

The Euro Institute of Skin Care Skingredient Spotlight



Beyond the Ordinary:

25 Amazing Euro Skincare Ingredients You
Absolutely Must Discover!



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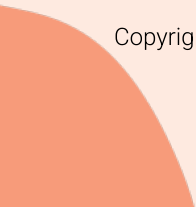
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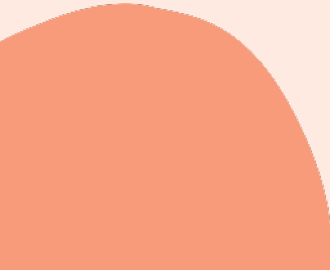
Introduction

Ashwaganda, bladderwrack, boswellia - these exotic sounding skincare ingredients are taking the beauty world by storm! You've probably come across numerous articles and books discussing the benefits of these ingredients. And with everyone claiming to be an "expert" or influencer on platforms like YouTube and TikTok, it can be overwhelming to know who to trust.

The latest trend in skincare is all about concentrated "actives" in products and a "less is more" approach. Targeted skincare ingredients are not only addressing specific skin concerns but also revolutionizing the way we approach skincare - less product overuse and more treatments that actually deliver results. We are increasingly interested in understanding the ingredients used in skincare products and seeking clean, safe, and effective options.

As a licensed esthetician, wellness enthusiast, and writer, I'm all about promoting self-love and confidence through healthy skin, holistic living, and embracing our creative power to bring health, wealth, and happiness into our lives. My journey into skincare began over a decade ago at The Euro Institute of Skin Care, where I discovered a passion for how our skin - the largest organ in the body - works and the beauty of holistic practices for inner and outer health. I'm excited to share my passion for wellness, the joy of feeling good, and the wonderful connection between mind, body, and spirit with you!

The Euro Institute believes in a holistic approach to skin health, focusing on your overall well-being instead of just surface-level concerns. By embracing this comprehensive perspective, we can effectively address challenges like aging, acne, and hyperpigmentation in a more preventive and meaningful way. Join us in this journey for healthier, radiant skin that truly reflects your inner vitality!



This is my manifesto: When you nourish your skin, you nourish your soul. I want to ignite a spark within you to embrace complete skin confidence by gaining a simple and clear understanding of the largest organ in your body - and how what happens internally reflects externally.

When your skin is healthy, you feel amazing, and that confidence and vitality empower you to create the life of your dreams. Let's embark on this journey together towards radiant skin and a vibrant life!

Glow Wherever You Go!



Note: The products in the Euro Institute Skincare line are based on the formulations of Anne Marie Camenzind.

Originally from Switzerland and prestigiously credentialed in Europe and the United States, she was creating products using Ayurvedic and Chinese herbal medicine in the early 1980's.

Her signature line of cleansers, serums, and oils are an integral part of the Euro Institute of Skin Care's curriculum and are available to the public in the United States.

Her goal, and ours today, is to create an incredible fusion of nature and science for simply amazing skin – naturally! Our passion for skin health shines through in every single product. We can't wait for you to be as skinspired as we are by these truly extraordinary ingredients!



A note about allergies & sensitivities

Just because a skincare product has natural ingredients doesn't mean it's free from allergies or sensitivities. Remember, everything is a chemical, whether it's made in a lab or found in nature. Not all natural ingredients are beneficial, and not everything created in a lab is harmful.

The skincare ingredients in this eBook may work wonders for some, while others might not have the same experience. So, it's important to be cautious when adding new products or ingredients to your skincare routine. Always do a patch test on a visible area of your skin and pay attention to how your skin reacts over time.

If you genuinely have sensitive skin, you might notice it getting hot, red, itchy, or irritated from things like showers, exercise, or even gentle skincare products. Those with sensitive skin often have diagnoses like eczema, rosacea, or dermatitis. Keep in mind that many sensitivities may go unnoticed if they aren't severe. If you experience a rash or breakout after trying a new product or ingredient, it might take a moment to connect that reaction to an allergy.

Allantoin

What It Is: Allantoin, also known as aluminum dihydroxy allantoinate, is an extract from the comfrey plant, native to the temperate climates of Asia and Europe. It has potent healing and soothing properties. Comfrey leaves have been used for centuries to help heal minor skin injuries and swelling.

What It Does: Allantoin acts as an emollient to keeps the skin moisturized and to prevent irritation. It is keratolytic, (exfoliates dead skin cells). The keratolytic property helps increase the water contents of cells, which protects against the damage of transepidermal water loss (TEWL) in the dermis (the skin's deeper layer), which helps the appearance of skin "plumpness." Allantoin also helps rejuvenates the skin by stimulating fibroblasts (these are cells that produce collagen in the skin)

Who It's For: Since it is non-irritating and calming, it's beneficial for most skin types and conditions, especially sensitive.

Found In: *Euro Clinicals Cucumber Anti-Couperose Mask, Sensitive Care Balm, Calming Sheet Mask*

Years before its use in skincare products became widespread, AnneMarie Camenzind recognized the potent healing properties of allantoin, especially when paired with panthenol for wound healing, and reducing redness and inflammation in blemish prone and sensitive skin conditions.



Ashwaganda

What It Is: It derives its name from Sanskrit words 'Ashwa - horse' and 'Gandha - odor', is an evergreen shrub that grows in the Middle East, India, and some parts of the African continent. It is commonly known as 'Indian ginseng' or 'Indian winter cherry' and has been used in India since ancient times. Considered a skin "superfood", it is used in Ayurvedic treatments to help balance the doshas (each of three energies believed to circulate in the body and govern physiological activity: Vata, Pitta, Kapha). Ashwagandha is rich in bio-active principles such as withanolides, (constituents that produce anti-inflammatory and analgesic effects) saponins (natural cleansers) and alkaloids (plant metabolites which have therapeutic effects) which deeply cleanse, moisturize, and calm the skin.

What It Does: With its potent anti-inflammatory and wound healing properties, it helps to fight inflammatory skin allergies by repressing C-reactive protein levels (A protein made by the liver. If these levels are high, it causes inflammation in the body). It also helps to control skin blemishes with its powerful antimicrobial properties, including inflammation, redness, and irritation caused by breakouts. It aids in the healing of acne scarring and has a soothing effect on the skin. It promotes skin cell repair and renewal by boosting collagen production.

Who It's For: Ashwagandha has effective antimicrobial, antioxidant and anti-inflammatory properties that help protect and heal the skin from photo damage, sensitivities, and inflammatory conditions. All skin types can benefit – especially blemish prone, mature, and sensitive.

Found In: *Euro Botanicals Multi-Fruit Hydration Gel, Sensitive Care Balm, Renewal Serum*



Ashwagandha tea with milk and cardamom is one of the most common ways to consume this magic herb according to Ayurvedic tradition. Drinking up to 2 cups daily is said to relieve stress and fatigue (Or you could try Ashwagandha Gummies!)

Astaxanthin

What It Is: A superhero when it comes to protection, astaxanthin is a potent antioxidant. It is a naturally occurring pigment from the carotenoid family. A class of plant colorants, beta carotene (carrots) and lycopene (tomatoes) are the most common compounds in this class. It also gives salmon, shrimp, and lobster their reddish tint. It's between 10 and 100 times more powerful than its relatives beta and lyco. It's sometimes referred to as the strongest antioxidant in nature. Wow.

What It Does: It improves dry skin, protects the skin against free radicals and sun (photo) damage, and is an anti-inflammatory. Astaxanthin has been shown to calm inflammation in the skin (eczema, dermatitis), improve the appearance of fine lines and wrinkles in mature skin, reduce appearance of hyperpigmentation (age spots) and help repair DNA damage due to UV rays.

Who It's For: All skin types and conditions can benefit, especially any type of inflamed, irritated, or damaged skin conditions.

Found In: Astaxanthin can be found in many products including cleansers, serums, and moisturizers. *Moor Lavender Cleanser, Multi-Fruit Hydration Gel*



Austrian Moor (Heilmoor Clay)

What It Is: Moor is a rare form of nutrient-rich peat created by the gradual transformation of herbs, plants & flowers that have been permanently submerged under water or underground. It is free from oxygen's decaying effects and in the right climate conditions, the plant material transforms during a ripening process over many thousands of years into a rich, black substance or "mud". Moor has been a part of traditional medical folklore throughout many parts of Central Europe for centuries. During the past 60 years, a wealth of clinical studies conducted on Moor therapy has confirmed that Moor does possess a wide range of beneficial properties.

What It Does: The soothing properties of Moor mud make it an excellent treatment for helping relieve the symptoms of acne, eczema, dermatitis, and psoriasis. It has also been used widely as an aid in the treatment of bruising, burns, scar tissue, post-laser surgery and for general improvement of skin tone and texture. It is detoxifying, stimulates circulation, and nourishes the skin.

Who It's For: Moor Mud can be used by all skin types. For normal to oily skin it's a powerful astringent, helps clear acne, reduces redness, and improves skin tone over time with proper use.

Found in: *Moor Lavender Cleanser, Moor Face & Body Mask, Moor Multi-Fruit Face & Body Mask, Moor Skin Balm*



Bamboo

What It Is: Bamboo is technically a grass, and while most species are native to warm and hot tropical climates, they are very hardy and can grow in cool, mountainous regions and highland forests. They are among the fastest growing plants in the world, capable of growing between 23-36 inches in a single day. There are more than 1,400 species of bamboo. The most widely known is *Bambusa vulgaris*, or common bamboo. It is native to tropical and subtropical regions throughout Asia. Bamboo extract is obtained by distilling certain parts of the plant with water or ethanol (organic, used as a solvent). Generally speaking bamboo extract is a skin friendly ingredient, containing silica and vitamins C and E.

What It Does: Bamboo's silica, flavonoid, amino acid and phenolic content provides exfoliation, antioxidant, nourishing, healing and soothing benefits. Because bamboo is antimicrobial, anti-inflammatory, and acts as an antibiotic, it's a powerhouse for rejuvenation and cell growth. Numerous studies have shown that bamboo extract, applied topically, is known to help improve the appearance of skin discolorations like post-acne pigmentation. It leaves the skin feeling hydrated and balanced.

Who It's For: If you're looking for a new skin enhancing ingredient that works, don't pass up bamboo extracts. They're in many products and good for almost everyone.

Found in: *Euro Botanicals Calming Sheet Mask*



Bamboo Beauty Idea: Add a pinch of bamboo extract powder to your daily cleanser. The powder practically melts in liquids so it blends easily. Massage gently onto the skin for about 30-45 seconds for light exfoliation, rinse with tepid water.

Bladderwrack

What It Is: Bladderwrack is a type of brown seaweed that grows on the northern Atlantic, Baltic, and Pacific coasts. It has a unique ability to survive harsh conditions and has been used medicinally for centuries for its anti-inflammatory and healing properties. The minerals and vitamins in bladderwrack make this seaweed a powerhouse ingredient for the skin.

What It Does: Rich in calcium, iodine, iron, magnesium, potassium and B vitamins, bladderwrack helps calm inflammation when applied topically to the skin. It also contains antioxidants vitamins A, C and E, which help to neutralize free radicals from environmental aggressors like pollution and pollen, treat dullness, fine lines, and other signs of aging. Bladderwrack contains niacin (vitamin B3) a brightening nutrient that can help reduce the appearance of dark spots (pigmentation) over time. Its high iodine content helps promote cellular turnover, which helps remove dead skin cells and refines pores. It helps skin retain moisture, soothes irritated skin and calms acne-related inflammation.

Who Is It For: It is suitable for all skin types and a safe alternative treatment for pregnant women experiencing hormonal breakouts who need to avoid ingredients like salicylic acid.

Found in: *Hydrating Marine Toner, Ayurvedic White Treatment Mask, Aloe Salicylic Toner*



Boswellia

What It Is: Boswellia is a shrublike tree that grows across India, Yemen, Somalia, Saudi Arabia, and Ethiopia. It produces a golden resin or sap that has been used as a health and cosmetic remedy by native people for centuries. Its plant name is Boswellia Serrata, and it is found in dry, hilly areas. The gummy resin comes out of the tree trunk and has been traditionally used in the Ayurvedic system of medicine for the treatment of arthritic conditions. The oil of boswellia—**frankincense**—has long been an important ingredient in Middle Eastern perfumes, because of its unique scent.

What It Does: Boswellia can help create clear, even-toned, more youthful looking skin. It helps reduce the appearance of wrinkles and fine lines, tones the skin (softens), and reduces irritation and redness. It is a potent anti-inflammatory and antioxidant. It helps fades blemishes, and even out skin tone. It is an excellent astringent and toner.

Who Is It For: Inflamed skin conditions will benefit such as blemish prone, and oily as well as mature skin in need of soothing and refining skin texture and tone.

Found in: *Euro Botanicals Rosehip Cleansing Creme, Multi-Fruit Hydration Gel, Moor Skin Balm*



Chinese Red Peony Root

What It Is: Native to Asia and Europe, peonies were brought to Japan by Buddhist monks in the 8th century for their healing powers. This beautiful blossom moisturizes, soothes, and contains a compound called paeonol (similar to Vitamin E) which helps neutralize free radicals and supports the skin barrier. It also contains the paeoniflorin (a compound extracted from the root used to relieve inflammation). Known in traditional Chinese medicine as the "king of flowers", it is an adaptogen – a class of non-toxic plants that support how our bodies regulate and manage stress.

What It Does: Peony skincare benefits skin by fortifying and protecting skin cells and helps to minimize free radical damage. The peony root extract has also been shown to calm skin and reduce the appearance of fine lines and wrinkles. It is a powerful anti-inflammatory.

Who Is It For: Peony root helps strengthen the skin barrier which in turn helps the skin retain moisture. It is beneficial for all skin types.

Found in: *Euro Botanicals Marine Silk Serum, Moor Skin Balm, Rosehip Seed Cleansing Creme*



Chondrus Crispus

What It Is: It's commonly called sea moss or seaweed and is a type of red algae that grows on rocks in deep ocean water. It grows abundantly on the Atlantic coast of Ireland. Like other forms of seaweed, it is rich in bioactive antioxidants, antimicrobial, and anti-inflammatory compounds that have potential benefits for skin care. Specifically, sea moss is rich in vitamins and minerals, including zinc, potassium, magnesium, sulfur, and phosphorus – a skincare powerhouse.

What It Does: Sea moss has special moisturizing properties, as it contains high amounts of polysaccharides (called carrageenans), which act as a thickening agent that forms a protective but non-occlusive film over the skin. It binds water and helps hold moisture in the skin. This helps protect the skin barrier. It is also anti-inflammatory, anti-bacterial and non-comedogenic (won't clog pores). It contains sulfur which helps with overproduction of sebum making it good for oily skin.

Who Is It For: All skin types may benefit, particularly oily, blemish prone/problem skin conditions and skin needing additional moisture. Always look for wild, organically sourced sea moss rather than farmed (which may lack potency or contain heavy metals).

Found in: *Hydrating Marine Creme, Marine Silk Serum, Rosehip Seed Cleansing Creme, Eye Contour Gel*



Chrysanthemum Flower

What It Is: Chrysanthemum extract is a concentrated herbal extract that comes from the chrysanthemum flower. The term means “gold flower” in Greek. It has many anti-inflammatory and skin revitalizing properties and is regularly used in skincare products. Chrysanthemum has been used in traditional medicine for hundreds of years and were originally grown in China but are now grown all over the world. The flowers are used to create chrysanthemum extract. There are literally thousands of different varieties, so there are a lot of different types of chrysanthemums used in skincare formulations.

What It Does: The extract has natural astringent properties that are very gentle and are similar to witch hazel. Chrysanthemum oil has been used in traditional Chinese medicine to help revitalize the skin, particularly the undereye area. It's gentleness makes it a good option for revitalizing the skin around your eyes and anywhere the skin is thin and delicate. With its anti-inflammatory properties, chrysanthemum extract can act as an anti-irritant, similar to aloe vera, to relieve a variety of common skincare irritations.

Who Is It For: Chrysanthemum extract can help relieve skin irritation, redness, and chronic conditions, such as eczema and psoriasis. It also helps to reduce signs of aging, like fine lines and wrinkles and help heal blemishes, due to the high antioxidant content of the flowers.

Found in: *Rosehip Seed Cleansing Creme, Multi-Fruit Hydration Gel*



Gotu Kola (Centella Asiatica)

What It Is: Cica, a distant relative to parsley is short for centella asiatica, and also known as gotu kola or tiger grass. It has been used in folklore medicine for hundreds of years. The perennial herb belongs to the Umbellifere (Apiceae) family, along with parsley, and grows in tropical, subtropical, and swampy, moist places including parts of India, Pakistan, Sri Lanka, Madagascar, South Africa, the South-Pacific and Eastern Europe. The plant has small, fan-shaped, green leaves; white or light purple/pink flowers; and bears small, oval-shaped fruit. It has been shown to have anti-inflammatory, moisturizing, and wound healing properties.

What It Does: : In Ayurveda, centella asiatica is one of the main herbs used to revitalize nerves and brain cells. Eastern healers also have relied on the ingredient to treat emotional disorders such as depression. Gotu kola stem cells improve hydration while reducing the appearance of wrinkles. Its ability to increase collagen production, (important for wound healing) along with its soothing properties make it a good choice for relieving redness and irritated skin, including treating acne and calming sensitive skin.

Who Is It For: All skin types, especially sensitive, mature, and problem skin conditions.

Found in: *Euro Botanicals Advanced Moisture Creme, Marine Silk Serum, Herbal Complex Serum*



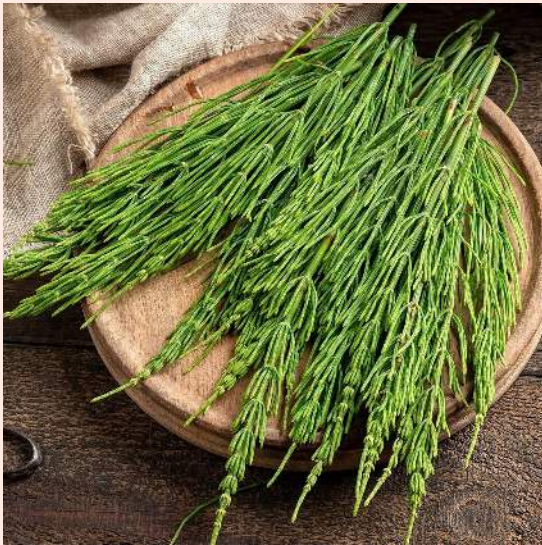
Horsetail Extract

What It Is: Horsetail, or *Equisetum arvense* has nothing to do with horses, but this fern type plant looks a little like a horse's tail, doesn't it? It's a plant that primarily grows in temperate climates including North America. There are several subspecies of the horsetail plant that can sometimes grow to almost 100 feet tall. The U.S. Dept. of Agriculture dates the cultural use of horsetail all the way back to Chinese and Roman times. The horsetail herb was used for many medicinal purposes by these civilizations.

What It Does: : Horsetail is a skin lover which makes it a very popular ingredient in skincare products. It helps to promote collagen and help improve elastin production for skin that is more supple, firm, and toned. It is antimicrobial and antibacterial to help relieve breakouts in blemish prone and problem skin conditions. If you have sensitive skin, horsetail is very gentle. It reduces redness and irritation, calms, and soothes. It's also hydrating. Horsetail, according to the Skin Ratings of the EWG, is not known to have allergen or immunotoxicity issues. The natural antioxidant properties of horsetail help fight environmental damage. It's also a natural source of so many vitamins, including calcium, vitamin C, and thiamine.

Who Is It For: Everyone! Mature, dry, dehydrated, oily, combination, problem skin conditions, and sensitive.

Found in: *Euro Botanicals Super Emollient Creme, Marine Silk Serum, Vitamin A Serum*



Mangosteen

What It Is: Mangosteen, also known as *Garcinia mangostana*, is a tropical evergreen tree found in South East Asia. Since the 18th century, mangosteen has been used in medicines all around the world, treating various diseases and disorders. A special type of antioxidant is found within this fruit, and especially in its rind. These antioxidants are categorized as rich and biologically active xanthenes (Xanthenes are a group of naturally produced chemical compounds that are found in some plants).

What It Does: The natural antibacterial properties contained within this fruit are extremely useful for treating skin imperfections, including blemishes, dry skin, oily skin, and acne. The mangosteen has traditionally been used for a number of conditions, including eczema. The xanthenes protect the skin in multiple ways with antioxidant and anti-inflammatory benefits. They prevent environmental damage to the skin while the anti-inflammatory properties further protect skin cells and help diminish visible signs of aging. The fruit also promotes microcirculation which improves the appearance of skin radiance.

Who Is It For: Mangosteen is excellent for the skin because of its powerful antioxidant, anti-inflammatory and antibacterial properties. All skin types can benefit, especially mature, blemish prone, oily, or problem skin conditions.

Found in: *Euro Botanicals Multi-Fruit Hydration Gel*



Young mangosteen trees have very weak roots, meaning the seeds can take anywhere from 8 to 10 years to fully mature. That's why you should always feel lucky when you get your hands on one.

Mamaku Fern

What It Is: This giant black fern (*Cyathea medullaris*) is native to New Zealand and its large canopy of fronds protects native forests from water loss. The extract does the same thing for skin and is a highly sought after ingredient for its ability as a skin hydrator, promoting healthy cell renewal as well as repairing DNA strains. For generations, the spiral shoots were a traditional food of the Māori people, who also used the plant's extract for healing - revitalizing, cooling, and hydrating the skin.

What It Does: Mamaku fern is rich in antioxidants, vitamins, and minerals that nourish and rejuvenate the skin. It's known for its ability to promote collagen production, enhancing skin elasticity, and reducing the appearance of fine lines and wrinkles. Its soothing properties make it an ideal choice for sensitive or irritated skin, as it helps calm redness and inflammation.

Who Is It For: All skin types can benefit, especially mature, sensitive, and reactive skin conditions. It is good for blemish prone/problem skin due to its ability to calm and balance the skin.

Found in: *Euro Botanicals Marine Silk Serum*



Meadowfoam Seed Oil

What It Is: Meadowfoam seed oil, derived from the *Limnanthes alba* plant, is a highly stable and emollient oil used in skincare for its moisturizing and protective properties. It's known for its high content of long-chain fatty acids, which help to create a protective barrier on the skin, locking in moisture and preventing water loss. Additionally, its non-greasy texture makes it a good choice for many skin types, including those with oily or acne-prone skin.

What It Does: Meadowfoam seed oil is a wonderful treat for your skin! It provides deep hydration, helps balance oil production, and protects against those pesky free radicals. Its emollient qualities create a lovely barrier that locks in moisture, keeping your skin feeling soft and supple. Plus, it's great for all skin types, including oily and acne-prone skin!

Who Is It For: Its gentle, fast absorbing, and non-greasy formula makes it suitable for all skin types, including sensitive and acne-prone skin.

Found in: *Euro Botanicals Beard Oil, Floral Face Milk, Skin Balance Facial Oil*



Nordic Marine Algae

What It Is: Nordic algae, especially the red and brown types, brings so many wonderful benefits for your skin! They provide deep hydration, help minimize fine lines, and can really brighten up your complexion. Think of them as little moisture magnets that plump your skin. Plus, algae are packed with antioxidants and have anti-inflammatory properties, which means they help shield your skin from environmental stressors and soothe irritation.

What It Does: Algae is great for helping to reduce the appearance of fine lines and wrinkles because it works to inhibit the enzymes that break down collagen. Plus, its amazing ability to retain moisture makes it a fantastic moisturizer, keeping your skin soft and supple. Algae also acts as a protective barrier against external factors like UV rays and pollution, which can harm your skin and lead to premature aging. It helps to cleanse away impurities and toxins, promoting a clearer and healthier complexion. And it can help reduce redness, swelling, and inflammation, making it a wonderful option for those dealing with acne and rosacea.

Who Is It For: Whether you have mature, dry, dehydrated, oily, combination, or sensitive skin, nordic algae's got you covered!

Found in: *Euro Botanicals Nordic Marine Algae Powder Mask*



Panax Ginseng

What It Is : American ginseng; Panax ginseng, Korean ginseng). Panax ginseng, also known as Korean ginseng, is an ancient herb that has been used in Traditional Chinese Medicine (TCM) for its health benefits. Ginseng is a popular skincare ingredient that has been used in Asian cultures for centuries. Derived from a root found in mountainous regions of Asia, ginseng has long been valued as an herbal remedy and beauty aid due to its healing and hydrating properties.

What It Does: Ginseng promotes circulation and promotes new cell growth, helping to diminish wrinkles and fine lines. It reduces inflammation associated with acne, eczema, and rosacea and increases elasticity and collagen production which can plump the skin. It has mild exfoliation properties that can brighten and lighten the complexion. It also Inhibits melanin production, helping to treat dark spots, age spots, and hyperpigmentation.

Who Is It For: Panax ginseng can benefit all skin types, but some skin conditions may benefit more than others: Sensitive skin: Ginseng can reduce redness and inflammation and is a calming remedy for acne and psoriasis. Dry and mature skin: Ginseng can improve circulation and reduce the appearance of signs of aging. Acne-prone and oily skin: Ginseng can reduce oil production and treat breakouts.

Found in: *PhytoVit Antioxidant Mask, Hydrating Marine Toner, Lemon Gel Creme*



Prickly Pear

What It Is: Opuntia ficus-indica is native to Mexico and the southwestern United States. The plant extract is obtained through a process of extraction using solvents or by cold pressing the fruit. The hard seeds are used to produce an oil. It is one of the most commonly sourced cactuses for skin care. Many parts of the plant are used, including the flowers, seeds, and stem.

What It Does: Prickly Pear extract is rich in vitamins, minerals and antioxidants which helps protect the skin from damage caused by free radicals. The extract can help to reduce the appearance of fine lines and wrinkles and its hydrating properties help moisturize and support the skin barrier. It also has antibacterial properties.

Who Is It For: Everyone's skin can enjoy the perks of this amazing ingredient, especially if you have dry or dehydrated skin. If you're dealing with blemish-prone or sensitive skin, prickly pear is here to help soothe and calm. Many skin issues arise from a lack of linoleic acid in the skin barrier, but the linoleic acid in prickly pear oil can work wonders to reduce inflammation and breakouts.

Found in: *Brightening & Hydrating Sheet Mask*



Reishi Mushroom

What It Is: Mushrooms are magical! For centuries, they've been used in medicine for healing inflammation, curing infection, and to boost the immune system. And the reishi mushroom is no exception. Known as the "mushroom of immortality", it is deeply hydrating, packed with antioxidants, and are adaptogens (substances that help the body to adapt to stress). In skincare they are found in products such as serums, moisturizers, and masks.

What It Does: Reishi mushrooms are bursting with skincare benefits from reducing redness and skin irritation, to deeply hydrating (polysaccharides in the reishi mushroom provide humectant and hydration), reducing the appearance of fine lines, helping fade acne scars, and repair and reinforce the skin barrier.

Who Is It For: Reishi mushrooms work well with just about any skin type (unless you have a specific sensitivity to mushrooms or any of their components). According to research, the immune system modulating effects of reishi have the benefit of diminishing allergic reactions.

Found in: *Lightening Serum w/Kojic Acid, Moor Skin Balm, Euro Botanicals Renewal Serum, Moor Lavender Cleanser*



Schizandra Berry

What It Is: Many of us are familiar with “super berries” – goji, and acai. But you may not have heard of this one – and it’s as super as it gets. Schisandra Chinensis, also known as Wu Wei Zi, Youth Berry, or Magnolia Vine, grows from a deciduous woody vine-like plant native to China, Manchuria, and part of Russia. This scarlet red berry has been used in traditional Chinese herbalism for more than 2,000 years. Sometimes referred to as the “five flavor berry”, it has a unique taste that incorporates sour, sweet, bitter, salty, and pungent all at once. It is an adaptogen, meaning it is non-toxic and has a balancing effect on the body’s organs.

What It Does: High concentrations of antioxidant compounds allow schizandra to fight off free radical damage and lower inflammation response. Schizandra also has the capacity to improve and repair tissue because of its ability to release leukocytes (white blood cells), which are anti-inflammatory.

Who Is It For: Everyone! Schizandra’s anti-inflammatory activity makes it a good choice for healing inflammatory skin conditions such as eczema, dermatitis, and inflammatory-mediated acne. It helps your skin hold on to its moisture, reducing the appearance of fine lines and contributing to a youthful, fresh glow. They don’t call it the calming fruit for nothing!

Found in: *Euro Botanicals Aloe Salicylic Toner, Multi-Fruit Hydration Gel, Lightening Serum w/Kojic Acid*



Sea Buckthorn

What It Is: Sea buckthorn is a plant that grows in both Europe and Asia. It's a shrub or small tree that produces bright orange-yellow berries. The oil used in skincare is extracted from both the fruit (pulp) and the seeds of the sea buckthorn plant. Sea buckthorn oil acts as a topical multi-vitamin for your skin, so to speak. With over 190 bioactive compounds, sea buckthorn is an excellent face oil choice for sensitive skin that's also looking to tackle signs of aging. This nutrient powerhouse contains a rare omega fatty acid profile, including omega-3, 6, 7 and 9. These fatty acids play an important role in supporting healthy skin function and help to improve the overall appearance of skin.

What It Does: It is a rich source of carotenoids and lycopene, which are potent antioxidants that help defend sensitive skin from environmental stressors and oxidative damage – all of which contribute to signs of aging. Sea buckthorn fruit oil is richer in omega-7, known for its anti-inflammatory and skin-protective properties, while sea buckthorn seed oil is richer in omega-3 and omega-6, beneficial for dry and mature skin.

Who Is It For: Sea buckthorn oil is a great fit for all skin types! Whether you have dry, normal, combination, or even oily or acne-prone skin, it works wonders. With its amazing anti-inflammatory, moisturizing, and antioxidant benefits, it's a fantastic choice for tackling a variety of skin concerns.

Found in: *Euro Clinicals PhytoVit Antioxidant Mask, Pumpkin Enzyme Peel*



Spirulina (Blue-Green Algae)

What It Is: Spirulina is a type of blue-green algae, specifically the species *Arthrospira platensis*. This microalgae thrives in both fresh and saltwater environments and is known for its exceptional nutrient density. Naturally found in warm, alkaline lakes and ponds, this superfood offers an impressive array of benefits. Packed with protein, essential amino acids, vitamins, minerals, and antioxidants, spirulina is a powerhouse ingredient.

What It Does: Blue-green algae contains nutrients that may provide several benefits, such as reducing signs of aging, enhancing skin brightness, and supporting wound healing. Spirulina's antioxidant properties, essential fatty acids, and potential to aid collagen production are associated with these skin health benefits. It may help protect the skin from damage caused by free radicals and offer moisturizing and hydrating effects. It also may help promote clearer skin and assist with issues like acne breakouts.

Who Is It For: Spirulina can benefit various skin types, including dry, sensitive, and acne-prone skin. Its hydrating, anti-inflammatory, and antioxidant properties make it a versatile ingredient in skincare. Certain compounds, like fucoxanthin and omega-3 fatty acids, can help reduce inflammation and soothe irritated skin. Algae acts as a humectant, attracting and retaining moisture in the skin.

Found in: *Euro Clinicals PhytoVit Antioxidant Mask, Pumpkin Enzyme Peel, Marine Hydration Creme*



Squalane

What It Is: Squalane, derived from olives, is a naturally occurring oil that mimics the skin's own natural sebum. It's a highly valued emollient, meaning it helps to prevent moisture loss and keep the skin hydrated. It's also a great antioxidant, offering protection against free radicals and potentially helping to reduce the appearance of dark spots and create a more youthful look.

What It Does: This oil is considered non-comedogenic, which means it's less likely to clog pores, making it a great choice for all skin types, even those that are acne-prone. It has antioxidant benefits that help shield your skin from damage caused by free radicals, which can help reduce the look of wrinkles and dark spots. Plus, it's a fantastic moisturizer that deeply hydrates your skin, keeping it soft and smooth.

Who Is It For: Squalane oil is generally considered safe and beneficial for all skin types, including dry, oily, sensitive, and acne-prone skin. It is non-comedogenic and can help balance oil production and hydrate skin without a greasy feel.

Found in: *Euro Botanicals Beard Oil, Floral Face Milk, Renewal Serum, Sensitive Care Balm, Super Emollient Creme, Herbal Complex Mask,*



Tamanu Oil

What It Is: Tamanu oil has been used as a skin remedy for centuries. This emerald green oil is rich, deeply moisturizing oil with numerous therapeutic properties, making it a potent and highly effective option for sensitive skin. It is a dark green, fatty nut oil extracted from the seeds of the tamanu tree (*Calophyllum inophyllum*), a tropical evergreen tree native to regions like Polynesia, Asia, Africa, and Australia.

What It Does: Tamanu oil is becoming a favorite in modern skincare, and it's easy to see why! While more research is still needed, this oil is known for its potential anti-inflammatory, antibacterial, and wound-healing benefits. It contains calophyllic acid, which studies suggest plays a key role in its ability to help regenerate skin, reducing the look of scars, redness, and irritation. Plus, tamanu oil is perfect for sensitive skin that craves extra moisture and rejuvenation!

Who Is It For: Tamanu oil is a fantastic choice for all skin types, especially if you're looking for some extra hydration. It's loved for its soothing, anti-inflammatory, and antioxidant benefits, making it perfect for oily, acne-prone, sensitive, dry, and even normal skin.

Found in: *Euro Botanicals Advanced Vitamin C Creme, Super Emollient Creme, Herbal Complex Mask*



Turmeric

What It Is: Turmeric is a spice that has been used in skincare for centuries and has many benefits for the skin. It has been used in Ayurvedic medicine tradition for at least 4,000 years and its use is widespread in South Asia. It's often used at Indian weddings to revitalize skin before a big event. Turmeric's primary compound is curcumin, which is responsible for most of its skin benefits. Turmeric is also rich in other skin-friendly substances, including fatty acids, antioxidants, and vitamins.

What It Does: : With its anti-inflammatory and antimicrobial properties, turmeric helps kill the bacteria that causes acne and may counteract irritants that trigger atopic dermatitis. These same antimicrobial and antioxidant properties can help manage skin issues like hyperpigmentation, and signs of aging. Turmeric can help improve the appearance of skin irregularities like dark spots, blemishes, blotchiness, and redness, as well as helping to reduce the appearance of scarring and dark undereye circles.

Who Is It For: Turmeric can benefit many skin types and conditions including acne or oily skin, mature skin, sensitive, dry, and uneven skin tone and texture. It is possible to have a turmeric allergy, so it's important to patch test it on a small area before applying it to a larger area.

Found in: *Euro Botanicals Herbal Complex Creme,*



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