



NATURATIV

THE POWER OF PURE



# Naturativ offer:

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**17**

**Face Care  
Products**

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**40**

**Body Care  
Products**

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**13**

**Hair Care  
Products**

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**7**

**Products for  
Babies & Mums**

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**5**

**Products  
for Men**

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# Where did we come from?

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Having spent almost 10 years working for some of the biggest names in the cosmetics and skincare industries, Magda Hajduk realised something was missing from the existing skincare market; either products were effective and artificial, or they were natural and niche. She believed there was an opportunity for a new, modern experience in natural skincare.

Magda understood the power of natural ingredients to deliver real results and it struck her that there was a consumer desire for truly effective skincare from raw natural materials. She set out on a journey to forge a new direction in natural skincare.

Successfully launched in 2013 Naturativ today is an established and growing brand sold throughout Europe. Bringing its knowledge of naturally effective and sensorially stimulating skincare to a loyal following of customers.

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# What do we stand for?

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For Naturativ “The Power of Pure” is the next step in natural skincare; choosing natural shouldn’t mean compromising on efficacy or pleasure.

We make sumptuous yet powerful products with depth that allows you to carve out a little time for yourself. Time to focus, relax or invigorate. With Naturativ you can treat your skin and senses and fit it to a modern, daily lifestyle. Naturativ offers you a moment of pure pleasure and the touch on the skin that nourishes and is naturally effective.

We understand the power of natural ingredients and we search the globe to discover the very best nature has to offer. We challenge the norms and we’re passionate about ingredients that are bursting with natural essences, effective in caring for your individual skin type. Our ground-breaking formulas are created with carefully selected ingredients to provide the perfect balance of results and sensorial experience. Whatever the purpose of the product or your desired sensation, Naturativ wants you to love caring for your skin.

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# Our Vision

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Naturativ sets new standards for natural skincare. We've challenged the norms and taken the next step, but what comes next? We want to keep discovering new ways to deliver purity with power, and we want to discover new ingredients and new formulas. We're going to keep looking forward, keep pioneering and keep innovating, to be the very best.

# Our Mission

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Whatever their skin type, whatever their mood, whatever their routine, we want to help all of our customers discover the power hiding in natural ingredients. We want people to love caring for their skin, and to see how pure ingredients can get results without compromising on the indulgence. eep innovating, to be the very best.

# Our Brand Values

## **Pleasurable**

Naturativ is sumptuous on the skin and a treat for the senses – a precious moment in time that lets you relax, revitalise and re-focus.

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## **Effective**

Truly effective and totally natural. Naturativ is powered by pure ingredients that really work, helping you to discover the efficacy of natural essences.

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## **Knowledgable**

Exploration and experience. With twenty years in the beauty industry to help us know what works, we keep discovering new ingredients and leading the way for natural skincare.

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## **Curated**

Ground-breaking formulas designed to suit your skin, your mood, and your lifestyle. We've perfected the art of balance and blend, to provide pleasure with results.

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## **Natural**

Why embrace the artificial when you can get more from staying pure? We've got nothing to hide; we're all-natural all the time.





# Our Promises

## **Totally natural skincare**

Our products are more than an eco-alternative, they're effective in caring for and soothing different kinds of skin. Everything we make has a purpose, and holds plenty of natural power.

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## **Pure pleasure with every use**

Naturativ doesn't compromise. Our products are luxurious as well as effective, and fit into your daily routine, so that caring for your skin every day is a relaxing, revitalising experience.

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## **Pure and honest, with nothing to hide**

We use 300 natural ingredients across our range. With a vast knowledge and understanding of the efficacy of natural ingredients, we'll never need to turn to anything artificial.

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## **Find joy in caring for your skin**

We want you to fall in love with your skin and taking care of it. We're always discovering new ingredients, and using Naturativ products helps you to discover new skincare experiences.



# Face Cleansing



Highly efficient and delicate face cleansing products. Contain argan oil, grapeseed oil, plant extracts and pant waters.

**Cleansing Milk** – for everyday cleansing and make-up removal.

**Mincelar Lotion** – allows for the gentle and thorough removal of make-up, everyday impurities and excess sebum from the skin.

**Tonic** – restores the proper pH to the skin and prepares it for application of a skin care cream or serum.

Suitable for all skin types, including sensitive skin prone to irritations. It is a hypoallergenic product, which means that its composition minimises the risk of allergic reactions.



## Face Refreshing



Beautifully natural flower waters derived from the Damask rose and bitter orange flower (Neroli). For toning and refreshing the face and body. The water leaves the skin feeling pleasantly cool, fresh and relaxed. Particularly useful on hot summer days, in air-conditioned offices, on airplanes and in other demanding environments.

Ideal for hydrating the skin both before and after applying make-up, for fixing it in place. Rose Mist is also a perfect rose toner for everyday facial cleansing.



# Face Creams

## Preventing



**Modern, active, natural face and neck creams preventing the signs of ageing. Recommended for people of age 30+. Hypoallergenic.**

**Preventing Day Cream** contains antioxidants, omega 3-6-9 acids, phytosterols, polysaccharides, collagen fibre regenerating substances, mineral UV filters. The cream regenerates the skin, improves its tension, firmness and elasticity, and it also restores the hydrolipid balance. It smoothens small mimic wrinkles. It protects the skin against photo-aging and moisturises it.

**Preventing Night Cream** contains antioxidants, omega 3 and 6 acids, amino acids, flavonoids, peptides, proteins. The cream protects and regenerates collagen and elastin fibres, as well as restores the hydrolipid balance of the skin. It increases the skin resistance and improves its elasticity and firmness.

## Repairing



**Modern, active, natural face and neck creams that have repairing and anti-aging effect. Recommended for people of age 40+. Hypoallergenic.**

**Repairing Day Cream** contains antioxidants, omega 3-6-9 acids, phytosterols, flavonoids, carotenoids, proteins, mineral UV filters. The cream visibly improves the condition of the skin by firming, nourishing and regenerating the epidermal cells. It is rich in antioxidants and provides photo-aging protection. This cream also restores the hydrolipid balance of the skin and soothes possible irritations. It contains mineral UV filters.

**Repairing Night Cream** contains antioxidants, omega 3-6-9 acids, phytosterols, peptides, collagen and elastin protecting and regenerating substances. The cream protects and regenerates collagen and elastin fibres. It restores the hydrolipid balance of the skin, prevents the loss of moisture and extensive dryness. It soothes possible irritations. The cream nourishes, tones and improves skin elasticity, and protects against photo-aging.

## Eye Cream

The very active formula of the cream improves the condition of the delicate skin in the eye area. It reduces the visibility of dark circles and puffiness under the eyes and improves the skin's firmness. It protects and regenerates the elastin. The cream restores the hydrolipid balance of the skin and prevents wrinkles.



# EcoAmpoules

A modern, active, natural SERUM (ecoAmpoules) FOR THE FACE AND NECK, for use alone or in combination with your usual cream. Very well tolerated by sensitive skin. Hypoallergenic.

## EcoAmpoule 1

Provides perfect, quick, deep, long-lasting moisturisation of the skin. Smooths and perfectly tightens. Increases firmness and elasticity. Nourishes. Makes fine wrinkles less visible. Soothes irritation and redness. Improves the overall appearance and condition of the skin.

## EcoAmpoule 2

Works against signs of aging. Has nourishing and repairing effects. Stimulates the skin renewal processes and provides optimal, long-lasting moisturisation. Increases flexibility and firmness. Smooths. Improves skin tone and structure. Reduces visible wrinkles. Soothes irritation and redness. Reduces the appearance of discoloration and evens skin tone. Reduces the appearance and size of pores.

## EcoAmpoule 3

Soothes redness and strengthens blood vessels. Serum has an intensive repair and care effect on couperose skin. Strengthens blood vessels and reduces their visibility. Soothes redness, improves and evens skin tone. Reduces discoloration. Improves hydration. Smooths and tightens skin. Has ant-radical, anti-wrinkle and anti-aging properties. Reduces the appearance of wrinkles and enlarged pores. Reduces the skin's sensitivity to the effect of external factors.

## EcoAmpoule 4

Perfect care for acne-prone skin. Normalises the work of the sebaceous glands – regulates sebum secretion. Reduces the number of comedos and prevents their formation. Reduces skin glow. Accelerates liquidation of existing blemishes and prevents formation of new ones. Has antibacterial and anti-inflammatory effects, and improves skin hydration. Reduces the appearance of pores. Soothes irritation and redness. Tones. Very well tolerated by sensitive skin.

## EcoAmpoule 5

Reduces dark circles under the eyes. Lightens the skin and reduces eye bags. Moisturises. Has soothing and calming effects. Improves skin tightness, elasticity and firmness. Strengthens the blood vessels and improves microcirculation. Smoothens wrinkles and reduces their appearance. Light gel consistency makes the serum quickly and easily absorbable.



# Face Serum - EcoAmpoules

FACE CARE





# 360° AOX

Face care line for skin exposed to bad external conditions. It rebuilds and protects the hydrolipid coat, fights free radicals, strengthens the skin and acts against redness. All thanks to the carefully selected efforts of the purest bio-extracts and eco oils with excellent effect on the skin.

## **360°AOX Face Cream for day and night**

Complete everyday care. Natural face cream with multi-directional approach. Contains three active multi-tasking, cold pressed oils: evening primrose oil, grape oil and camelina sativa oil. They are rich in omega-3, omega-6 and omega-9 acids oils. These oils are known for their anti-oxidative, anti-aging, regenerative, soothing and moisturising properties. BIO-extracts from ginkgo, immortelle and lemon also have multi-directional properties. They improve anti-oxidative action, strengthen the capillaries and have healing and brightening properties. Hyaluronic acid protects the skin from dryness and smooths the epidermis.

## **360°AOX Mask – Soothing and Lifting**

Soothing and restoring cocktail of antioxidants protecting from photo-aging. It consists of soothing, moisturizing, firming and protective ingredients. The mask contains: BIO extract from leaves of ginkgo, BIO extract from licorice root, BIO extract from lemon, aloe leaves juice and Pullulan, natural polysaccharide which forms a nourishing and firming film on the surface of the skin. Appropriate for all kinds of skin. Especially recommended for sensitive skin.

## **360°AOX Cleansing Milk**

Gentle cleansing milk for removing make-up and everyday impurities. It contains BIO extract from chamomile flowers which smoothens your skin and improves the skin tone. It also contains nourishing and rich in omega 3, 6 and 9 natural, cold-pressed evening primrose oil and camelina sativa oil with anti-oxidative, nourishing, moisturizing, strengthening fragile capillaries properties.

## **360°AOX Face Toner**

Natural face toner for removing everyday impurities. Ideal to use after removing make-up, using washing gel or cleansing lotion to restore the natural pH of the skin. Gives a pleasant feeling of relief and deep hydration of your skin.



# Face Care - 360° AOX Line

FACE CARE





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FACE CARE



An innovative, multifunctional line for care of sensitive, delicate and irritable skin. It supports the reconstruction of natural skin microbiome. It soothes irritations and reduces skin redness. It supports the care of skin exposed to urban stress and negative influence of polluted air. Maintains the skin's natural microflora, providing it with a strengthened protective barrier. Moisturizes, brightens and firms. Skin looks healthier, rejuvenated and more radiant. Formulated with natural extracts of Reed, Fu ling and "St. Thomas' bean to combine anti-aging with effective repair. Very well tolerated by sensitive skin.



# BBB Beauty Blemish Balm

FACE CARE



Looking for the 'flawless skin no makeup' look for your Zoom meetings and work from home setup? Blot out imperfections with Naturativ Beauty Blemish Balm. Lightweight, breathable, foundation-replacing formula includes cult status moisturizers and age-defying defence shields Olive Active HPT™, Antileukine 6™ and Lara Care™ for optimal hydration and UV damage protection. A multitasking cream that delivers benefits of skin care, makeup and SPF 30 UV protection in one go! Blends like a dream for a picture perfect finish.

Available in 3 different shades for different skin tones.



## Home SPA Line

**Home SPA** - skin care for pampering yourself in your own bathroom. Mediterranean **essential oils** plus the best plant oils and butters treat every piece of you body.

Treat your skin and your senses.

A precious moment in time that lets you relax, revitalise and re-focus.



## Home SPA Line contains:

Stimulating Body Scrub

Draining Oil

Rich Body Butter

Rich Hand Balm

Rich Foot Balm

Salt Foot Scrub





## Mood-Boosting Body Care Lines

There are some **scents that simply lift our mood**, maybe because they remind us of a happy childhood memory or it's been scientifically proven to do so. But what if you could treat your skin with wonderful body care products full of best plant oils, butters and extracts with beautiful natural scents? In three different mood lifting lines you will find: sugar body scrubs, body butters and scrubs, hand and foot balms, washing gels and body oils.

### Revitalising Line Cranberry - Lemon

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with anti-aging cranberry oil  
and lemon essential oil





## Relaxing Line Lemongrass - Coconut

with coconut oil

## Self-Love Caramel - Lemon - Vanilla

with very unique warm calming aroma







## Hypoallergenic Body Line

Composed specially with sensitive skin in mind, not forgetting about senses. Contains hypoallergenic beautiful aroma composition with no allergens. Full of beneficial plant oils, butter and extracts.

The line consist of: **SUGAR BODY SCRUB**, **BODY BUTTER**, **HAND and FOOT BALMS**, **WASHING GEL** and **BODY OIL**.





## Glamorous Body Line



The line includes skin care products that care and beautify the body. They nourish and care for the skin, while at the same time give it sunny color and glow. They decorate the body with an ideal tan and brighten the skin with solar reflections. They intensively nurture and protect the skin against external factors.

The line contains of: self-tanning balms, illuminating oil, golden cooling balm and tinted illuminating balm.



## Firming



## Slimming & Anti-cellulite Balm

Visibly improves the condition of cellulite skin, tightens and firms. The balm contains moisturising and firming properties, as well as many substances that reduce the number of fat cells and the symptoms of cellulite. The balm will help you to lose extra centimetres, and improve the appearance of uneven skin. In an application study involving 22 women aged 21 to 55 with symptoms of excess adipose tissue and cellulite, slimming and improvement in their figures was found in the majority. The balm is absorbed perfectly, does not leave a sticky layer and has the delicate scent of pepper and cardamom.



## Bust & Decollete Firming Balm

Our **BUST** and **DECOLLETE BALM** is based on high concentrations of kigeline extract from the Kigelia plant, which has well-documented bust-firming properties. It also contains other plant substances with highly nourishing and moisturising effects on the skin.

When used regularly, the Bust Balm visibly firms and improves the appearance of the skin of the bust and decollete.



# Hair Care

## Regeneration Line



**SHAMPOO, CONDITIONER** and **MASK** for dry, damaged and coloured hair. Natural extracts and oils improve both the appearance and condition of damaged and very dry hair. The hair regains its shine and elasticity. The line contains wealth of regenerating plant oils and extracts: avocado, fenugreek, lemon, fig, hibiscus, coconut oil, shea butter, bhringraj, soapwort, witch-hazel, cannabis oil, cranberry oil wheat proteins





## Gentleness, Shine & Strength Hair Line

**SHAMPOO** and **CONDITIONER** for normal and oily hair, and for sensitive scalp. Soothe scalp irritations, protect the scalp and regulate sebum secretion. Strengthen the hair, stimulate its growth and leaves it shiny. The line is made of: bhringraj, thyme, soapwort, liquorice, shea butter, cannabis oil.

## Volume and Shine Hair Line

**SHAMPOO** and **CONDITIONER** for damaged, fine and limp hair. Visually increase the hair volume and stimulates its growth. Stimulate hair follicles to work and restores natural balance to the scalp. Nourish the hair, leaving it shiny and soft. The line is made of: bhringraj, sand plantain, white dead-nettle, yoghurt, green tea, ginseng, shea butter.





# Hair Care



## Blonde Hair Line

**SHAMPOO** and **CONDITIONER** for natural and colour-treated blonde hair, enhance the colour, highlight with turmeric and saffron extracts. Makes hair shiny and glossy.

## Dark Hair Line

**SHAMPOO** and **CONDITIONER** for natural and colour-treated dark hair. Due to the natural pigments such as krameria triandra, lupin and walnut extracts give the shine and deeper colour. The dark hair becomes shiny and glossy.



## Hair Styling Mist

Hair Styling Mist adds shine and life to the hair. It tames frizzy hair, nourishes and moisturises it. Prevents hair from environmental factors and soothes scalp. Contains regenerating, strengthening and conditioning plant extracts: lavender water, bhringraj, common horsetail extract, chondrus crispus algae extract.







## Men Line

The men's series consists of 6 products for cleaning, shaving and skincare with the cedar and herb scent. Every day, face skin needs relief and hydration. The scalp needs adjustment and enhancement. The oils, extracts and herbs used to create the men Naturativ line gently and effectively care for the skin and hair.

In the men's line you will find: **SOOTHING AFTERSHAVE BALM**, **ANTI-AGING FACE CREAM**, **GENTLE WASHING SHOWER GEL** and **NOURISHING SHAMPOO** that also cares for the scalp and a **HAND CREAM**.





## Baby and Mum Line

Naturativ Baby Line cares for skin of children and infants from the first day of life. It is also suitable for adults with sensitive skin. In a word, these are products for the whole family. The hypoallergenic formulas developed in consultation with dermatologists and paediatricians provide the best possible cosmetic protection for immature skin. Products from baby line contain only what the skin really needs - organic oils and plant extracts that moisturise, strengthen its protective functions and bring relief.

### In the baby line, you will find:

**BODY BALM**

**BODY OIL**

**HAIR AND BODY WASH**

**NAPPY RUSH CREAM**

**ANTI-STRETCH MARK BALM FOR MUM**

**SPF 50 FACE AND BODY BALM**



# Certification:



Naturativ products are **Natrue certified**.

NATRUE's mission is to protect and promote natural and organic cosmetics to the benefit of consumers worldwide.

Each product certified according to the **NATRUE Label Criteria** is unique and meets high natural and organic cosmetics standards.



Most of Naturativ cosmetics are **VEGAN**.

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