

The First Step to a Smoother You

SPOTLIGHT ON: FACIALS

AHAVA Moisturizers

Skin cells must be able to “talk” to one another as they perform their complex task of providing a safe barrier to your body. This communication results in the transmission of cell to cell signals. Minerals are a vital ingredient necessary for this to occur. Minerals and plant nutrients help these skin cells to regenerate and nourish the top layer of skin with a heightened water capacity.

The older you are, the less your skin is able to retain moisture. Without moisture, the skin is less able to fight off the harmful effects of sun exposure, urban pollution, and in general the hectic lifestyle that we expose our skin to. A balanced blend of mineral and plant based compounds can replenish and rehydrate your skin resulting in a return of natural suppleness and moisture levels. AHAVA skin moisturizers are designed specifically for this cause, absorbing quickly without leaving you feeling



Hand moisturizer. deep nourishment and hydration. Restores the skin’s vitality for soft, supple, younger looking hands.

Foot moisturizer. Rescue

Facials: Just for Fun?

They are many types of facials available on the market today. Some offer facials that are designed towards “feel good” as well as facials that help to improve the overall condition of your skin. The primary facials used at Smooth are seaweed based. Seaweed is enriched with many vitamins, minerals and trace elements which are the essential elements in skin cell growth. The seaweed that we use is harvested from the coast of Brittany in France. Seaweed facials provide the basis of healthy skin protection. UV radiation increases the natural aging process. Seaweed can provide protection against this type of aging. It helps to seal in moisture and is found to be effective in acne care. The name “**Repechage**” is French meaning “to rescue” or to “give a second chance”. What more could you ask for in a product line?



The Repechage 4 layer facial is perfect for dry to combination skin. Gentle exfoliation and stimulating massage are incorporated to deeply cleanse the skin. Pure marine extracts provide the rich minerals, vitamins and proteins as the building blocks for a healthy complexion. What are we doing?

Layer 1: Seaweed Filtrate

A concentrate of freshly harvested seaweed is applied to the skin. It

Foot moisturizer: Rescue and renew rough, dry skin and prevent further chapping and cracking. Designed with a mineral based skin osmoter™, antibacterial Tea tree oil and other plant derivatives makes splits and dryness significantly decrease and ultimately disappear.

Shower Gel: Combine delicate cleansing ingredients, natural moisturizers, mild plant extracts such as Aloe Vera to obtain a mineral enriched shower wash. Wash away the daily pollutants to reduce premature signs of aging.

A concentrate of freshly harvested seaweed is applied to the skin. It softens lines, adds moisture and helps rebalance and tone skin tissues.

Layer 2: Facial Massage

A free-movement facial massage is given with a creamy hydrating formula. Lasting benefits include improved circulation to blood vessels.

Layer 3: Seaweed Mask

The fresh seaweed mask is mixed before your very eyes. The mask feels cool as it is stroked onto face and throat, adding moisture, eliminating toxins and nourishing skin as it soothes.

Layer 4: Mineral Mask

The mineral mask is the grand finale improving skin tone and creating more even skin color. It generates its own gentle warmth to activate the properties of the seaweed mask beneath it.

End Result?

The results are: younger looking skin with visibly renewed moisture and an afterglow that lasts. Just touch the skin and feel the difference ! Impressive, relaxing, a perfect , “me time” gift.

Cleopatra's choice of skincare products is now available at your fingertips with Ahava products from the Dead Sea.

Straight from the therapeutic waters of Earth's second saltiest body of water come the world's most sought after skincare products.

Located in the Jordan Valley, the Dead Sea has been a source of therapy for centuries. Remains of Roman spas are scattered across the region, demonstrating that the area has been known for its therapeutic advantages since ancient times.

The Dead Sea's resources have been sought after by kings and queens for ages. Many rulers believed that the mysterious waters had magical healing properties.

Cleopatra thought the black mud from the lake's floor was the secret to eternal beauty. The Queen of Sheba believed that there were spirits in the water that had healing powers.

The region has a very intriguing climate that contributes to its therapeutic properties. The water itself is too salty to support aquatic life except for very few microorganisms. The thick black mud is the result of an upheaval where many ancient layers of mineral-rich earth were exposed. As a result, salt water springs erupted, forming a valley and a lake 1300 feet below sea level, making the Dead Sea the lowest place on earth.

A FEW OF THE THERAPUTIC MINERALS FOUND IN THE DEAD SEA

- Bitumen:** A natural tar which acts as anti-inflammatory agent.
- Bromide:** Known for its soothing, relaxing and tranquilizing effect on the nervous system.
- Calcium:** Necessary for strengthening cell membranes and cleansing the pores. Also vital for maintenance of healthy teeth and bones, together with regulating the heart muscles and nerves. A natural anti-allergen.
- Iodine:** Important for the correct functioning of the thyroid gland and an important factor in the body's metabolic exchanges.
- Magnesium:** A natural skin toner, refresher, allergy fighter and moisture retainer.
- Potassium:** Combined with sodium, it regulates water balance in the body. Also essential for muscles, nerves and the heart.
- Sodium:** Like potassium, plays a vital role in assisting the cells to absorb nourishment and expel waste. It is a natural cleanser and rehydrator.
- Sulphur:** Has the ability to alleviate itching and plays a part in tissue respiration. It is necessary for collagen

Sulphur:

is a natural cleanser and rehydrator.

Has the ability to alleviate itching and plays a part in tissue respiration. It is necessary for collagen synthesis and naturally eases aching joints. A natural disinfectant.

This Month's Special

**Buy one AHAVA Moisturizing Product
At the normal price and
Receive a Second one of equal or less value for 50% off!**

Valid through 30 June 2008.

Special may not be combined with other discounts.

Did you know?

Do your skin cells stop dividing and making up new skin cells when you are 21 years old?

No, skin cells keep dividing and making new cells your whole life

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