PURE
SKIN SERUMS

- VITAMIN C (10% & 20%)
- HYALURONIC ACID 2%
- ROSEWATER TONER
- SKIN REPAIR OIL
- ALPHA HYDROXY ACID 5%
- SQUALANE
- FACE OIL CLEANSER
- NOURISHING BODY OIL
- HOW TO USE

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PURE
SKIN SERUMS

PURE 100% NATURAL SKIN SERUMS

Welcome to the world of pure serums

The majority of mass-produced skincare products are made with varying degrees of additives, stabilisers and parabens to ensure a longer shipping and shelf life.

The downside is that the "good" ingredients in these products get diluted to the point of being ineffective.

This is why Pure Skin Serums is crafted with zero additives to make sure that your skin benefits from the healing properties of the most natural ingredients possible.

So while our products may have a shorter shelf life, the benefits for your skin are long-lasting.



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VITAMIN C (10% & 20%)

Retextured perfection

Vitamin C is highly effective for anti-ageing and is a powerful anti-oxidant that fights and prevents free radical damage, and it doesn't get any purer than this.

Start your journey into Vitamin C with the Pure Skin Serums' **Vitamin C 10%** strength and work your way up to **Vitamin C 20%**.

Pure Benefits

- Encourages collagen synthesis for smoother and fuller looking skin.
- Naturally suppresses melanin production to prevent hyper pigmentation.
- Fades dark marks, acne scars and sunspots.
- Improves skin texture, skin tone and clarity.
- Naturally brightens skin for a glowing complexion.
- Rebuilds an even and revitalised complexion.
- Promotes skin repair, enhancing skin cell growth and regeneration.
- Reduces pore size in oily acne-prone skin and provides anti-bacterial protection.

SHOP NOW

Important to note:

L-Ascorbic acid is the power ingredient in Vitamin C. But given its unstable nature, most manufacturers use derivatives, which reduces its potency.
This is our point of difference: we only use authentic L-Ascorbic acid, which has been prepared and sealed into small ampoules to prevent oxygenation

SUITABLE FOR ALL SKIN TYPES





4 x 10ml AMPOULES

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HYALURONIC ACID 2%

Powerful hydration

A humectant that improves hydration, elasticity and firms the skin, leaving it looking smooth with fewer visible lines.

When used as part of a daily skincare routine, Pure Skin Serums' **Hyaluronic Acid** improves the skin matrix and acts as a super-hydrator, improving skin health and reducing the formation of wrinkles caused by dehydration.



Pure Benefits

- Deeply hydrates the skin and visibly improves the appearance of fine lines and wrinkles.
- Moisturises the skin for up to 12 hours.
- Stimulates collagen synthesis for an anti-ageing skin-care boost.
- Restores hydration levels without clogging pores.
- Provides proper hydration for all skin types.
- Plumps up the skin for smoother looking skin.

SHOP NOW

Important to note:

This is the purest Hyaluronic Acid serum, formulated with only the pure powder to create the beautiful viscosity that it has – without needing to add anything to bulk it up.

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ROSEWATER FACIAL MIST TONER

Balanced nourished skin

A naturally refreshing toner that balances the skin's pH levels, preparing it for optimal serum absorption, leaving you with a soft natural glow.

Pure Skin Serums' **Rosewater facial Mist Toner** is a pure hydrosol distilled from rose petals. Nothing added. Just pure goodness.



Pure Benefits

- Anti-ageing properties that target and diminish wrinkles.
- Anti-inflammatory properties that soothe skin irritation and improve complexion.
- Reduces skin redness and puffiness.
- Rich in natural antioxidants.
- Contains anti-inflammatory properties to help calm acne.
- Contains vitamins A and C and provides instant hydration for your face and neck.

You can also

- Use rosewater as a skin toner to regulate the pH balance of your skin.
- Use it as a mild natural cleanser.
- Always spray your rosewater before applying your serums for optimal absorption.
- Spray whenever you need a moisture boost.
- Use it as an after-shave to prevent irritation and soothe the skin.

SHOP NOW

Important to note:

Pure Skin Serums Rosewater is unique in that we only use one ingredient in our product: 100% Pure Rose Water Hydrosol. This natural ingredient is distilled directly from freshly crushed Rosa Damascena rose petals to retain the flower's therapeutic skincare properties. This is a key and important point of difference between Pure Skin Serum products and the majority of other rosewater products.

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SKIN REPAIR OIL SERUM

Healthy nutrient-fed skin

An ultra-hydrating, nutrient-dense and 100% natural serum formulated for use on your face, neck and eye area.

Pure Skin Serums' **Skin Repair Oil** offers skin a beautiful glow without clogging pores or leaving an oily residue. Use as a replacement for moisturiser or apply after your moisturiser for intense nourishment.



Pure Benefits

- Multi-functional anti-ageing serum.
- Prevents moisture loss.
- Repairs, protects, hydrates and firms the skin.
- Boosts collagen production.
- Enhances the skin's elasticity.

SHOP NOW

Important to note:

Made from handpicked ingredients, it is formulated from 5 equal parts of exceptional cold pressed oils and 3 outstanding essential oils. Each property is chosen for its unique anti-ageing benefits.
Serums contain smaller molecules that penetrate the skin more deeply than a moisturiser. For maximum results, use a serum after you have applied your moisturiser.

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ALPHA HYDROXY ACID 5%

Regenerated skin

AHA is a gentle exfoliator removes dead skin cells, paving the way for the rest of your skincare regime to work more effectively.

Pure Skin Serums' **Alpha Hydroxy Acid 5%** is a natural exfoliant that gently peels away the topmost layers, revealing an even, smooth and firm skin.



Pure Benefits

- Balances the skin's pH
- Exfoliates, brightens and speeds up cell regeneration rates
- Unclogs pores, brightens skin, fades skin blemishes and discolourations
- Actively retains and preserves moisture
- Prepares your skin so that the balance of your skincare can work more effectively

How to use

1. Use at night time only
2. Substitute your Vitamin C serum with AHA 3 x per week
3. Apply a full dropper (or as needed) to your cleansed face
4. Wait for it to fully absorb and follow with your Hyaluronic acid serum directions
5. Seal with own moisturiser or an oil-based Pure Skin Serum
6. Do not mix with any retinol products

SHOP NOW

Important to note:

Sebum is a natural oil found in sweat in the skin which forms a thin layer that acts as a protective barrier against environmental pollutants and it prevents moisture loss from your skin. While the majority of Alpha Hydroxy Acids disrupt this pH balance, the Malic acid included in our Pure Skin Serums product restores the balance. Malic acid is derived from fruits and is a natural chemical exfoliant that gently peels the topmost skin layers to expose new skin cells making your skin appear more even, healthy, smooth and firmer.

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SQUALANE

Dewy glassy skin

Squalane naturally occurs in the skin and it is perfect for all skin types including sensitive and acne-prone skin.

Pure Skin Serums' 100% olive **Squalane** is a natural emollient that creates suppleness and flexibility for silky smooth and hydrated skin.



Pure Benefits

- Deeply hydrates the skin
- Prevents moisture loss
- Seals in all serums beautifully
- Is perfect for use under make-up

SHOP NOW

Important to note:

100% plant based olive squalane provides an intensive moisture boost with a nourishing and rejuvenating effect.
It locks in moisture to prevent your skin from becoming dehydrated, which goes a long way to preventing wrinkles.

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FACE OIL CLEANSER

Pure radiance

Oil dissolves oil. So cleansing your skin with the correct oil will naturally and effectively remove impurities.

Pure Skin Serums' **Face Oil Cleanser** is an all-natural pH balanced cleanser that removes impurities and clears clogged pores, leaving your skin clean and silky smooth.



Pure Benefits

- Balances the skin's natural oil production.
- Gently removes makeup without drying the skin.
- Removes dirt, impurities and excess sebum.
- Cleans and unclogs the pores.
- Leaves skin feeling hydrated, supple and soft.
- Can be used together with other cleansers.

SHOP NOW

Important to note:

The process of cleansing is meant to clean dirt, remove dead skin cells and maintain a natural oil balance. However, many traditional cleansers can irritate and dry the skin because of their high pH. This is why oil-based cleansers contain healing properties that gently clean, nourish, protect and seal in hydration – all of which controls dry skin, blackheads and acne.

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NOURISHING BODY OIL

Silky soft

Made using no fewer than 8 pure ingredients: Avocado oil, Grape Seed oil, Sweet Almond oil, Vitamin E, Pomegranate essential oil, Lavender essential oil, Geranium essential oil and Rose Damascena essential oil.

Pure Skin Serums' **Nourishing Body Oil** deeply moisturises, rejuvenates and protects, keeping the skin feeling supple, smooth and hydrated.



Pure Benefits

- Has anti-ageing properties
- Deeply moisturises the skin
- Is easily absorbed
- Controls eczema and psoriasis
- Soothes dry and itchy skin

SHOP NOW

Important to note:

Avocado oil – packed with a host of natural vitamins and nutrients.
Grape Seed oil – actively protects, heals and beautifies the skin.
Sweet Almond oil – light and nourishing, it improves skin texture and helps to balance the loss and absorption of moisture.
Apply to damp skin after showering or bathing, or add a splash to your bathwater..

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PURE SKIN SERUMS

have been purposefully created to be used on their own or to add an extra boost to your existing/other skincare products. Whichever route you choose, it is important to use your products in the correct order to get the best possible results.

HOW TO USE

MORNING ROUTINE

- Splash/wash face with water.
- Apply a full dropper or more of **Vitamin C** to the face and neck and wait until it is fully absorbed (or longer if you have time).
- Spray **Rosewater** on to the skin and then apply 1 to 2 drops of **Hyaluronic Acid 5%** and wait for it to dry.
- Seal with your **Skin Repair Oil** or your favourite day cream.
- Apply sunblock.

Note: We do not believe in washing your face with a cleanser in the morning as it just strips off all that goodness your skin has produced overnight after your evening routine. Therefore, rinse / splash your face with warm water or cleanse with Pure Skin Serums' **Face Oil Cleanser.**

EVENING ROUTINE

- Wash face.
- Spray **Rosewater** (to balance the ph after washing).
- Apply a full dropper or more of **Vitamin C** to face and neck and wait until it is fully absorbed (or longer if you have time).
- Spray **Rosewater** onto the skin again and apply 1 to 2 drops of **Hyaluronic Acid 5%** and wait for it to dry.
- Apply your **Skin Repair Oil** (or night cream/moisturiser first) and remember to apply the **Skin Repair Oil** around the eye area too.

Note: Wait at least 20 minutes after applying your VitaminC Serum if you are applying a moisturiser/serum with active ingredients, like retinol or alpha hydroxy acid.:

100% VEGAN · CRUELTY – FREE · NO ARTIFICIAL ADDITIVES · POTENT INGREDIENTS · SUSTAINABLY SOURCED

If you have any question please mail us

info@pureskinserums.co.za

Visit our website and remember, you can also follow us on our socials.

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