130.00 N\$130.00

While stocks last

skill-specific development

Skin Care products, Dr Pen Microneedling, Rejuvenator and Marketing Training.



YOU WILL LEARN:

- How to analyse your clients skin types
- How to handle client concerns
- Updates on new products
- Practical demonstrations & tips
- Practice facials & Rejuvenator movements
- Broaden your product knowledge
- More knowledge leads to more sales which mean a bigger income
- Team building, sales strategies, direct marketing techniques and business growth.

“Knowledge removes fear!”

~ Willa Krause

Willa Krause Skin Care has an extensive range of skin care products. It is therefore important to attend the Skin Care training in order to gain more knowledge of the raw materials and other product and sales related aspects.

Our trainers have superb knowledge of and passion for the Willa Krause Skin Care Range.



JENNY ALBRECHT
REJUVENATOR TRAINER
• Marketing Manager
• B.Com Industrial Psychology Degree
• Post Graduate Diploma in Education
• 22 Years Experience



ANNE BOTMA
SALON GROWTH TRAINER
• Team Manager
• Cosmetology and Beauty Certificate
• National Diploma in Food Service Management
• Diploma in Advanced Electrotherapy and Microcurrent Therapy
• 30 Years Experience



TENEKE BOTMA
SALON GROWTH TRAINER
• Marketer
• Diploma in Somatology - CIDESCO & SAHSP qualified
• Somatologist



CELESTE HATTINGH
SKIN CARE PRODUCT TRAINER
• Group Manager
• BA Languages Degree
• Skin care specialist
• 37 Years Experience



CHANTELL NIENABER
DR PEN TRAINER
• Marketing Manager
• Internationally qualified ITEC trainer
• Diploma in Somatology
• 24 Years Experience



ALDA VD MERWE
MARKETING & DEVELOPMENT TRAINER
• Marketing Manager
• Interior Decorator & Business Owner
• 36 Years Experience in the Skin Care Industry and Direct Sales

YOUR BEST investment

Join Willa Krause's Skin Care Team!

Now is the time to start your own Skin Care Business or Willa Krause Salon and earn more!

SKIN CARE PRODUCTS FOR EVERY SKIN TYPE
PERSONAL AND SALON USE

STARTERKIT 1

JOINING FEE: *free!!!*

- FREE online product training
- FREE online test
- FREE PDF certificate

T B C's apply

STARTERKIT 2

JOINING FEE: R450 | N\$450

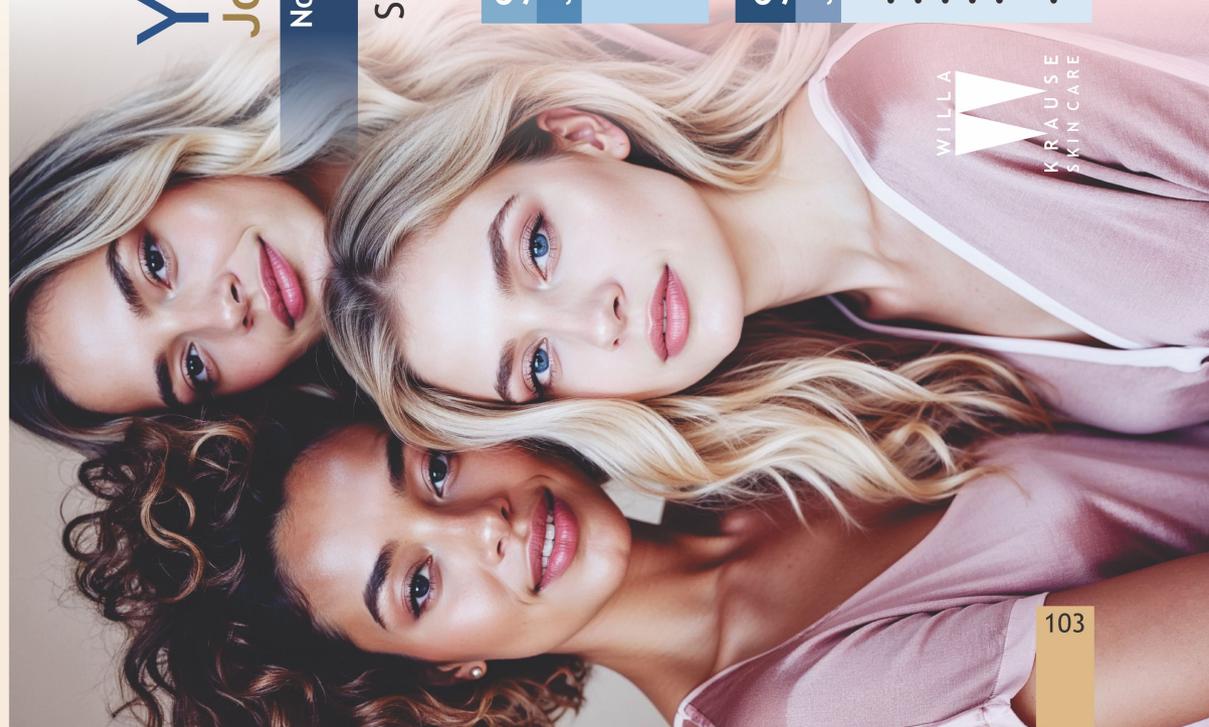
- FREE online product training
- FREE online test
- FREE PDF certificate
- 5 x printed catalogues
- USB stick with manuals, videos and company info.
- 1 x Training manual printed

“Experience Personal and Financial success by helping others look and feel great.”



- 30 x Skin Care flyers
- 1 x Willa Krause Badge
- 10 x Slimming flyers
- 10 x Sample containers
- 1 x FREE Collagen Serum
- OR 1 x FREE Berry Fat Burn

T B C's apply



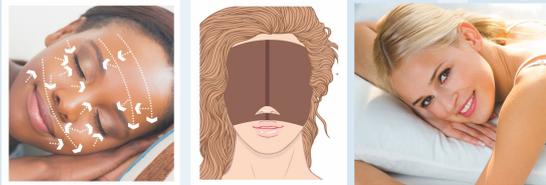
WILLA
KRAUSE
SKIN CARE

Aftercare treatment

GET YOUNGER WHILE YOU SLEEP!

This unique face mask is made from "lightweight pressure material" or "pressure garment". This type of material is widely used for a variety of medical treatments and the treatment of scar tissue.

- Wrinkles will feel softer and less pronounced after only a few weeks of sleeping with the youth mask.
- The "Youth Mask" increases the blood circulation to the facial area, thus increasing the amount of oxygen and nutrients reaching your face. Your face will look and feel young and vibrant.
- The mask blocks light out while sleeping that causes the body to produce more melatonin. Melatonin is an anti-oxidant that fights ageing.



The Youth Mask package for R755.00 N\$755.00 includes a **Anti-Ageing Revitalising Serum FREE**, to the value of R490.00 N\$490.00.

Apply the Anti-Ageing Revitalising Serum before you go to sleep with your youth mask and you will experience an increase in the hydration of your skin, a reduction of dark circles around your eyes and an improved skin texture. There will also be a visible decrease of wrinkles and puffiness around the eyes.

"I get amazing results when I use our Willa Krause "Youth Mask" after my Dr Pen and Rejuvenator treatments! The Youth Mask is made of medical cloth, used in the treatment of burn wounds. Sleeping with the Youth Mask promotes healing of your skin after Dr Pen and it improves results as the cloth "presses out" fine lines. After a Rejuvenator treatment, it keeps muscles, that have been lifted with microcurrent, nice and firm. I use the Ultimate Restructuring Firming Treatment with the A-Z Hyaluronic Skin Supplement and Vit A, D & E ointment under my Youth Mask after a Dr. Pen treatment, the results are phenomenal!"
Liesel Krause-Wiid



Professional salon products available at wholesale prices

ESSENTIAL PRODUCTS

Lika Sanitizing Spray 70% 150ml	R110.00	N\$110.00
Lika Sanitizing Spray 70% 500ml	R175.00	N\$175.00
Lika Sanitizing Hand Wash 500ml	R110.00	N\$110.00

MASSAGE OILS

Massage Oil Blended 500ml	R225.00	N\$225.00
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PERSONAL PROTECTIVE EQUIPMENT (PPE)

Mop Caps	R 65.00	N\$ 65.00
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SPA ITEMS

Alcohol Swabs (200's)	R 85.00	N\$ 85.00
Cotton pads (80's)	R 35.00	N\$ 35.00
Facial Sponges (soft)	R 9.90	N\$ 9.90
Facial Sponges (Yellow)	R 15.00	N\$ 15.00
Gloves Nitrile medium (100)	R310.00	N\$310.00
Medical paper roll 2 ply 508mm	R165.00	N\$165.00

SHAMPOO & CONDITIONER

Keratin Shampoo 500ml	R175.00	N\$175.00
Keratin Conditioner 500ml	R245.00	N\$245.00
Lika Silver Shampoo 500ml	R170.00	N\$170.00
Lika Silver Conditioner 500ml	R215.00	N\$215.00

FOOT SPA SET

Lika Foot Spa Crystals (Wintergreen 500ml)	R300.00	N\$300.00
Lika Spa Range Callus Remover 100ml	R175.00	N\$175.00

MICRO-CURRENT IONIZING GEL

Ionizing Gel - High Ph E 250ml	R230.00	N\$230.00
Ionizing Gel - Low Ph E 250ml	R230.00	N\$230.00



DISPOSABLE SPA PRODUCTS



Alcohol Swaps (200)
R85.00 N\$85.00



Facial Sponges (yellow celluloses)
R15.00 N\$15.00 each



Disposable Mop Caps
R65.00 N\$65.00 per box (100 x Pieces)



Gloves Nitrile medium (50 pairs)
* colours may vary
R310.00 N\$310.00



Cotton pads (80)
R35.00 N\$35.00



Medical Paper roll 2 ply (508mm)
R165.00 N\$165.00



Facial Sponges (soft)
R9.90 N\$9.90

Salon

Start your own Willa Krause Skin Care Salon



Step 1: Create a business plan

- Always start small and scale your business from there
- Start with what you have and don't take out expensive loans - "fake it till you make it!"
- Determine the services you will offer and the income you need to generate
- Consider what equipment you need to buy and work towards your goals. In the beginning, don't over spend on expensive equipment and décor
- Define the audience you want to attract
- Consider your operating hours
- Think about the employees you want to hire and the training you'll need to provide
- Determine marketing strategies
- Head Office provides weekly and monthly marketing material

Step 2: Find a great location

- It can be home-based or in a business area
- Remember, success is a journey - take it step by step

Step 3: Get your finances ready

- Be savvy with your income, set a budget and stick to it
- Keep a record of all your income and expenses

Step 4: Design a great customer experience

- Select a suitable and attractive location for your spa
- Design an Instagram, Facebook page and / or website that is both useful and visually appealing to keep your clients informed on special offers and events
- Create a Whatsapp group to keep in touch with your clients
- Invest in products
- Display products in your salon and arrange it strategically to enhance sales - shelves full of products create a successful environment
- Invest in quality equipment
- Soundproof your rooms and add adjustable lighting & music

Step 5: Training & retaining the right staff

- Head Office offers professional training in Skin Care, Rejuvenator and Dr Pen micro-needling
- Hand out vouchers for free facials & skin analyses to new potential clients. This is a great way to introduce them to the perfect skin care products for their skin type



Anne Botma
Team Manager
and Salon Owner
Salon of the Year winner
2015 - 2025

"For clients, your Salon should be the perfect getaway from today's stressful lifestyle..."

Salon treatment



SKIN RENEWAL GLYCOLIC ACID PEEL 30%

WILLA KRAUSE SALON TREATMENT

Discover the secret to regaining vibrant, younger, healthy looking skin.



The Skin Renewal Glycolic Salon treatment will brighten your skin by lifting away dull cells, smooth away sun damage, pigmentation and erase fine lines. Glycolic acid naturally derives from sugar cane and has the smallest molecular weight, therefore has the greatest penetration ability of all organic acids.



#1 Beauty Secret
ONLY @ Willa Krause Salons

- Glycolic Peel 200ml R457.00 N\$457.00
- Glycolic Neutraliser 200ml R303.00 N\$303.00

Benefits of Glycolic Acid



Boosts Collagen production. Rejuvenates skin & minimises pore size. Smooths skin's top layer & improves elasticity.



Softens deep lines, wrinkles and sagging skin. Encourages a younger looking complexion. Superior Anti-ageing and firming benefits.



Prevents blocked pores caused by build-up of dead skin cells. Reduces uneven complexion & pigmentation.



Helps to rehydrate the skin. Excellent moisturiser. Improves skin tone and texture.



Exfoliates the skin and stimulates the healthy and constant cell renewal process. Removes dead skin cells.



- ✓ Lines & Wrinkles
- ✓ Sun damaged skin
- ✓ Aged skin
- ✓ Pigmentation
- ✓ Acne scars
- ✓ Uneven skin

"Allows better penetration of Willa Krause Skin Care products."



New ADVANCED REJUVENATOR

Anti-ageing non-surgical Face Lift

Micro-current & Galvanic Device

"The Best kept anti-ageing secret!"
Regular therapy helps slow down
THE AGEING PROCESS UP TO 70%.



- Increases toning of thin muscle by 60%
- Reduces deep lines & wrinkles by 60%
- Reduces sagging of skin by 40%
- Improves elasticity by 100%



"It's like a little workout for your face."

Hollywood celebrities like Jennifer Lopez, Jennifer Aniston, Madonna, Susan Sarandon, Sandra Bullock, Vanessa Williams and more swear by Micro Current's remarkable non-invasive facial results!

Treatments are safe, pain free and relaxing with amazing results!



* Photos EI: online

Meso-Lift Rejuvenator is a non-surgical face-lift machine, specifically designed to be used with the Willa Krause Skin Care range. The Meso-Lift Rejuvenator offers a pain-free option which is simple, safe, relaxing and much more affordable than traditional mesotherapy.



Before Treatment



After 14 years maintenance



Before Treatment



After



Before Treatment



After

- Skin test & Analysis
- Face Lift
- Instant Lift

- Skin Rescue
- Deep Cleanse
- Deep Hydration

- Tissue Repair
- Deep Stimulation
- Desensitize

This exclusive Willa Krause Salon treatment provides the following treatments for your benefit.

Benefits for clients:



Rejuvenator Skin Test

- Assesses moisture levels
- Ensures accurate skin condition diagnosis

"Moisture levels in the skin help maintain its hydration, elasticity and overall health, preventing dryness, flakiness and premature ageing."

Non-surgical Face Lift

- Muscle toning micro-current facials every other day
- Tightens and firms facial muscles
- Enhances overall skin tone
- Achieves long-lasting results with monthly maintenance

Rescue / Spa Lift

- Skin firming and micro-current muscle toning
- Administered as a 3-treatment course
- Designed for clients with limited time and resources
- Suitable for those booked into a spa

Deep Hydration

- Deep moisturizing facial with galvanic and micro-current elements
- Suitable for oily, dry and combination skin types
- Restores moisture balance
- Slows down the ageing process by maintaining proper tissue hydration

Deep Cleanse

- Eliminates impurities and surface build-up
- Utilizes a combination of lymph drainage and galvanic current
- Recommended for oily, problem, congested and combination skin types
- Breaks down toxins
- Enhances blood circulation and lymph flow

Active Instant Lift

- Dramatic instant non-surgical face lift
- Suitable for mature or young skin types
- Ideal for special occasions like weddings, TV shows and photo shoots
- Especially beneficial for clients who haven't undergone the muscle toning course

Deep Stimulation

- Ideal for mature skin lacking elasticity
- Effective for prematurely aged and sun-damaged skin
- Suitable for dull and neglected skin types
- Helpful in addressing toxin build-up caused by smoking or alcohol consumption

Desensitizing treatment

- Suitable for easily overstimulated, dehydrated, red and sensitive skin types
- Can be administered as a single treatment or as a series of 3-6 weekly sessions

Tissue Repair

- Revitalizing treatment using electrical current
- Boosts the skin's immune and repairing system
- Enhances overall functionality and product effectiveness

The ultimate aid in skin enhancement therapy for all skin types and skin problems.

Salon treatment

ADVANCED BEAUTY TECHNOLOGY WILLA KRAUSE DR PEN M8

Treatment of:



Benefits to client:

- Enhances collagen production
- Skin rejuvenation
- Reduces fine lines and wrinkles
- Scar reduction
- Minimizes pores
- Improves skin texture
- Hyperpigmentation treatment
- Enhances product absorption
- Minimal downtime
- Customizable treatments
- Safe and effective

Dr Pen M8

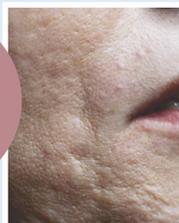
R4 300.00 N\$4 300.00



Anti-skid calibration & adjustable needle length

Natural skin renewal with Derma-Needling treatments.

Book for Advanced Training @ Head Office



BEFORE



AFTER 3 TREATMENTS



BEFORE



AFTER 3 TREATMENTS

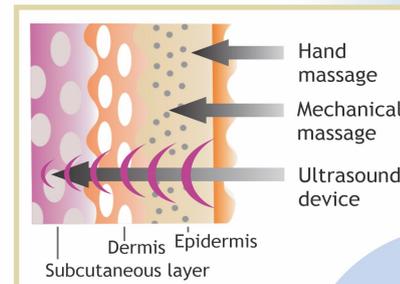
"Willa Krause Dr Pen's Micro-needling treatment got rid of the Milia, small white bumps underneath the surface of the skin under my eyes. Now I do not have to spend money on medical expenses and could therefore save thousands of rands. I'm so thankful for this wonderful treatment!"

Sufranja van Zyl - Treatments done by Marianne van der Walt, Swakopmund Namibia.

Salon treatment

ADVANCED BEAUTY TECHNOLOGY WILLA KRAUSE PHOTON

Unique combination of light therapy & ultrasound



LIGHT THERAPY

Used in the beauty industry, originated from scientific research done by NASA. They found that:



Red Light has anti-ageing characteristics

- Stimulates collagen and elastin production which reduces appearance of wrinkles
- Creates heat, which stimulates blood circulation
- Suitable for all skin types



Green Light

- Increases micro-circulation
- Assists in diffusion of oxygen into the cells
- Calms and soothes irritated skin
- Ideal for sensitive skin types



Blue Light

- Anti-bacterial
- Normalises secretion of oil
- Effectively treats pimples and blackheads
- Ideal for problem and oily skin types

ULTRASOUND

- Stimulates blood and lymphatic circulation
- Improves supply and absorption of oxygen to the cells
- Breaks down impurities and blockages
- Reduces pigmentation
- Increases cell metabolism and regeneration
- Stimulates fibroblast cells for increased collagen and elastin production to reduce lines & wrinkles
- Promotes the absorption of Willa Krause Skin Care products
- Suitable for all skin types

Special Offer

Receive 50% discount on the Collagen Serum and Protein Moisturising Mask when you purchase the Photon device.

• Willa Krause Photon
R3 895.00 N\$3 895.00

The Willa Krause Photon is a compact device, which uniquely combines Ultrasound and Light therapy, for salon and home use.

Willa Krause Skin Care Team @Head Office

The dynamic and creative **Willa Krause Skin Care Head Office Team** are here to assist and help you build your Skin Care Business. Willa Krause Skin Care products are formulated to prevent and protect the skin against dehydration and sun damage, while fighting the signs of ageing. Willa Krause Skin care is research based, result orientated Skin care with high levels of active ingredients. Skin care is a necessity not a luxury! Invest in yourself! Rejuvenated and flawless skin is in your reach! We offer products for all skin types.

“Willa Krause Skin Care is an investment in your skin and an excellent business opportunity!”



Willa Krause
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Despatch



Anna Msiza
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Despatch



Lucky Monaiwa
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Despatch



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Constance Mohlala
Willa Krause Skin Care
Despatch



George Linda
Willa Krause Group
Driver



DC LABORATORIES
— COSMETIC —
Contract Manufacturer

DC Laboratories is a fellow subsidiary company within the Willa Krause Group, responsible for scientific research, development and testing of new skin care, body care and perfume ranges. DC Laboratories manufacture **Willa Krause Skin Care** as well as personal care and skin care products for other well known clients.



Introducing our cutting-edge cosmetic manufacturing laboratory! Experience world-class innovation, quality, and efficiency. Our state-of-the-art facility harnesses advanced technology and an expert developer to create exceptional products. From skin care to body products, we're committed to delivering stunning results.



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Katlego Letsoalo
DC Labs
Lab Technician,
R&D and QC
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Lollie Schutte
DC Labs
Accounts & Finances
lollie@dclabs.co.za

Willa Krause Skin Care boasts with our own Glam Squad.
Here are some well-known and beloved South Africans who love our skin care products!

Willa Krause Skin Care is research based. Our products contain active raw materials, that really produce results.



Skin Care Product Index

MOISTURISERS / NOURISHERS

SERUMS

AGE CONTROL ANTI-OXIDANT WRINKLE REFINER
Fast-penetrating, antioxidant rich serum. Visibly reduces signs of ageing, skin blemishes and age spots. Suitable for normal, dry and combination skin types except oily skin and skin with active acne.
Skin types: Normal, combination and dry/sensitive skin types. (not for acne prone skin)
Skin conditions: Ageing and pigmentation.

ANTI-ACNE NIGHT MOISTURE SERUM
Night-time treatment with Salicylic Acid to combat acne, balance skin's pH and restore moisture balance. Green Tea extract helps balance sebum production. An essential oil combination reduces bacterial infection, soothes the skin and reduces inflammation.
Skin types: Normal, combination and oily skin types.
Skin conditions: Acne, pigmentation and ageing.

ANTI-AGEING REVITALISING SERUM
This all-round serum is a highly effective skin energy regenerator. It brightens the overall appearance of the skin, while improving skin elasticity, firmness and wrinkles. It also contains powerful antioxidants that act as free radical scavengers, while effectively increasing the moisture within the skin. It is also recommended for use around the eye area to improve dark circles and puffiness. Skin will appear like silk and sensitivity will decrease.
Skin types: All skin types.
Skin conditions: Ageing.

COLLAGEN SERUM
Fast-absorbing collagen boosting serum. Stimulates skin restructuring. Leaves skin radiantly hydrated.
Skin types: All skin types.
Skin conditions: Ageing, eczema and psoriasis.

CERAMIDE COLLAGEN REPAIR OIL
Revitalize your skin with our ceramide-boosted oil. Smooths, firms and protects against dryness, wrinkles and eczema.
Skin types: Combination and dry/sensitive skin types.
Skin conditions: Ageing, eczema and psoriasis.

A-Z HYALURONIC SKIN SUPPLEMENT
Super anti-ageing serum that hydrates, plumps and protects your skin. Potent skin nutrients that rebuild collagen and brighten complexion. Enriched with Vit A, B3, B5, C, D, E, Copper, Calcium, Magnesium and Zinc. Smooths deep wrinkles and recharges mature skin.
Skin types: All skin types.
Skin conditions: Ageing and pigmentation.

ULTIMATE RESTRUCTURING FIRING TREATMENT
Wrinkle and scar repair serum. Visibly rebuilds skin layers, reduces signs of ageing and inflammation. Promotes wound healing and energises cells. Use in conjunction with the Vit A, D, E & Lanolin Ointment to treat wounds and promote scar repair. Can be used as a treatment during needling and in combination with the ointment as an aftercare combination.
Skin types: All skin types.
Skin conditions: Ageing, eczema, psoriasis, acne and pigmentation.

CLEANSE

MICELLAR WATER
No-rinse cleansing water for face, eyes and lips. Removes all traces of make-up and embedded impurities. Leaves skin hydrated, plumps and radiant.
Skin types: All types

CLEANSING BARS

AMBER BAR
Enriched with rooibos extract to reduce sensitivity and gently lift away make-up, sweat and other pollutants on the skin. Can be used for shaving as it prevents barber's rash.
Skin types: All skin types & sensitive skins.

FIRMA LIFT BAR
A lipid rich cream cleanser that will remove all traces of make-up, preparing the skin for further treatment.
Skin types: Normal, combination, dry and mature skin types.

TEA TREE ACNE BAR
A Glycerine bar enriched with tea tree oil. Excellent for oily, problem and acne prone skin types.
Skin types: Normal, combination, oily and acne prone skin types.

CLEANSERS

DEEP CLEANSER GEL
A light-textured foam free gel cleanser that gently unblocks pores and removes all traces of make-up, preparing the skin for further treatment.
Skin types: Normal, combination and oily skin types.

FIRMA LIFT CLEANSER
A lipid rich cream cleanser with advanced emulsifiers to keep the skin younger and smoother. Will remove all traces of make-up, preparing the skin for further treatment.
Skin types: Normal, combination, dry and mature skin types.

TONERS

FIRMA LIFT TONER
Conditions and restores the skin's pH balance with powerful antioxidants.
Skin types: Normal, combination and dry/ sensitive and mature skin types.
Skin conditions: Mature and dry skins.

FRESHNER
Balancing skin pH while locking in skin's own moisture. An alcohol-free, non-drying formula. Suitable for all skin types.
Skin types: All types

EYE CARE

AGE CONTROL EYE & LIP PERFECTION

The ultimate age perfection for eyes and lips. Antioxidants improve and prevent sun damage and fatigue. Stimulates the production of collagen and elastin in the delicate area of the eyes and lips.

Skin types: Normal, combination and dry/ sensitive skin types.

Skin conditions: Mature skin.

CONTOURING EYE GEL

Light-textured eye treatment gel for even the most sensitive eyes. Will leave the skin around the eye plumped.

Skin types: All skin types.

EYE & LIP CONTOUR CREAM

Boosts cellular activity to support lifting and firming of delicate skin.

Skin types: All skin types.

MOISTURE & NOURISH

6-IN-1 ORDINARY

Unique combination of day, night, neck, moisturising, nourishing and rejuvenating cream all-in-one.

Skin types: Normal to combination skin types.

Skin conditions: Ageing and pigmentation.

6-IN-1 ENRICHED / SUPER ENRICHED

Unique combination of day, night, neck, moisturising, nourishing and rejuvenating cream all-in-one.

Skin types: Dry, combination and mature skin types.

Skin conditions: Ageing.

AGE CONTROL PREVENT & REPAIR

Ultra luxurious repairing and energising anti-ageing treatment. Enhances cellular function for a youthful appearance.

Skin types: Mature, normal, combination and dry skin types.

Skin conditions: Ageing, pigmentation, eczema and psoriasis.

EVEN SKIN DARK SPOT CORRECTOR

Helps fade dark spots. Corrects uneven skin tone due to excessive pigmentation. Improves fine lines and wrinkles. Suitable for all skin types.

Skin types: All skin types.

Skin conditions: Ageing, pigmentation and acne.

FIRMA LIFT ADVANCED MOISTURISING TREATMENT

An intensive moisture restoring treatment. Leaves skin radiantly hydrated.

Skin types: Normal, combination and dry/sensitive skin types.

Skin conditions: Ageing.

FIRMA LIFT ADVANCED NIGHT TREATMENT

Ultra nourishing night treatment that will soothe the driest skin. Leaves skin smooth and luminous.

Skin types: Normal, mature and dry/sensitive skin types. (not for oily skin)

Skin conditions: Ageing.

FIRMA LIFT DAY CREAM

Nourishes and protects skin against signs of ageing. Stimulates the production of collagen, improves the skin's elasticity and instantly softens lines.

Skin types: Combination and dry/sensitive skin types.

Skin conditions: Ageing.

FIRMA LIFT NIGHT CREAM

Antioxidant enriched, nourishing cream that protects skin against signs of ageing. Stimulates the production of collagen, improves the skin's elasticity and instantly softens lines. Leaves skin supple and smooth.

Skin types: Normal, mature and dry/sensitive skin types.

Skin conditions: Ageing.

HYDRATING BALM

A light, protective moisturiser which is easily absorbed.

Skin types: Normal, dry, dehydrated, oily and acne prone skin types.

Skin conditions: Dehydrated skin.

MULTI ACTIVE REPAIR CREAM

The Ultimate Repair Cream. Enhances revitalisation, radiance and skin perfection. Increases the production of collagen. Protects the skin from environmental aggressors and pollution.

Skin types: All skin types.

Skin conditions: Ageing and pigmentation.

VITAMIN A & B BOOSTER

Skin-boosting formula, supporting skin health and cell regeneration, combatting fine lines and wrinkles.

Skin types: All skin types.

Skin conditions: Ageing, pigmentation and acne.

NECK

ANTI-WRINKLE NECK & BUST TREATMENT

Enriched with Vitamins A and E, allantoin and sunscreen filters to ensure that the skin remains firm and young. Rejuvenates neck, décolletage and bust area.

Skin types: All skin types.

Skin conditions: Ageing, acne and pigmentation.

PROTECTION

SUN WRINKLE PROTECTOR

The Sun Wrinkle Protector has a SPF 30 which covers the whole UV-spectrum and is endorsed by CANSA (Cancer Association of South Africa). This broad spectrum sunscreen is necessary for UVA-UVB protection against the harmful effects of the sun. Use daily over your moisturiser or nourishing cream.

Skin types: Normal, combination and dry skin types.

MATTE SUNSCREEN LOTION

Lightweight, mattifying formula that protects skin against sunburn and premature ageing.

Skin types: Combination and oily skin types.

TINTED SUNSCREEN LOTION

Broad-spectrum protection against UVA, UVB, blue light and infrared rays. Lightweight, water-resistant, and non-greasy with a neutral tint that blends into most skin tones. Made with natural minerals and nourishing oils for healthy, hydrated skin.

Skin types: All skin types.

VITA, D, E & LANOLIN WOUND AFTERCARE OINTMENT

Formulated for Dr Pen micro-needling and tattoo aftercare. Promotes healing and soothing of wounds, cuts, burns and surgical wounds. Use in conjunction with the Ultimate Restructuring Firming Treatment to promote wound and scar repair. Can also be used on minor burns, diaper rash and very dry skin.

Skin types: All skin types.

EXFOLIATORS

ENZYME EXFOLIATOR

Enzymes gently remove keratinised cells to promote a youthful, renewed complexion.

Skin types: All skin types.

EXFOLIATING SCRUB CREAM

Spherical exfoliating beads that will remove dead skin cells, leaving the skin smooth, refreshed and revitalised.

Skin types: All skin types. Not recommended for skin with active acne and very dry skin.

SKIN RENEWAL RADIANCE CORRECTOR

This complexion corrector visibly improves skin texture, lines, sun damage, pigmentation and dryness. Contains Alpha- & Beta Hydroxy acids for effective exfoliation. Pair with Willa Krause Sun Wrinkle Protector SPF 30 or Matte Sunscreen Lotion.

Skin types: Normal, combination and oily skin types.

Use with care on dry and sensitive skin types.

Skin conditions: Ageing, pigmentation and acne.

MASKS

PROTEIN MOISTURISING MASK

Super hydrating mask that plumps out fine lines and wrinkles, locks in moisture and leaves skin looking younger.

Skin types: All skin types.

Skin conditions: Pigmentation and acne.

PURIFYING CLAY MASK

Refines skin texture and absorbs excess oil, leaving skin soft and smooth. Contains witch hazel, fuller's earth and kaolin.

Skin types: Normal, combination and oily skin types. Recommended for acne prone skin.

Skin conditions: Ageing, pigmentation and acne.

MEN'S RANGE

REVITALIZING TONING CLEANSER FOR MEN

Gentle foaming cleanser for all skin types. Removes impurities, leaving skin fresh and revitalized. Balances pH, cools, conditions and primes skin for moisture absorption

Skin types: All skin types.

REBALANCING MOISTURE BALM FOR MEN

Light, effective moisturizer with UVA/UVB protection. Infused with chamomile and rosemary oils for soft, youthful skin. Locks in moisture, enhances texture and tone, revealing a radiant complexion

Skin types: All skin types.

REBUILDING NIGHT TREATMENT FOR MEN

Reactivates tissue regeneration which smooths and moisturises uneven skin while specialised emollients improve skin's texture.

Skin types: All skin types.

ENERGIZING EXFOLIATING MASK FOR MEN

Hydrating, rejuvenating, calming and invigorating. Refines pores, gently exfoliates and leaves skin soft, smooth and supple

Skin types: All skin types.

HEALTH CARE

RUB ON RELIEF

A cream that contains cedarwood, vetiver and menthol that help alleviate pain, inflammation and muscle tension. Linalool is a specialised raw material that promotes penetration of the above active ingredients into the affected area.

Skin types: All skin types.

SKIN RELIEF

A rejuvenating cream that promotes healing, soothes and calms itchiness. Strengthens the walls of capillaries to prevent and minimise the appearance of broken capillaries. Improves blood circulation, fights inflammation, promotes an even complexion and healthier collagen with antioxidant properties. Soothes burning sensation and irritations, such as insect bites, stings, eczema and allergies.

Skin types: All skin types.

ADVANCED BEAUTY TECHNOLOGY

PHOTON ULTRASONIC LIGHT THERAPY

Compact device which uniquely combines ultra- sound and light therapy for salon or home use. Colour therapy is used to stimulate the biological activity of the skin at cellular level as well as collagen and elastin production. Reduces the appearance of fine lines and wrinkles. Ultrasound stimulates blood and lymphatic circulation and reduces pigmentation.

Skin types: All skin types

ANTI-ACNE RANGE

2-IN-1 FACE WASH & TONER

Gentle, foaming face wash that cleanses and balances skin's pH. Helps control excess oil production in the skin. Does not irritate or inflame the skin.

Skin types: Normal, combination and oily skin types.

Skin conditions: Acne and pigmentation.

DAILY CALMING LOTION

A light, fast absorbing lotion for daily use. Formulated to calm inflammation and restore the skin's barrier function to help break the acne cycle. Balances sebum production. Best used in conjunction with the Anti-Acne Night Moisture Serum.

Skin types: Normal, combination and oily skin types.

Skin conditions: Acne, pigmentation, eczema and psoriasis.

SALICYLIC ACID EXFOLIATING MASK (SALON TREATMENT ONLY)

Peel-off mask that combats acne and other inflammatory conditions. Exfoliates both dead skin cells from the surface of the skin as well as from pore linings. Effectively unblocks pores with use.

Skin types: Normal, combination and oily skin types.

Skin conditions: Acne and pigmentation.

ANTI-ACNE NIGHT MOISTURE SERUM

Night-time treatment with Salicylic Acid to combat acne, balance skin's pH and restore moisture balance. Green Tea extract helps balance sebum production. An essential oil combination reduces bacterial infection, soothes the skin and reduces inflammation.

Skin types: Normal, combination and oily skin types.

Skin conditions: Acne, ageing and pigmentation.

SPOT REPAIR TREATMENT

Spot treatment with Salicylic Acid, Tea Tree oil and other essential oils that combat acne and inflammatory conditions. Salicylic Acid clears and prevents breakouts. A fast-acting spot treatment for active acne lesions. Reduces bacterial activity. Apply as needed.

Skin types: Normal, combination and oily skin types.

Skin conditions: Acne and pigmentation.

CLEAR SKIN ACNE SUPPLEMENT

Helps maintain healthy, clear skin and reduces breakouts. Boosts skin health from within. Formulated for acne-prone skin, with Echinacea, Vit A, Vit C and Zinc.

PURIFYING CLAY MASK

Refines skin texture and absorbs excess oil, leaving skin soft and smooth. Contains witch hazel, fuller's earth and kaolin.

Skin types: Normal, combination and oily skin types. Recommended for acne prone skin.

Skin conditions: Ageing, pigmentation and acne.

EARTH RANGE

ROOIBOS & ALOE SOOTHING GEL CLEANSER

A gentle daily cleanser formulated to protect the skin's natural pH. A fusion of plant ingredients works together to deeply cleanse the skin while safeguarding against dryness and irritation. Extracts from South Africa's iconic Rooibos tea offers the skin important antioxidants, while the healing properties of Aloe Vera, originating from the arid landscapes of North Africa, guards against inflammation and leaves the skin feeling supple and smooth.

Skin types: All skin types.

Skin conditions: All.

KALAHARI MELON MOISTURE CREAM

A natural moisturiser designed to nourish the skin day and night. A soothing mixture of Kalahari Melon seed oil, Aloe Vera and African Shea Butter works together to hydrate the skin, leaving it soft and radiant. The moisturiser also contains active B Vitamins, Vitamin E, Microalgae called "MARSturizer" from the Spanish Rio Tinto River, Ceramides to repair the skin barrier and Hyaluronic Acid to restore the suppleness of skin. Together, these powerful natural ingredients regenerate skin cells and leave the skin feeling smooth and radiant.

Skin types: All skin types.

Skin conditions: All.

VITAMIN C & B3 RADIANCE SERUM

A natural serum with a waterless base to ensure optimum Vitamin C stability. Active ingredients include Vitamin C and B3 to promote collagen formation and stimulate blood circulation for more nutrients to reach the skin cells. The healing properties of Vitamin C also support the prevention and repair of skin pigmentation. This natural facial serum is a rich source of antioxidants that visibly brightens the skin, keeping it hydrated and glowing throughout the day.

Skin types: All skin types.

Skin conditions: All.

XIMENIA & TURMERIC RESTORE & REFRESH SERUM

A natural serum powered by African Ximenia Seed Oil that deeply hydrates the skin. Bilberry fruit and rosemary leave extract, along with marine ferment from the sea breeze, rejuvenates the skin's mitochondria and reduces physical signs of fatigue and stress, giving the skin a rejuvenated look. Active ingredients from Turmeric offer a strong dose of antioxidants and reduce damage to the skin from environmental stressors. This powerful blend of natural ingredients soothes and nourishes the skin for optimal glow.

Skin types: All skin types.

Skin conditions: All.

MARULA & BAOBAB SKIN ELIXIR OIL

A natural antioxidant-rich blend of African oils, including Ximenia, Lesotho Rosehip, Marula and Baobab, formulated to soothe and moisturise dry and sensitive skin. This nourishing facial oil also contains extracts from the Brazilian-derived Acmella flower, to visibly reduce wrinkles and rejuvenate the skin. Embrace Africa's healing oils by nourishing your skin and reflecting on your heart's needs.

Skin types: Mature, dry and sensitive skin types.

Skin conditions: Ageing, pigmentation, eczema and psoriasis.

BAKUCHIOL REJUVENATING SERUM

Powered by Bakuchiol, a natural retinol alternative, this serum boosts collagen, smooths fine lines, fades dark spots and evens skin tone. Enriched with Olive Stem Cells, hydrating Hyaluronic Acid and nourishing botanical oils, it revitalizes skin for a firmer, radiant and youthful glow.

Skin types: All skin types.

Skin conditions: Ageing, pigmentation, acne and inflammation.

SENSITIVE RANGE

Skin types: Sensitive skin types.

Skin conditions: Dry, Eczema and Psoriasis.

MILK CLEANSER

This ultra-mild cleansing milk is specially formulated for sensitive skin, effectively removing impurities while preserving the skin's natural moisture barrier. Its soothing, creamy texture calms irritation, leaving skin soft, clean and comfortable without tightness or residue. Perfect for daily use on even the most reactive skin.

SERUM

This lightweight, fast-absorbing serum is specially designed to calm, hydrate and restore balance to sensitive or reactive skin. Rich in barrier-strengthening Ceramides and Anti-inflammatory botanicals, it helps reduce redness, soothe discomfort and protect against environmental stress. Ideal for daily use to maintain a calm, healthy complexion.

FACE CREAM

This rich, restorative face cream is expertly formulated to calm, hydrate and strengthen sensitive skin. Powered by soothing botanicals, barrier-repairing ceramides, and nourishing vitamins, it delivers lasting moisture and comfort without irritation. Ideal for dry, fragile or redness prone skin.

BODY CREAM

This deeply nourishing body cream is specially formulated to relieve symptoms of psoriasis and eczema while providing intense hydration for extremely dry, sensitive skin. It helps calm itchy inflammation and soothes dry, red, irritated areas, restoring comfort and softness. Its rich, emollient texture absorbs easily without leaving a greasy residue, making it ideal for daily use.

BATH & SHOWER OIL

This nourishing bath and body oil hydrates and soothes dry, sensitive skin, locking in moisture for silky softness. Use daily as a moisturizer, massage oil, bath additive or gentle body wash and face wash for eczema-prone skin.

SLIMMING TREATMENTS

EXFOLIATING SOAP BAR WITH VOLCANIC ROCK AND MAGNOLIA

These very fine volcanic rock granules will gently slough away dead skin cells without harming the skin, exposing the new fresh and healthy skin cells underneath. It promotes more radiant and much smoother looking skin. Volcanic rock also assists the skin by balancing the pH balance and supporting a healthy immune system.

FAT BURN ANTI-OXIDANT ENERGISER

A thermogenic fruit flavoured drink to ensure adequate fluid intake. Enriched with antioxidants to combat the effects of free radicals. This energy drink contains herbs like butcher's broom to stimulate circulation. Effective when used in conjunction with a kilojoule controlled diet.

SHAKE-A-MEAL PROTEIN SHAKE

The **SHAKE-A-MEAL** shake is formulated to promote weight loss and provide a healthy meal replacement for the whole family. The only protein that is used is pea protein, which is naturally cholesterol and fat free.

BODY CARE

COLLAGEN REJUVENATION SUPPLEMENT

Revitalize your body from the inside out with our advanced Collagen Rejuvenation Supplement - a powerful blend designed to support radiant skin, strong joints, and overall wellness. Formulated with hydrolyzed collagen peptides, vitamins and key ingredients like MSM, Glucosamine Sulphate, Chondroitin, Ashwagandha and Veri-te® Resveratrol, this supplement helps improve skin elasticity, reduce wrinkles, strengthen hair and nails and support joint flexibility. It also boosts immune function, enhances mood, energy, brain clarity and protects against inflammation and oxidative stress. Elevate your glow and vitality with every dose.

HEEL BALM

A cream that soothes rough, dry and cracked heels, hands and elbows. Contains UREA that strengthens the skin's barrier and is effective on skin conditions such as atopic dermatitis, eczema, psoriasis and cracked heels. Contains antibacterial Tea Tree Oil that can be applied to the skin for infections such as acne, fungal infections of the nail, lice, athlete's foot and ringworm. All skin types.

HAND CREAM

Daily moisturising hand cream enriched with Shea butter.

PERFUME

SELECTION OF PERFUMES

Popular fragrances inspired by original designer fragrances made from high quality imported perfume oils.

HAIR CARE

GROWTH AND SHINE HAIR SERUM

Hair Serum that stimulates hair growth, increases hair density and reduces hair loss. Hair looks healthier and shinier. For best results use in conjunction with **Growth and Shine Hair Supplement**.

BROW AND LASH GROWTH SERUM

Enhances the thickness of lashes and brows. Increases eyelash growth and hair density.

GROWTH AND SHINE HAIR SUPPLEMENT

Promotes healthy hair growth from within. Restores shine and volume. Reduces the risk of hair loss. Formulation that boosts growth and scalp health with Vit A, B, D, E, Ashwagandha, Bioperine™ and Fenugreek.