

Jojoba

ANTI AGING SERUM

WHAT IS IT?

beU by Organo Jojoba Anti Aging Serum (Liquid Gold) is a luxurious serum to soften, smooth and hydrate skin to help diminish the appearance of fine lines and wrinkles every day. Can be worn alone or under makeup, this powerhouse of serums is packed with skin drenching nutrients. Feels like silk on the skin.

FEATURES & BENEFITS:

This beautiful gentle organic Jojoba oil (pronounced ho-ho-ba) based serum is an excellent hydrator of the skin. Jojoba oil is a powerful natural moisturizer for your skin, hair and nails. The anti-aging properties of Pomegranate oil support the water balance of the skin.

You will love this soothing serum with its luxurious aroma of pure Rose oil Rosa damascena.

WHAT DOES IT DO?

Gentle organic Jojoba oil-based serum hydrates skin, along with Pomegranate oil support water balance of the skin.



KEY INGREDIENTS



Argan Oil - is an organic product extracted from the kernels of the Argan tree, which is native to Morocco. It contains beneficial nutrients including fatty acids and vitamin E, and is an excellent moisturizer.

One of the main reasons that argan oil is so beneficial is because it's rich with vitamin A and vitamin E. However, Moroccan argan oil is also packed with antioxidants, omega-6 fatty acids and linoleic acid. Research shows that when applied to skin, argan oil benefits include a sense of refreshment while moisturizing the skin.



Pomegranate Oil - naturally contains linolenic acid, which helps balance the oil that skin produces, and can help fight free radicals

The power of pomegranate seed oil is one of the most exciting things in skin care because it provides soothing, hydrated feeling for those with extra dry and sensitive skin.



Borage Seed Oil - contain high content of GLA (an essential fatty acid) than other plants. This helps to calm skin.

Contains High levels of essential fatty acids, Helps balance moisturisation levels. Can help to maintain healthy-looking skin



Rose Geranium Oils - helps soften and hydrate. A wonderful oil for the skin, Rose Geranium's balancing effect makes it suitable for dry, oily or combination skin.



Jojoba Oil - is a botanical extract of the seed of the jojoba tree (*Simmondsia chinensis*). Technically, it is not actually an oil, but rather what is called a wax ester. Out of all the compounds in nature, this wax ester is the most like human skin oil (sebum).

DID YOU KNOW?

A serum is a skin care product that you apply to your skin after cleansing but before moisturizing or applying makeup. The reason why is the molecules in serums tend to be smaller, and better able to penetrate to provide a potent shot of ingredients directly to the skin.

beU Anti Aging Serum contains exotic and powerful moisturizing oils and ingredients, yet feels light and luxurious.

HOW DO I USE IT?



For Daytime

Apply the Jojoba Anti Aging Serum, by gently massaging 2-3 drops into the skin. Allow to absorb before applying your beU moisturizer of choice before applying makeup.



For Night-time

After cleansing with beU Manuka Cream Cleanser.

Apply the Jojoba Anti Aging Serum, by gently massaging 2-3 drops into the skin. Allow to absorb before applying your beU moisturizer of choice.

Be Beautiful. Be Empowered.

beU