

# Organic Superfood-Cosmetics made in Austria: PURE SKIN FOOD

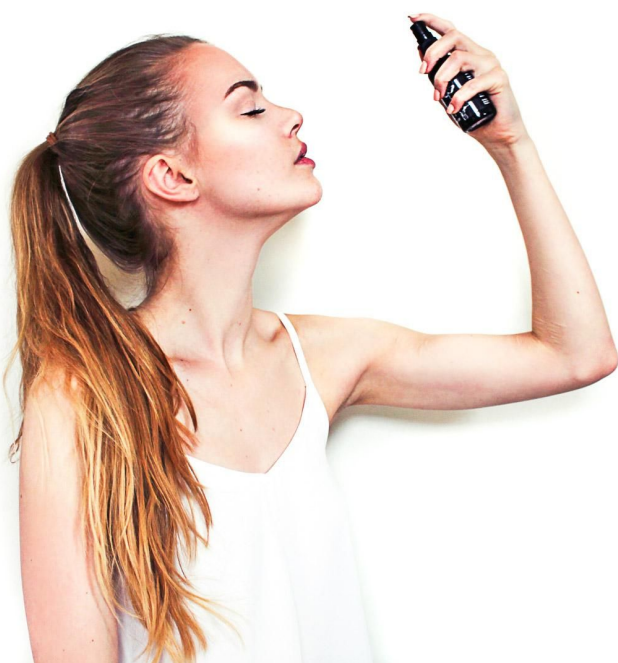
The young Austrian start-up PURE SKIN FOOD has committed itself to natural cosmetics no-holds-barred and solely uses 100% organic & vegan ingredients.

By developing innovative sets of skin care products, the application of synthetic preservatives, emulgators or perfumes can be discarded in its entirety. The same goes for alcohol, straight active substances or ethically and ecologically critical substances such as palm oil or other cheap fillers.

“After a long and fruitless search for all-plant based cosmetics without synthetic or natural-identical additives, I began to realize my vision of wholly organic cosmetics myself, working together with my business partner Dr. Nicole Doyle. Our cosmetics are designed for all the people who have the same, high demands than we do, and are not willing to compromise at the expense of the environment or their own health.” says founder MMag.<sup>a</sup> Lisa Dobler.

At PURE SKIN FOOD, organic cosmetics of the highest level are crafted out of exquisite plant oils, essences and powders - because nature provides everything that makes our skin happy!

## Superfoods for the skin



In recent years, superfoods are celebrated as an easy and effective way to cover the daily nutrient needs and support a healthy, balanced diet.

These superstars of the plant kingdom contain an above-average nutritional value and provide an optimum supply of important vitamins, minerals and essential fatty acids - a trait which is also valued by our skin cells. At PURE SKIN FOOD, moringa, chia, argan oil, aronia, spirulina and many other remarkable plants combine in cosmetic vials and work together for a radiant skin.

The selected plant oils and essences are characterized by a particularly distinct complex of natural nutritional and active substances. In contrast to synthetically produced ingredients, the plant oils' advantageously broad composition of active components and skin-related substances acts effectively, but also gently and regulatorily.

## Layering & Multitask Skincare: the best possible combination for the extra freshness kick

The skin care systems for various skin types are the centerpiece of the PURE SKIN FOOD selection. In contrast to conventional creams, PURE SKIN FOOD employs a 2-stage-care, consisting of a moisturizing toner and a facial oil. Depending on the individual needs of the skin, both products are combined to form a daily beauty care of true freshness.

The skin is cleaned down to the pores according to the oil cleansing method (OCM), then extensively nourished and nurtured, while the skin barrier is regenerated.

These two multitask products cover a multitude of other possible applications: For instance, make-up can be removed, a peeling is received through the addition of sugar and, depending on the dosage, it can be used as a light day care or a rich night care.

Other than creams, facial oils derived from plants show a sustainable success, because they forgo emulgators and do not compromise the skin barrier. Facial oils nurture the external as well as the deep layers of the skin without compromising its substance transfer, as is the case with products containing ingredients such as paraffin oil, beeswax or lanolin, which seal the skin. It's no wonder that skin oils are trending right now.

The multifunctional care system was developed in cooperation with natural cosmetics experts. The products are diligently handcrafted in Austria.

# PURE SKIN FOOD quality standards at a glance

- ★ 100% of ingredients from certified organic cultivation
- ★ entire product range certified by Austria Bio Garantie
- ★ free of fillers, harmful substances, palm oil, alcohol, etc.
- ★ exclusive application of plant oils, extracts & powders
- ★ vegan from content down to the label (Peta-certified cruelty-free and vegan)
- ★ recyclable and reusable bottles
- ★ plastic-free and climate-neutral shipment
- ★ diligently handcrafted in Graz, Austria



## Graphical material & contact

Graphical material for web & print can be found here:

<https://www.pureskinfood.de/info/presse>

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In case of publication, we would very much appreciate a specimen copy or -link. Upon request, we are happy to provide test products or specific photographic material.

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