

LUCID

Product innovation is critical in staying ahead of the curve when it comes to skin care and evolving consumer needs. Annique has always been on the forefront of skin care product development. We were the first company in the world to introduce Rooibos into beauty products and over the years introduced many novel concepts, like the first vitamin skin spray in SA (Liquid Skin Nutrition) and first to introduce the ground-breaking BONT-L peptide into our Bo-Serum.

Now we are making history again by introducing amazing new innovative ingredients into our best-selling daily skin care range, Lucid and launching our new packaging look!

NEW

With the new Lucid skin care range for dry skin, we have combined three new active ingredients, namely Green Rooibos, probiotics and AquaVital+. This combination of active ingredients is gentle on skin, yet effectively helps moisturise and condition dry, dehydrated and mature skin.



1 Green Rooibos

The previous Lucid range contained fermented Rooibos. In the new range we have included Green Rooibos. It contains much more antioxidants than fermented Rooibos and is a powerful anti-ageing ingredient for skin care formulas.

It has free-radical-quenching abilities that help to protect skin and preserve a more youthful look. Rooibos is also known to have anti-viral, anti-fungal, and antibacterial properties, making it perfect for those with acne, eczema, psoriasis, and other difficult skin conditions. Rooibos protects the skin against damaging UV rays and is known to be hypoallergenic, helping to calm skin and soothe redness, itching and rashes.



2 Pre- and probiotics



What are Probiotics?

Probiotics are an ever-changing group of microorganisms that live within and on the surface of our bodies. There are trillions of them. Every person has their own distinctive combination of these organisms, which is known as the microbiome. We are very familiar with how probiotics in our digestive system can be beneficial for overall health and the incredible benefits it can provide. But did you know you also have your own unique 'family' of probiotics that live in and on your skin?



Why are Probiotics Important for Healthy Skin?

Probiotics in skin care is set to become the next wave of innovations emerging in the beauty industry. The surface of the skin is a multifaceted environment and probiotics play a crucial role in its balance. Over the past decade or so, scientists have uncovered a myriad of benefits that probiotics can have on your skin, including strengthening the skin's barrier from invading bacteria and balancing the skin's pH.

Probiotics help calm and comfort skin to instantly relieve the dry, tight, bothered sensations that come with irritation. They soothe and balance your skin just like probiotics can do for your stomach.

How Probiotics Benefit Skin

Only recently have researchers started understanding the effect that probiotics have for acne and other skin conditions.

The goal of probiotics in skin care is to restore the delicate balance that allows good bacteria to flourish, so skin can keep itself in top shape.

Stabilising the skin's microbiome helps:

- Strengthen the surface of the skin against environmental invaders
- Enhance the skin's ability to become hydrated and stay that way
- Reduce factors that trigger sensitive, red skin
- Improve dryness, including a tight and uncomfortable skin
- Restore a healthy pH to the skin

Probiotics used in Lucid

We have incorporated two Lactobacillus strains of probiotics into the new Lucid range called Lactobacillus casei and Lactobacillus acidophilus. It helps calm and comfort skin to relieve the tight, dry, bothered sensations that come with irritation. Yes, Lactobacillus soothes and balances your skin just like probiotics can do for your stomach.

IMPORTANT:

Probiotics work best when combined with prebiotics – to fuel the growth of probiotics. The new Lucid range also includes a prebiotic (oligosaccharide). Prebiotics serve as food for probiotics, helping them multiply.



DID YOU KNOW?

As probiotics break down on the skin's surface, they create postbiotics. These include hyaluronic acid, peptides and vitamins, which reduce signs of ageing, boost hydration, and improve skin-tone. It's the synergy between these 'biotics' that makes all the difference when it comes to probiotic skin care.

The NEW Lucid range encompasses all of the above.

For Dry / Dehydrated Skin

Annique's new and improved Lucid range of daily skin care products for dry and mature skin will ensure that your skin becomes beaming, radiant and bright. Dry, dehydrated and mature skin requires extra care to restore and retain the skin's moisture content.



Signs to look out for to determine if you have a dry/ dehydrated skin include:

- Almost invisible pores
- Dull, rough complexion
- Red patches
- Your skin is less elastic or bouncy than it used to be
- More visible lines
- A general dry or tight feeling
- Uneven skin complexion
- Lack of plumpness



Our stunning new Lucid jars are also more environmentally friendly! The new jars contain 33% less plastic and use 60% less energy to manufacture than the old jars.

WE CARE FOR THE ENVIRONMENT

Aligned with two of our missions, to do our bit to save the environment and sustainability, the material for new Lucid unit cartons are also responsibly sourced. You will see a logo on the bottom of the cartons from the Forest Stewardship Council (FSC). As the original pioneers of forest certification, FSC has 25 years of experience in sustainable forest management. They use their expertise to promote the responsible management of the world's forests, bringing together experts from the environmental, economic and social spheres.



Simply put: by choosing products with the FSC logo, you are helping to take care of the world's forests. Our new unit cartons are made using materials from FSC certified forests. This ensures that the materials that are used for making the paper are sourced from responsibly managed forests that do not practice illegal logging, or deforestation and don't violate human and traditional rights.



3 AquaVital+

The previous Lucid range contained an active called AquaVital,

derived from a plant-derived carbohydrate complex. Its function was to create a "moisture reservoir" in the skin thus keeping the skin hydrated for longer.

Through extensive research and technology, we have found an incredible new moisturising active ingredient, replacing the previous AquaVital. It is called AquaVital+.

AquaVital+ has the same function as its predecessor, AquaVital, which is to create a "moisture reservoir" in the skin, however it does it in a significantly improved way and is derived from a different natural source.

What is AquaVital+?

AquaVital+ is a sophisticated, yet gentle plant moisturising complex extracted from the seeds of a Peruvian plant called Tara (Caesalpinia Spinosa). It grows in a very dry mountain climate, in the Andes, in which it had to adapt to the surrounding conditions of rapid drying to survive, by developing an internal system to prevent rapid water loss.

It contains valuable molecules called galactomannas (up to 80%) that moisturise the skin by creating a protective film that prevents the rapid evaporation of water.



AquaVital+ is not just great for providing moisture to the skin, but also strengthens the skin's overall health at all levels.

This advanced moisturising ingredient captures and retains water and absorbs it into the skin in both an immediate and long-lasting way to enhance your skin's appearance and texture.

How does AquaVital+ work?

- Immediately and lastingly improves the level of hydration of the stratum corneum (the outermost layer of the skin)
- Prevents transdermal water loss
- The skin gains a healthy glow, elasticity and softness
- In vivo tests prove: + 30.8% immediate hydration after 30 minutes, + 21.1% long-term hydration after 4 hours, + 12.5% long-term hydration after 3 weeks
- In a sensory evaluation 83% said they had softer skin, 67% said they have more moisturised skin

Origin of ingredient	NEW AquaVital+	Previous AquaVital
	 <p>Derived from the seeds of a Peruvian plant called Tara (Caesalpinia Spinosa)</p>	A plant-derived carbohydrate complex
Function (what it does)	Moisturising ingredient – creates a moisture reservoir in the skin Ideal for dry, dehydrated and mature skin	Moisturising ingredient – creates a moisture reservoir in the skin For dry, dehydrated and mature skin
How it works	Acts as a gentle, yet highly effective moisturising, film former and anti-ageing agent. It captures and retains water and immediately and naturally integrates it into the skin. AquaVital+ is not just a rich moisturiser, but also aids in strengthening the skin's overall health at all levels	AquaVital provides your skin with instant and deep hydration Good water-binding agent and emollient for skin
Sensitivity	AquaVital+ is safe and well tolerated by the skin; it does not produce irritation or allergies	AquaVital is suitable for all skin types including sensitive skin

Lucid Cleanser 150ml

This gentle, non-irritating cream cleanser effectively removes impurities without stripping the skin of its own natural oils. It is ideal for dry, sensitive or mature skin types. Use once a day, preferably in the evenings, to avoid disturbing the skin's delicate pH balance

The Lucid Cleanser does not contain probiotics or Aqua-Vital+, as this is a "wash off" product.

BENEFITS:

- Prevents skin dehydration while cleansing
- Gentle
- Removes impurities
- Improves skin appearance
- Fragrance free
- Suitable for even the most sensitive skin



Lucid Moisture Lotion 50ml

This light, non-irritating, fast absorbing, instant hydrating moisturiser provides moisture to dry skin, but leaves a more matt finish on the skin than Moisturiser for Dry skin. Press gently onto skin regularly throughout the day.



BENEFITS:

- A lighter formula than Moisturiser for Dry Skin
- Helps prevent very dry and dehydrated skin
- Improves skin's hydration levels
- Helps relieve skin tightness
- Provides immediate and long lasting moisturisation
- Formula leaves a more matt finish on the skin
- Fragrance free

Lucid Moisturiser for Dry Skin 50ml

A luxurious, creamy moisturiser specifically formulated for dry, dehydrated and mature skin. Press gently onto skin regularly throughout the day.

BENEFITS:

- Ideal for dry, dehydrated and mature skin
- Aids in improving the skin's moisture levels
- Provides immediate and long lasting intense moisturisation
- Enhances the radiance of skin complexion
- Soothes, nourishes and comforts skin
- Fragrance free

Lucid Night Cream 50ml

This rich, nourishing night cream intensely moisturises and restores suppleness to dry, dehydrated, mature, and sensitive skin at night. Apply after cleansing with the Lucid Cleanser, by gently pressing onto dry, cleansed skin.

BENEFITS:

- Helps prevent very dry and dehydrated skin at night
- Intensely moisturises and restores suppleness
- Improves the skin's moisture levels
- Soothing, nourishing and comforting effect
- Repairs and protects the skin against moisture loss
- Fragrance free



Lucid Freshener 100ml

This innovative, hydrating antioxidant freshener for dry and dehydrated skin is enriched with anti-ageing inca omega oil. Spray over face and neck, mornings and evenings after applying all your other Annique creams and skin treatment products.

BENEFITS:

- Helps maintain skin hydration
- Inca omega oil assists in decreasing inflammation and redness of skin
- Balances the skin's pH levels
- Improves skin texture
- Suitable for sensitive skin
- Fragrance free

