

MAKE-UP REMOVER

The FAIR SQUARED make-up remover is perfect for even removing waterproof make-up. Thanks to the Fairtrade apricot kernel oil, this product is very nurturing and moisturising.

FACIAL SCRUB APRICOT

With this facial peeling old left-over parts of the skin can be softly removed. Due to the well-balanced texture of Fairtrade apricot kernel oil and green tea the skin gets sustainably nourished. The result is an extraordinary softness and real anti-aging effect.



DAY CREAM – HYDRO CARE

Moisturising and revitalizing facial care for the day. Valuable argan oil protects the skin from dehydration and environmental stresses. Argan oil is rich in vitamin E which helps to protect the skin against harmful free radicals. Combined with apricot kernel oil and aloe vera, it soothes and moisturises the skin.

NIGHT CREAM – HYDRO CARE

Nourishing and soothing facial care ideal for the night. With a combination of valuable argan oil and rich shea butter. Providing nutrients and vitamins helping the skin to regenerate, deeply moisturising. It contains among others argan oil which nourishes the skin and is popular for its high amount of vitamin E.



BEAUTY CREAM – EXTRA RICH

Rich beauty cream with five different valuable Fairtrade oils for radiant, beautiful skin. This combination of argan oil, almond oil, apricot kernel oil, olive oil, and coconut oil is a spa treatment for your skin. Each oil has intense nourishing and moisturising properties. Amongst other things they are said to support the moisture of the skin and its elasticity as well as regeneration.

24 HOURS CREAM – HYDRO PROTECT

This moisturising 24 Hours Cream is a balanced composition of argan oil, olive oil, and apricot kernel oil, giving your skin protection around the clock. Provides long-lasting moisture without feeling greasy. Valuable argan oil and rich olive oil are excellent sources of vitamin E which helps to protect your skin from free radicals.



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FAIR
SQUARED

Facial Care Guide



THE FACIAL SKIN – A WONDER OF NATURE

The skin is our largest organ and one of the most vital. It surrounds our body with a cover that each day performs outstanding things and that has countless of complex functions. In addition to the protection against external influences (such as heat, cold, air quality, radiation, bacteria, pressure, friction, etc.), the skin regulates our blood circulation as well as the function to sweat; two functions that affect our body temperature, circulatory system, water balance, and metabolism. These functions are also closely linked to our immune system. Additionally, the sensitivity of the skin allows us to absorb even the finest stimuli from the outside as well as it can send signals to our surroundings (when we blush, get goose bumps, etc.). The skin also reflects our general health and wellbeing and makes a lack of nutrients, stress, an unhealthy diet or other bodily irritations clearly visible to our surroundings. Our skin is plainly said a necessity of life and we should take great care of it.

This applies especially to our facial skin. It is the only part of the skin that is exposed to external influences around the clock. The facial skin is also affected by natural changes that happen over time (reduction of elasticity, tension, and resilience and regeneration ability). It is a matter of fact that our skin needs very special attention and care in order to tackle the daily challenges that it has to go through.

With the right products and by taking some rules into account, you can counteract the natural aging of the skin, protect the skin against harmful external influences, compensate for deficiencies,

sustainably strengthen the skin as well as stimulate it. To achieve optimal results, it is however crucial to keep in mind that the skin has different needs during the course of the day.

FACIAL CARE MEANS: CLEANSING, CLEARING AND NURTURING

During the course of the day, our skin follows a natural rhythm. The skin performs different tasks and functions depending on the time of day. A perfectly adapted facial care routine is designed to meet the different needs of this cycle in order to optimally support the skin in its natural work and to provide it with the necessary active ingredients when it needs them. A comprehensive facial treatment fundamentally takes three different things into account: cleansing, clearing and nurture.

1. CLEANSING

The foundation of facial care is a deep cleanse of the pores. This should be done daily in the morning and in the evening. This way, the skin is freed from all impurities that clog the pores (such as dirt, fat, sebum, hair follicles, and make-up) and is thus ideally prepared for the upcoming skin care routine.

2. CLEARING

After cleansing, the face should also be cleared in order to remove residual dirt, to soothe the skin, to balance the pH and to strengthen the skin's natural protection.

3. NURTURE

After cleansing and clearing the skin, the nurturing moisturizing routine should follow. It is very important to consider the natural

rhythm of the skin and what it needs at what time. The facial care main tasks are depending on the time of day the following:

DAY CARE MAIN TASKS

- To protect and vitalize
- To prepare for external influences
- To supply and store moisture
- To nourish with antioxidants to combat free radicals

NIGHT CARE MAIN TASKS

- To regenerate and relax
- To repair of occurred damage
- To support cell division, -formation and -renewal
- To supply and store vitamins and nutrients

FACIAL CLEANSING AND CARE BY FAIR SQUARED

The FAIR SQUARED facial cleansing series has been specifically designed to meet the various needs of the skin during the day to optimally support the skin by its natural pace and to provide it with the necessary active ingredients at every step of cleansing, clearing and care.

FAIR SQUARED is convinced that since nature has created the miracle that is our skin, it is also in nature where we can find the treasures that in a positive and sustainable manner optimally help to support the skin by the many challenges that it has to face. Carefully selected, natural and high-quality raw materials from fair trade have been processed to high-quality products and adapted to the respective needs of the skin.

FACIAL TONIC GREEN TEA

This mild micellar water with vitalizing green tea clarifies, soothes, and refreshes the skin without affecting its protective lipid layer. This facial tonic cleanses the skin, restores its pH balance, enhances the skin's natural defence mechanisms and prepares it for the application of skin care products.

FACIAL CLEANSING LOTION GREEN TEA

This particularly gentle cleansing lotion with vitalizing green tea and nourishing olive oil cleanses the skin softly and thoroughly without drying it out. It efficiently removes dirt, grease, dry skin cells, and make-up.

