

Botanically-based rejuvenation



Botáni is a new breed of skin care products that is entirely botanically-based. Its products use organic ingredients (where possible), eco-friendly packaging (glass), truth in labelling and animal free testing. The company's aim is to use ingredients that will not harm the skin or cause adverse skin reactions.

Consumer education has been slow but has increased over the past 12 months. TV current affairs programs have highlighted issues of toxic 'nasty' ingredients in skin care products which has significantly increased consumer awareness of reading ingredient labels. This trend has been predominant in the food market and is now moving into personal care products.

The products have quality ingredients from the botanical world.

Botáni products are kept simple. They do not contain petrochemicals, mineral oils, parabens or propylene glycol, benzoyl peroxide, artificial fragrances or colourants and animal derived ingredients.

The company uses quality ingredients from the botanical world that are safe, effective and bio-compatible with the human skin.

The majority of Botáni's products contain squalene, which is 100 per cent olive derived. This naturally occurring substance is very similar to the primary liquid and natural emollient found in human skin.

One of Botáni's 'hero' products is the Olive Skin Serum, an all round healer. It provides nourishment, hydration, has scar healing properties, minimises the signs of ageing and is gentle enough to be used

around the delicate eye area. It will not irritate the skin and is excellent for those who suffer from eczema and psoriasis.

In the future, the company plans to launch specialised products for the day spa area – treatments focused on body products. It is also looking at a foot treatment, which will be aimed at pharmacies, healthfood stores and beauty salons.

Natural Anti-Ageing Skin Elixir

Botáni Olive Skin Serum is a total skin care package in an easy to carry, purse-sized bottle.

Botáni Olive Skin Serum can provide a complete solution. A fast-acting, emollient, anti-oxidant and anti-ageing treatment, it is rich with 100 per cent olive-derived squalene. It is very effective in retaining moisture, nourishing and restoring harmony to dry, sensitive, delicate and ageing skin.

The product also contains vitamin C and E, all formulated to moisturise, nourish and protect the skin.

Botáni Olive Skin Serum is suitable for all skin types, including mature and ultra sensitive skins.

For a complete winter skin care program, ask clients to cleanse with Botáni Olive Soothing Cleanser, treat with Botáni Olive Skin Serum and moisturise with Botáni Olive Repair Cream.

Botáni Olive Skin Serum is suitable for busy people who require a simple and practical skin care regime. The applicator bottle will fit neatly in a handbag for regular application.

Olive Skin Serum 15ml – RRP \$28.

