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SUPERCALM + INNERCALM
COLLECTION FOCUS GUIDE



A SENSITIVE SUBJECT

It's safe to say that most of us have dealt with sensitive skin at some point in our lives. This common skin concern affects millions in different ways and in varying degrees — from blotchiness to uneven tone and irritation. Sensitive skin is more prone to experiencing adverse reactions to skincare products, fragrance, and household items.



Emotions, like stress, can trigger what looks and feels like sensitive reactions on the skin. Stress is something that the majority of people deal with every day, and it can take a toll on our overall sense of wellbeing – including the appearance of our skin.

THE SENSITIVE SKIN CHECKLIST

Though many people are quick to self-diagnose, here's what dermatologists look for when identifying sensitive skin:



Reactions such as redness, bumps and skin flaking



Severe dryness



A tendency toward blushing and skin flushing

SOUND THE ALARM

The most common aggressors that can impact sensitive, reactive skin are:



- Excessive exposure to sun, wind, heat or cold



- Contact with particular materials, causing burning, stinging, redness or sensitivity



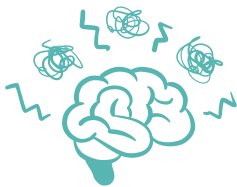
- Overly dry or injured skin barrier, which is unable to protect nerve endings



- Product fragrances



- Allergy or irritation



- Stress, nerves or other strong emotions

This is why it's important to choose gentle products and avoid exposure to potential environmental irritants whenever possible.

3 STEPS TO BALANCED SKIN

When caring for sensitive skin, try to manage stress, protect from irritation and take steps to maintain healthy skin. A simple, pared down skincare regimen is best for sensitive skin.



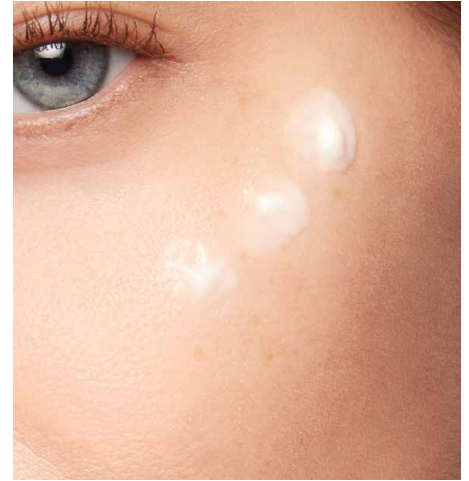
1. CLEANSER WITH SUPERCALM VEGAN CLEANSING MILK

You'll want to choose a cleanser that protects the skin's moisture barrier. The last thing you want to do is strip your skin of even more moisture when it's feeling irritated and sensitive.



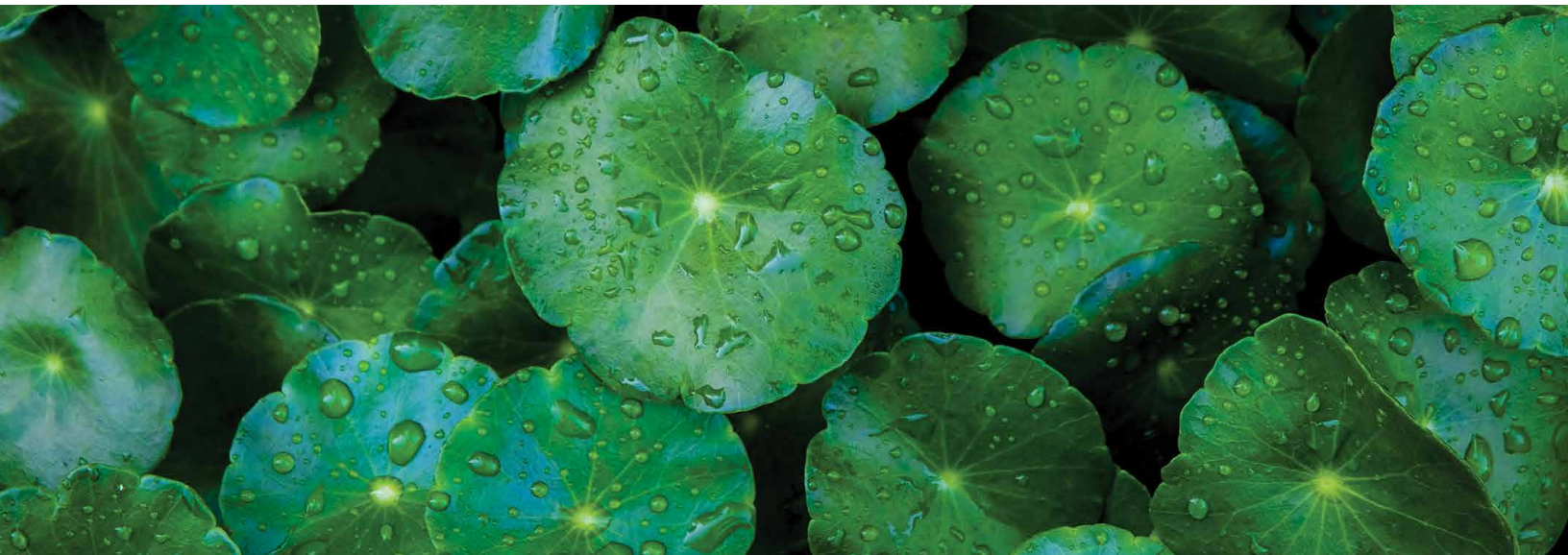
2. SOOTHE WITH SUPERCALM SKIN RELIEF SERUM

Support the skin's renewal process with this soothing serum that helps to improve the appearance of skin texture and tone.



3. HYDRATE WITH SUPERCALM SOOTHING HYDRATOR

Moisturizing is the last step, helping skin retain hydration to resist drying and irritation while staying calm and looking stress-free.





THE SUPERCALM STORY

Our 3-step regimen was designed to address the needs of sensitive, easily stressed skin. Each gentle product is formulated with hydrating ingredients to soothe potentially reactive skin. Use them daily to help your skin look more even-toned and healthy, with fewer signs of sensitivity.

KEY INGREDIENTS

We've combined the best of nature and science, with centuries-old botanicals used to regulate and support the appearance of sensitive skin.



SUSTAINABLY SOURCED AGASTACHE MEXICANA EXTRACT

helps support the skin's moisture barrier, promoting the appearance of radiance with hydration.

SUSTAINABLY SOURCED TIGER GRASS EXTRACT

also known as Gotu Kola, an herb used in traditional Chinese medicine, supports skin balance while soothing and comforting skin. It got its name when people observed tigers rolling in the herb and believed it to help heal their wounds.



PROBIOTIC LYSATE

supports skin cell renewal process, moisture barrier function and natural exfoliation.



The Arbonne Difference

Botanically based regimen featuring Probiotic Lysate, Sustainably Sourced Agastache Mexicana Extract and Tiger Grass Extract, works to relieve skin stress, sensitivity, and reactivity through the delivery of soothing moisturization — helping to balance the appearance and feeling of skin.

INNERCALM

This “meditation in a bottle” is our go-to for rounding out the regimen, ensuring that we’re not only working to balance our skin but also helping to balance our daily mood.

InnerCalm helps you stress less today and be calmer tomorrow with our unique powder formula containing specialized ingredients – most notably, Sustainably Sourced Ashwagandha and Sustainably Sourced Saffron. These powerful adaptogens have been traditionally used in Ayurvedic practices to help manage occasional stress and help achieve a balanced mindset.[◊] Drink this daily to help your future self adapt better to stress and reinforce feelings of wellbeing.[◊]



Traditional Ayurvedic medicine is one of the world’s oldest holistic, “whole body” wellness systems, developed over 3,000 years ago in India. It’s based on the belief that health and wellness depend on a delicate balance between the mind, body, and skin.

[◊]These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



THE SUPERCALM + INNERCALM COLLECTION INCLUDES:

- Vegan Cleansing Milk with Agastache Blend
- Skin Relief Serum with Tiger Grass Blend
- Soothing Hydrator with Tiger Grass Blend
- InnerCalm Adaptogenic De-Stress Powder with Ashwagandha and Saffron

To learn more, visit [The Source](#) and search:
SuperCalm or InnerCalm Meet the Product Sheets.

