



**LIVING NATURE®**

Uniquely New Zealand



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**CERTIFIED NATURAL  
SKINCARE & COSMETICS**



# WELCOME TO LIVING NATURE

When it comes to beauty solutions  
and skin wellbeing, nature works.

Established in 1987, Living Nature has been perfecting their skincare and cosmetics for over three decades and is proudly New Zealand's original certified natural skincare company. Since our inception, Living Nature has remained true to the vision of promoting authentic, natural beauty and doing no harm to our world.

Living Nature source their sustainably harvested and remarkable 'hero' ingredients from New Zealand's unique native plants, then crafts them with care and science to formulate over 100 active skincare, body care and cosmetic products. These potent natural blends are packaged with ethically sourced recyclable materials. Inspired by New Zealand's unique native flora, our fragrances are developed by a master French parfumeur especially for our natural range.

The subtropical town of Kerikeri, in New Zealand's beautiful Bay of Islands region, has been our home for over 30 years. Steeped in history, blessed with warm weather and surrounded by the abundance of nature in local native bush, forests and beaches, this inspiring location is the

base for the Living Nature production and administration teams, along with our flagship retail store. Kerikeri is blessed with a truly 'artisan' vibe—a number of highly successful artists and sculptors hail from the region, which is also home to many vineyards and orchards producing kiwifruit, persimmons and citrus fruit. Bees are prolific during the pollination periods, and Living Nature's Manuka Honey is sourced almost at our back door from a local supplier. The artisan approach is embodied in our Living Nature production philosophy, where production runs are managed by a highly experienced and skilled team.

Today, Living Nature has a strong base of New Zealand stockists and exports to over 13 countries. The passion for our products is imbued into every stage of the process to ensure absolute quality and care, from formulation and production through to the sale of every finished product. Our flagship store in Kerikeri exemplifies this approach with an exceptional level of product knowledge, where locals and tourists alike are greeted as welcome guests. Come and see for yourself on your next visit to Northland, New Zealand.





# OUR CIRCLE OF TRUST

When you see our logo on a product, you can trust that it has been made with absolute integrity and honesty to nurture your skin, look after your health, and protect your planet.

Our products are independently verified for safety and we have our own in-house quality department. If there is any question about an ingredient's safety, we will not use it. Many synthetic products contain ingredients whose risks are widely known; others have risks as yet uncertain. Living Nature's proven effective natural ingredients work in harmony with skin's natural restoration and recovery mechanisms to actively enhance the wellbeing and beauty of your face and body. Put simply, nature works, so our products are free from:

- Preservatives like parabens
- Harsh surfactants like sodium, ammonium and lauryl/laureth sulphates
- Petrochemicals such as PEGs, paraffin and other glycols
- Silicones or mineral oils
- Artificial fragrances or colours
- Genetically modified or irradiated ingredients

Our certifying body BDIH adheres to globally recognised standards, which includes COSMOS,

who set some of the most rigorous global standards for naturalness and their inspection team audits us annually. In many cases we don't just meet, but exceed, their standards. These extend beyond ingredients to the environmental impact of sourcing raw materials and production and how ingredients are handled. Certification doesn't come easily, but it's worth it to demonstrate our commitment to safe, sustainable, natural products.

Stringent protocols at our GMP certified Kerikeri factory ensure product integrity through every step of development, formulation, testing and filling. Our packaging is free from Bisphenol-A (BPA) and Phthalates. Our paper and cartons are sourced from renewable, managed forests, and our inks are free from dioxin and elemental chlorine bleach.

Throughout all processes we maintain product safety to the highest possible standards while doing our utmost to protect our environment and minimise our footprint.



COSMOS  
NATURAL



COSMOS  
ORGANIC



# WHY CHOOSE LIVING NATURE?

We were founded in 1987 in an age when 'natural' was not a buzzword.



**Made of and in New Zealand from ethical ingredients.** All our skincare products and almost all cosmetics are made in New Zealand at our Kerikeri base and are accredited Buy NZ Made.

**End-to-end supply chain.** From research and development through to concept development, launch and post-launch, we oversee the whole product lifecycle. All skincare products are made at and dispatched from our purpose-built facility. From this base, we control every step of product development, formulation, testing, and filling.

**Innovators in the natural space.** We have developed many world leading products in the field of natural, stemming from our ability to use hero ingredients from New Zealand that are found nowhere else in the world. Innovations include: developing an effective gel to treat blemishes (Manuka Honey Gel), and being the first ever in New Zealand to utilise certified organic cotton

sheet masks to deliver a Bee Venom Serum. We take pride in developing new products internally and independently.

**There are products suitable for everyone.**

Living Nature has an extensive skincare range consisting of 'essentials' (e.g. cleanse/tone/moisturise) as well as specially developed products such as Firming Flax Serum and Radiance Night Oil. Our sensitive skin range is clinically tested and fragrance-free, so it can soothe, calm and nourish even the most sensitive and fragile skin. Living Nature is the sole natural New Zealand brand to stock a full cosmetics range, and has a line of professional products which is promoted to spa and beauty therapy customers across New Zealand and overseas.





# OUR HERO INGREDIENTS



## Active Manuka Honey Mel

From the nectar of the native New Zealand Manuka flowers, active Manuka Honey is a miracle beauty ingredient.

A natural antimicrobial, it's one of nature's miracle healers, even approved for use in some hospitals globally for wound healing.

This uniquely New Zealand healer is used to firm and soothe, help repair cell damage and protect against blemish-causing bacteria.

And since it's safe to eat, you know you can put it on your skin.



## Harakeke Flax Gel Phormium Tenax

Harakeke Flax Gel is nature's super skin hydrator, with a high quantity of natural skin nutrients.

Harakeke is renowned for the clear polysaccharide gel exudate produced on the surface of leaves at the base of the plant. The mild astringency of this gel helps control oil over-production which makes it an effective defence against breakouts.

Help your skin maintain its moisture, just as nature intended.



## Halloysite Clay Kaolin

Halloysite Clay is renowned as one of the world's finest, whitest and purest clays.

Sourced from New Zealand's pristine Matauri Bay, Halloysite Clay was formed through subtropical weathering of ancient volcanic domes. This unique clay has a remarkable ability to absorb toxins and impurities from the surface of your skin, gently exfoliating the epidermis.

It's a gift of purity and refinement from the earth itself.

## Totarol Podocarpus Totara

Sourced from organic Totara wood and bark, Totarol neutralises free radicals linked to skin ageing.

Totarol is present in Living Nature products to protect against oxidative stress and free radicals which break down skin cells, and is known for its powerful antimicrobial properties.

Nature's super antioxidant.



## Manuka Oil Leptospermum Scoparium

For centuries, Maori have used the native tea tree, Manuka, to treat everything from rheumatism and fevers to burns and skin disorders.

When used in skincare, the antibacterial, anti-fungal and anti-inflammatory properties of Manuka Oil combat skin irritation and protect against certain strains of bacteria.

Nature's potent skin protector.



## Kumerahou Pomaderris Kumerahou

Native to New Zealand, Kumerahou is quite simply the world's most natural soap.

The plant's high saponin content provides strong antimicrobial action and also soothes the skin and locks in moisture. Kumerahou is used as an alternative to harsh surfactants such as sodium lauryl sulfate that strip the skin of its protective oils.

This historic cleansing plant is gentle and effective.



# OUR TOP PRODUCTS

A selection carefully identified as the finest from the Living Nature range, blended with natural and organic ingredients from New Zealand.



**Vitalising Cleanser**  
Gently removes impurities without depleting moisture



**Extra Hydrating Toning Gel**  
Rehydrates and restores skin's natural pH balance



**Nourishing Night Cream**  
Helps skin repair and rejuvenate



**Thickening Mascara**  
Builds thicker, fuller lashes in one clump-free application. Fragrance-free and suitable for sensitive skin



**Summer Rain Lipstick**  
A rich plum-rose colour with slightly cool undertones, perfect for everyday wear



**Active Brightening Serum**  
Brightens and minimises the appearance of uneven skin tone and pigmentation



**Advanced Renewal Night Serum**  
Energizes and renews skin on a cellular level to promote radiant skin while you sleep



**Radiance Night Oil**  
Rosehip, Rose, Calendula and Frankincense oils boost skin's natural regeneration process



**Glamorous Floral Edition**  
A beautiful rich red with cool undertones, offering long-lasting lip nourishment and intense colour



**Wild Fire Lipstick**  
A beautiful warm red with orange undertones, with a smooth, semi matte finish





# SKINCARE

We have been perfecting our skincare for over three decades.



The effects of stress on our health and wellbeing are far-reaching. Taking time out to refresh and rejuvenate isn't a luxury or self-indulgence — it's essential.

Spend a moment each day giving care, love and attention to your skin. It's a reflection of the life you lead, and Living Nature helps you present your best face to the world.



# CLEANSE

Naturally freshen and cleanse the skin without stripping it of protective oils.



**Purifying Cleanser**  
Lightly foaming face wash  
removes makeup, lifts  
impurities and restores  
balance



**Vitalising Cleanser**  
Gently removes impurities  
without depleting moisture



**Sensitive Cleanser\***  
Beautifully mild,  
non-stripping cleanser with  
Coconut Oil and Harakeke  
Flax Gel



**Gentle Makeup Remover**  
Gently and effectively  
removes eye and face  
makeup residue

Note: Living Nature recommends patch testing products on a small area of skin before use.

\*Sensitive skincare products have been dermatologically tested and clinically proven to be non-irritating, and free from fragrance.







# TONE

Toning is essential for skin health and hydration. Hero ingredient Harakeke Flax Gel restores skin's pH level, retains moisture and calms skin.



**Hydrating Toning Gel**  
Refreshes and restores skin's natural pH balance



**Extra Hydrating Toning Gel**  
Rehydrates and restores skin's natural pH balance



**Sensitive Hydrating Toner\***  
Gently and effectively tones without irritation

Note: Living Nature recommends patch testing products on a small area of skin before use.

\*Sensitive skincare products have been dermatologically tested and clinically proven to be non-irritating, and free from fragrance.

□ Oily / Combination    ○ Normal    △ Dry    ◇ Sensitive

# MOISTURISE

Providing the perfect balance of skin nourishment and moisture, carefully formulated for day and night time use.



**Balancing Day Lotion**  
Lightly moisturises and protects from free radicals



**Nourishing Day Cream**  
Rejuvenates and protects from free radicals



**Rich Day Cream**  
Deeply nourishes and protects from free radicals



**Balancing Night Gel**  
Soothes and helps skin to regenerate



**Nourishing Night Cream**  
Helps skin repair and rejuvenate



**Sensitive Night Moisture\***  
Gently and deeply nourishes



**Sensitive Day Moisture\***  
Gently and effectively nourishes



**Lip Balm**  
Manuka Honey deeply nourishes and maintains moisture levels

Note: Living Nature recommends patch testing products on a small area of skin before use.  
\*Sensitive skincare products have been dermatologically tested and clinically proven to be non-irritating, and free from fragrance.



# DAWN TO DUSK DUO

A powerhouse duo for rejuvenated radiant skin around the clock.



**Dawn to Dusk Duo**  
Active Brightening Serum  
Advanced Renewal Night Serum



# SERUMS & OILS

Providing the perfect balance of healthy, certified natural skincare, carefully formulated for both day and night time use.



**Active Brightening Serum**  
Brightens and minimises the appearance of uneven skin tone and pigmentation



**Advanced Renewal Night Serum**  
Energizes and renews skin on a cellular level to promote radiant skin while you sleep



**Firming Flax Serum**  
Plumps and smooths skin while softening fine lines



**Firming Eye Cream**  
Minimises the look of fine lines and wrinkles around the eyes



**Ultimate Day Oil**  
Ultra-fine oil rich in antioxidants, softens skin and balances excess oil production



**Radiance Night Oil**  
Rosehip, Rose, Calendula and Frankincense oils boost skin's natural regeneration process

☐ Oily / Combination    ☐ Normal     Dry     Sensitive

# MANUKA SPECIALISTS

Unique, innovative products that harness the potent properties of Living Nature’s hero ingredients to deliver effective results.



**100% Pure Manuka Oil**  
Contains potent antimicrobial and anti-acne properties, and assists the skin’s natural healing processes



**Manuka Honey Gel**  
Antimicrobial and soothes blemish-prone skin





# MASKS

A range of indulgent masks that work to deeply cleanse, tone, hydrate and firm skin.



**Charcoal Clay Mask**  
Combat the effects of skin pollution with Bincho Tan Charcoal, Halloysite Clay and Schisandra Chinensis



**Deep Cleansing Mask**  
Halloysite Clay deeply purifies and refines pores



**Ultra Nourishing Mask**  
Hydrating mask nurtures and restores dry, damaged skin



**Bee Venom Mask**  
Certified organic cotton sheet mask infused with Bee Venom, Manuka Honey and Coconut Oil plumps and firms skin



**Hydrating Gel Mask**  
Instantly revitalises dull or dehydrated skin





# BODY & HAIR CARE

Nature’s most purifying and rejuvenating ingredients to enliven and refresh you.



**Nourishing Body Wash**  
Cleanses and softens skin  
without drying it out



**Refreshing Body Lotion**  
Lightly moisturises and  
revitalises



**Ultra Rich Body Cream**  
Deeply nourishes and  
softens skin



**Nourishing Hand Cream**  
Helps repair and protect  
dry, chapped hands

# WHAT IS MY SKIN TYPE?

| Does your skin have...                                | Oily/<br>Blemish Prone | Combination/<br>Normal | Dry | Sensitive |  |
|---|------------------------|------------------------|-----|-----------|--|
| Large visible pores                                   | ●                      |                        |     |           | <b>Oily/Blemish Prone</b><br>Oily skin is caused by an overproduction of sebum, which can be brought on by a multitude of factors including genetics, hormonal changes, or comedogenic cosmetics. Oily skin often goes hand in hand with acne, further complicating this skin type.  |
| A fine texture (no visible pores)                     |                        | ●                      | ●   | ●         |  |
| Shiny T-zone  | ●                      | ●                      |     |           |  |
| An oily film at the end of the day                    | ●                      |                        |     |           |  |
| A dull dry feeling at the end of the day              |                        | ●                      | ●   |           | <b>Combination/Normal</b><br>Neither too oily nor too dry, with small to medium size pores, normal skin is well balanced. Free of many common skincare issues, a healthy daily skincare routine will help maintain this. Sometimes you may experience an oily T-zone and drier cheeks; resulting in a combination skin type.       |
| A perfect 'rosy' complexion with no specific concerns |                        | ●                      |     |           |  |
| Acne, pimples & blackheads                            | ●                      |                        |     |           | <b>Dry</b><br>Dry skin is caused by the skin producing less sebum than normal, which results in a lack of moisture. This delicate and fine skin type may feel flaky, tight, and dry. Dry skin can vary in severity, but skin typically gets dryer with age.  |
| A constant tight feeling                              |                        |                        | ●   | ●         |  |
| Red / inflamed patches                                |                        |                        | ●   | ●         |  |
| Dry scaly areas                                       |                        |                        | ●   | ●         |  |
| Thread veins  |                        | ●                      | ●   | ●         | <b>Sensitive</b><br>Sensitive skin is characterised by a fine texture (no visible pores). It may display signs of reactivity such as redness or a blotchy appearance coupled with a tight or dry sensation. Skin sensitivity can be caused by numerous factors, including genetic predisposition, diet, and hormonal fluctuations. |
| Excessive wrinkles (for my age)                       |                        |                        | ●   |           |  |
| Skin appears thin                                     |                        |                        | ●   | ●         |  |
| Skin appears thick                                    | ●                      |                        |     |           |  |
| Sensitivity to perfume/ fragrance                     |                        |                        |     | ●         |  |
| Reactions to skincare/makeup                          |                        |                        |     | ●         |  |

# WHAT IS BEST FOR MY SKIN?

|                              | Oily/<br>Blemish Prone | Combination/<br>Normal | Dry | Sensitive |  |
|------------------------------|------------------------|------------------------|-----|-----------|--|
| <b>Cleanse</b>               |                        |                        |     |           |  |
| Purifying Cleanser           | ●                      |                        |     |           |  |
| Vitalising Cleanser          |                        | ●                      | ●   |           |  |
| Sensitive Cleanser           |                        |                        |     | ●         |  |
| Gentle Makeup Remover        | ●                      | ●                      | ●   | ●         |  |
| <b>Tone</b>                  |                        |                        |     |           |  |
| Hydrating Toning Gel         | ●                      |                        |     |           |  |
| Extra Hydrating Toning Gel   |                        | ●                      | ●   |           |  |
| Sensitive Hydrating Toner    |                        |                        |     | ●         |  |
| <b>Moisturise</b>            |                        |                        |     |           |  |
| Balancing Day Lotion         | ●                      |                        |     |           |  |
| Balancing Night Gel          | ●                      |                        |     |           |  |
| Nourishing Day Cream         |                        | ●                      |     |           |  |
| Rich Day Cream               |                        |                        | ●   |           |  |
| Nourishing Night Cream       |                        | ●                      | ●   |           |  |
| Sensitive Day Moisturiser    |                        |                        |     | ●         |  |
| Sensitive Night Moisturiser  |                        |                        |     | ●         |  |
| <b>Special Care</b>          |                        |                        |     |           |  |
| Manuka Honey Gel             | ●                      | ●                      |     |           |  |
| Ultimate Day Oil             | ●                      | ●                      | ●   |           |  |
| Radiance Night Oil           | ●                      | ●                      | ●   | ●         |  |
| Firming Eye Cream            | ●                      | ●                      | ●   |           |  |
| Firming Flax Serum           |                        | ●                      | ●   |           |  |
| Active Brightening Serum     | ●                      | ●                      | ●   | ●         |  |
| Advanced Renewal Night Serum | ●                      | ●                      | ●   | ●         |  |
| Charcoal Clay Mask           | ●                      | ●                      | ●   | ●         |  |
| Deep Cleansing Mask          | ●                      | ●                      |     |           |  |
| Hydrating Gel Mask           | ●                      | ●                      | ●   |           |  |
| Ultra Nourishing Mask        |                        | ●                      | ●   |           |  |

Note: All skin types can experience changes from time to time due to personal health, seasonal changes, lifestyle or environment.



# 'KEKEBABY RANGE



Naturally nurture the most delicate skin with Living Nature's baby range.



**'Kekebaby Body & Hair Wash**  
Gently cleanses without stripping baby's skin and hair of its natural oils



**'Kekebaby Body Lotion**  
Lightly moistures and enriches baby's delicate skin



**'Kekebaby Barrier Balm**  
A gentle, fragrance-free balm to nourish and protect



**'Kekebaby Bubble Bath**  
Gently foams and nourishes while providing bath time fun



**'Kekebaby Massage Oil**  
Calming blend of certified organic oils to comfort and relax



**'Kekebaby Gift Pack**  
Contains 'Kekebaby Body & Hair Wash, Body Lotion, Massage Oil, Bubble Bath, Barrier Balm and a certified organic cotton beanie

A collection of certified organic products formulated for little humans by mother nature.

Certified COSMOS organic  
Made in New Zealand  
Gentle on delicate skin  
Safe for newborns and up



# COSMETICS

We have searched the planet for ingredients that deliver beautiful colours to enhance and promote natural beauty, while also promoting healthy skin.



Living Nature's mineral cosmetic range nourishes and cares for your skin with ingredients such as nutrient-rich Avocado and Macadamia Seed oils.

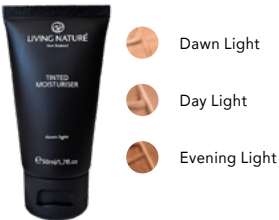
# FACE

Mineral-based makeup provides coverage for flawless, natural beauty everyday.



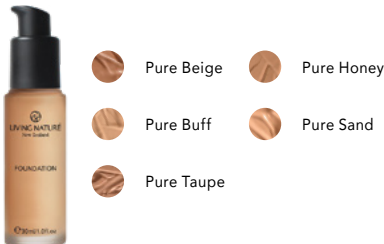
**Concealer**

Creamy and flawless, blended to match Living Nature foundations



**Tinted Moisturiser**

A sheer natural hint of colour that moisturises and protects



**Foundation**

Flawless natural coverage, leaving skin soft and fresh. Optimum coverage when applied with Living Nature's Foundation Brush



**Soft Lights Illuminating Foundation**

Gives complexion a dewy finish and minimises the appearance of lines for a soft glow



**Luminous Powder**

Pressed mineral powder delivers a luminous finish and soft glow



**Summer Bronze**

Soft touch of colour for a radiant, sun-kissed complexion



**Blush**

Soft flush of colour to define cheek area and enhance facial contours for a healthy, radiant complexion

Please note colour swatches are indicative only.



# EYES

Frame, highlight and protect the beauty of your eyes with our natural eye makeup selection.



- Earth
- Midnight
- Storm

### Eye Pencil

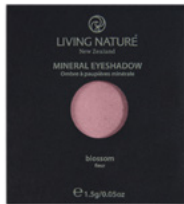
Soft and gentle to provide smooth application, with naturally occurring oxides to enhance and define eyes



- Jet Black
- Blackened Brown

### Thickening Mascara

Builds thicker, fuller lashes in one clump-free application. Fragrance-free and suitable for sensitive skin



- |         |       |            |
|---------|-------|------------|
| Blossom | Kauri | Greenstone |
| Glacier | Mist  | Tussock    |
| Shell   | Sand  |            |
| Pebble  | Slate |            |

### Mineral Eyeshadow

Mineral colours to define eyes naturally



Please note colour swatches are indicative only.

# LIPS

Our lipsticks and lip pencils are formulated to bring luscious, healthy colour to your lips without any nasties.



Laughter  
Woods

### Lip Pencils

Soft and gentle with vegetable waxes to define lips and complement your Living Nature lipstick



#01 Lip Hydrator\*  
#13 Bliss Tinted Lip Hydrator\*  
#14 Lush Tinted Lip Hydrator\*

### Lip Hydrators

Pure conditioning moisture your lips will love! Our tinted hydrators are the perfect balance of lip care and colour



### Lipsticks

Nourishing waxes and premium pigments ensure smooth application, fabulous wear, and a gorgeous smile.



Please note colour swatches are indicative only.

\*Certified natural.

# LIPSTICK GIFT SET

A selection of three sought after lipstick shades, beautifully packaged as a gift set.



**Lipstick Gift Set**  
Summer Rain #7  
Coral Sea #4  
Glamorous #16

Please note colour swatches are indicative only.

# ACCESSORIES

Essential makeup accessories to complement Living Nature’s cosmetic range.



**Kabuki Brush**  
For a perfect, light  
dusting of powder to  
deliver a flawless finish



**Foundation Brush**  
Tapered bristles for easy  
application and a  
seamless finish



**Lip Brush**  
For longer wear and  
perfect definition



**Sharpener**  
Exclusively designed for use  
with our lip and eye pencils

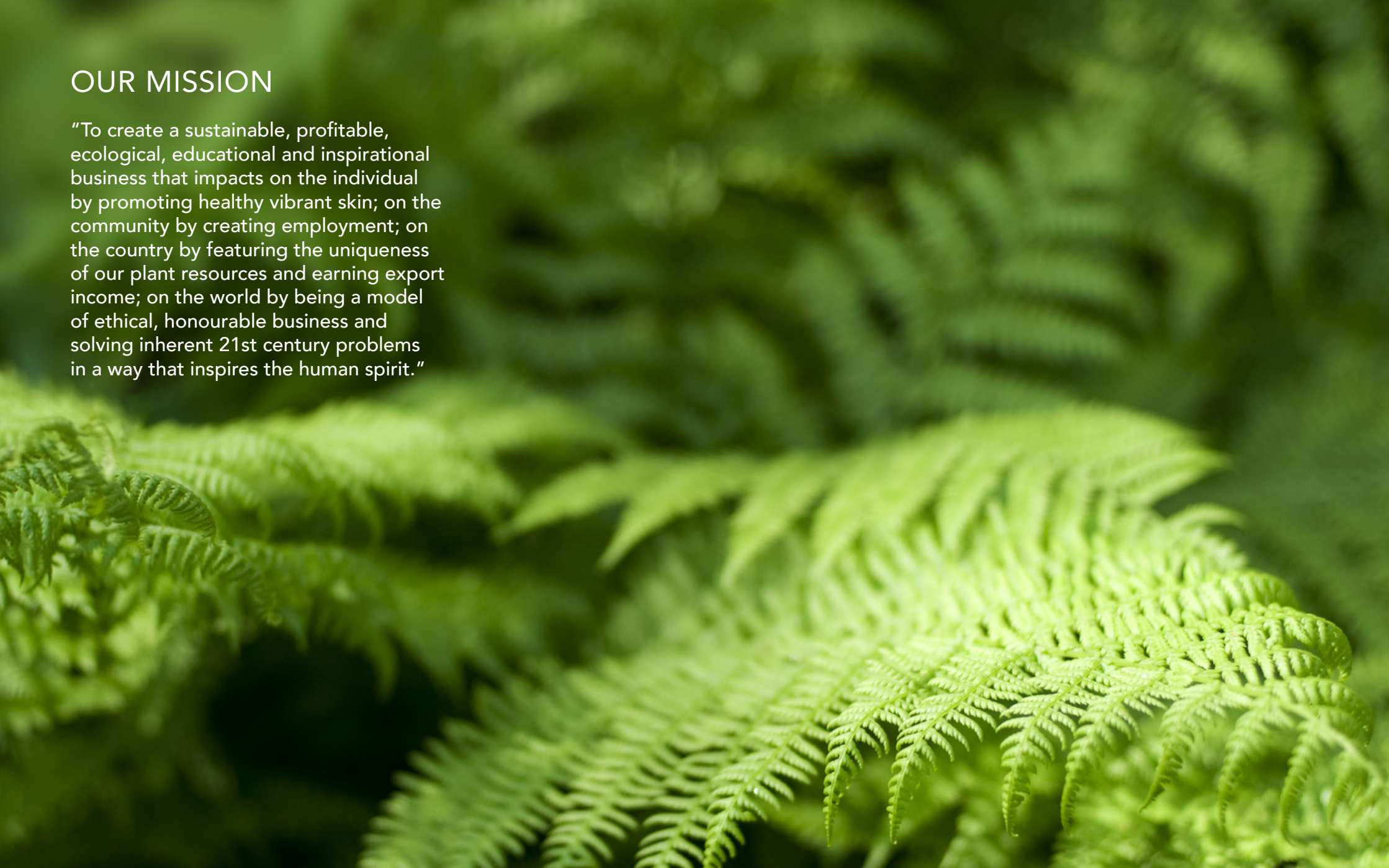


**Eyeshadow Compact**  
Refillable compact with a  
double-ended applicator



## OUR MISSION

"To create a sustainable, profitable, ecological, educational and inspirational business that impacts on the individual by promoting healthy vibrant skin; on the community by creating employment; on the country by featuring the uniqueness of our plant resources and earning export income; on the world by being a model of ethical, honourable business and solving inherent 21st century problems in a way that inspires the human spirit."





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