



## SMART, SIMPLE SKINCARE AND WELLNESS SOLUTIONS THAT HARNESS THE HEALING GOODNESS OF PLANT EXTRACTS

### OUR COMMITMENT

We're committed to providing products that are:

- Effective
- Planet-friendly
- Fuss-free
- Multi-purpose
- Useful for the whole family

### OUR INTENTIONS

It's our goal to help you look and feel great, and to simplify your day, so that you can enjoy the things that matter to you - with a happy conscience.

### OUR FORMULATION PRINCIPLES

**Safety, sustainability and efficacy** are our priorities

- and so our formulations are:

- Plant-based with certified organic ingredients
- Enriched with indigenous African plant extracts and other locally sourced ingredients
- Biodegradable and watercourse safe
- Free from potentially harmful chemicals such as parabens and petrochemicals
- Not tested on animals and accredited by Beauty Without Cruelty
- Vegan and/or vegetarian friendly
- pH balanced for optimal skin





# WELLNESS CARE



AFRICAN POTATO CREAM

**African Potato Cream**, made with potent African potato extract, aloe vera, avocado and evening primrose oils, is a deep penetrating and hydrating **anti-inflammatory cream** used to relieve pain and discomfort, and to treat dry and inflamed skin conditions.

**Clear Skin Gel** is a soothing and purifying **antimicrobial gel** used to care for minor wounds, skin irritations, bacterial and fungal infections, and other skin conditions through a powerful blend of aloe vera, tea tree, calendula and echinacea.

CLEAR SKIN GEL



# SKINCARE

SUITABLE FOR  
DAY & NIGHT



## REVIVE RANGE

Formulated for **dry, mature or tired skin**, these repairing and rejuvenating facial skincare products are made with shea butter, kigelia, evening primrose, aloe vera and African potato.

- **Revive Cleanser** is a gentle and non-drying facial gel-cleanser that leaves your skin feeling soft and looking radiant.
- **Revive Moisturiser** is a non-greasy day and night facial moisturiser that leaves your skin feeling supple, nurtured and looking radiant.

Formulated for **combination, oily or acne-prone skin**, these clarifying and restoring facial skincare products are made with aloe vera, bulbinella, echinacea, green tea and lemongrass.

- **Refresh Cleanser** is a foaming facial gel-cleanser that leaves your skin clean, clear and feeling soothed.
- **Refresh Moisturiser** is a lightweight day and night facial moisturiser that leaves your skin evenly moisturised.

## REFRESH RANGE





## RECHARGE RANGE

Formulated to **reduce skin sensitivity and to help calm razor-burn and irritation**, while promoting skin wellness, these soothing and replenishing men's facial skincare products are made with aloe ferox, buchu, jojoba, bulbinella, and witch hazel.

- **Recharge Face Wash & Shaving Gel** is an energising face wash and shaving gel that leaves your skin feeling fresh, cleansed and prepared.
- **Recharge Moisturiser & Aftershave Soother** is a replenishing moisturiser and soothing aftershave lotion that leaves your skin feeling hydrated and comfortable.



## BODYCARE

Formulated for the **whole family, to nurture and nourish sensitive skin, hair and delicate scalp**, these gentle body products are made with aloe ferox, honeybush, calendula, grape seed and macadamia oils.

- **All Over Wash for Body, Face & Hair** is a mild and gentle liquid soap and shampoo that leaves your skin and hair feeling clean and pure.
- **All Over Lotion for Body, Face & Hands** is a nourishing and non-greasy moisturiser that leaves your skin feeling soft and smooth.

## ALL OVER RANGE



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"I am absolutely LOVING the **Revive Cleanser and Moisturiser!** It is truly luxurious. Also, I have no need to buy myself a make-up primer for day-use, as the Revive Moisturiser does the trick beautifully!"

- **Terri Cawood**

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"I had some eczema on my hands and coupled with all the hand sanitiser, my hands were dry and cracked and not even cortisone cream was helping. After applying **Clear Skin Gel** once, I saw a massive improvement. After a few more applications, my hands are pretty much back to normal!"

- **Vasti Visser**

"I am currently undergoing Chemotherapy and had an allergic reaction to it. My face swelled up and my skin was itchy and burning. I used the **African Potato Cream** which immediately gave me some relief and within 4 days the swelling has gone away. I will now use the Revive Moisturiser to treat the dry, cracking skin that was the result of this attack. Thank you Down to Earth, your products are wonderful."

- **Edidt Craucamp**

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"The **Refresh products** have helped me SO much! My face is much less inflamed and irritated. Honestly such fabulous results."

- **Kirsten Niebuhr**

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## DOWN TO EARTH

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Made in South Africa

