

Mind + body care rituals powered by
indigeneous Latin American botanicals.



ABOUT THE FOUNDER

REBEKAH JASSO JENSEN

Rebekah Jasso Jensen is the visionary founder behind Sanara, a transformative brand that is revolutionizing the beauty and wellness industry. With a deep commitment to promoting diversity, inclusivity, and sustainable solutions, Rebekah has positioned Sanara as a trailblazer in the industry.

Rebekah's journey with Sanara began in 2018, when she started the brand in her kitchen. Drawing inspiration from her own experiences and a desire to empower individuals to prioritize self-care and skin health, Rebekah embarked on a mission to create a line of mind and body care products that would transform the industry. Little did she know that her personal journey would intersect with her brand's message in a profound way.

In early 2021 and late 2022, Rebekah was diagnosed with breast cancer, which further fueled her commitment to accessible, holistic, and natural wellness solutions. This deeply personal experience underscored the importance of body awareness, intuition, and advocating for one's health. It solidified Rebekah's dedication to empowering women to prioritize self-care, skin health, and body knowledge through Sanara.

With Sanara, Rebekah is challenging beauty and wellness norms by promoting diversity and inclusivity. The brand's use of indigenous Latin American botanicals not only celebrates traditional knowledge but also showcases the untapped potential of these ingredients. By championing natural and under-utilized botanicals, Rebekah is reshaping the industry and advocating for a more inclusive and sustainable beauty and wellness market.

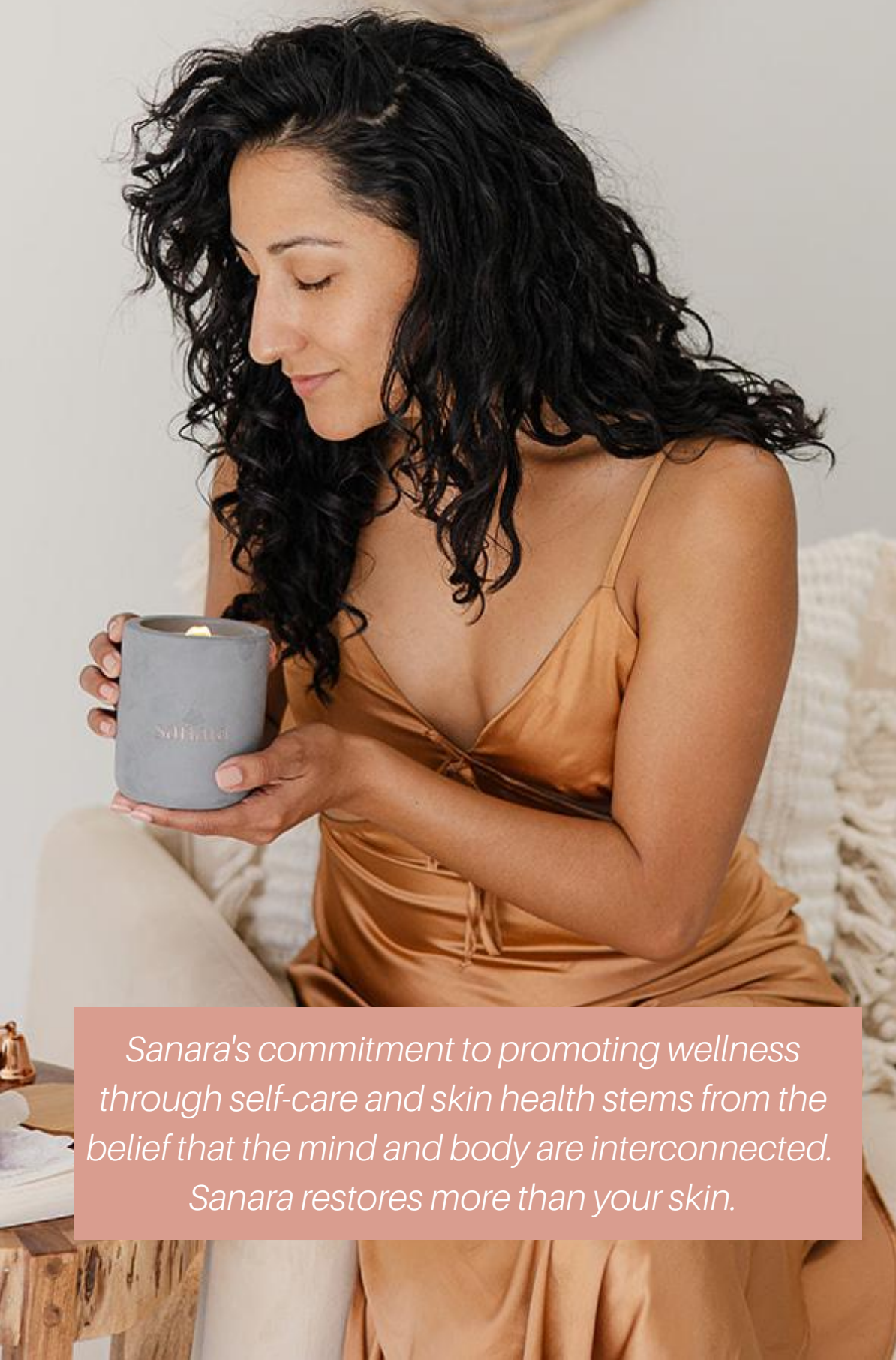
As Sanara continues to thrive under Rebekah's leadership, she envisions expanding its reach beyond the spa market to inspire a wider audience. Through retail and direct-to-consumer channels, Rebekah aims to promote her mission of diversifying the industry and empowering individuals to prioritize their well-being.

Rebekah Jensen's visionary leadership and personal journey have made her a powerful force in the beauty and wellness industry. Her commitment to promoting diversity, inclusivity, and sustainable solutions has set Sanara apart, and her resilience in the face of adversity has inspired many. Rebekah's passion for empowering individuals to prioritize self-care and holistic wellness continues to guide her as she leads Sanara into a future of impactful change.



ABOUT

SANARA



Sanara's commitment to promoting wellness through self-care and skin health stems from the belief that the mind and body are interconnected. Sanara restores more than your skin.

Sanara is revolutionizing the beauty and wellness industry by championing diversity and inclusivity through its range of mind and body care products.

Derived from the Spanish word sanará meaning "you will heal," the brand embodies its dedication to promoting wellness through self-care and skin health. It's remarkable success can be attributed to its powerful message, award-winning product line, celebration of indigenous Latin American botanicals, and focus on sustainable and holistic wellness solutions.

Currently, Sanara's products are being embraced for signature body rituals and are available at prestigious Four Seasons, Omni and Auberge resorts. Customers seeking personalized and immersive experiences that align with Sanara's mission have wholeheartedly embraced the brand's high-quality and natural beauty and wellness solutions.

Sanara's mission is to diversify the beauty and wellness industry and empower all women to prioritize self-care and skin health. By utilizing indigenous Latin American botanicals, Sanara challenges traditional beauty and wellness norms, striving for a more inclusive and diverse industry and addresses the increasing demand for natural and high-quality beauty and wellness products.

Sanara's commitment to promoting wellness through self-care and skin health stems from the belief that the mind and body are interconnected. Sanara restores more than your skin.

The brand's emphasis on utilizing natural and underutilized indigenous ingredients underscores the significance of sustainability and the preservation of traditional knowledge. Sanara creates luxurious and functional products that address customer pain points by employing unconventional ingredients like Yerba Maté instead of Green Tea, bamboo fiber for scrubs instead of traditional sugar and salt, and Cupuaçu butter—a little-known ingredient native to the Amazon that surpasses commonly recognized alternatives.

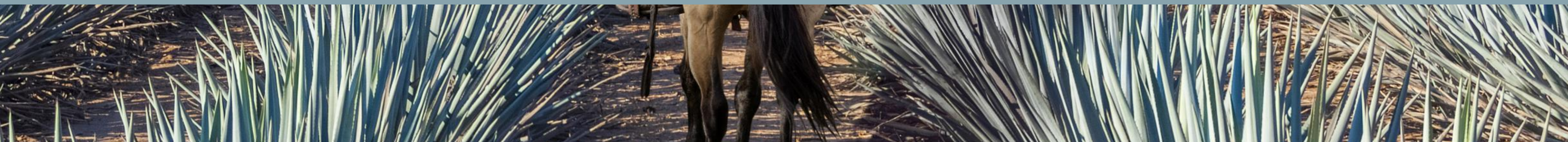
The personal journey behind Sanara began in 2016 when the brand's founder started it in her kitchen creating products for her psoriasis. However, the brand's message took on an even deeper meaning when she was diagnosed with breast cancer in early 2021 and late 2022, both after feeling changes in her breast from her own daily body care rituals. This profound experience reinforced the importance of body awareness, trusting intuition, and advocating for one's health. The founder's cancer journey highlighted the necessity for accessible, holistic, and natural wellness solutions, further igniting Sanara's commitment to empowering women to prioritize self-care, skin health, and body knowledge.

Sanara's transformative presence in the beauty and wellness industry is marked by its unwavering dedication to diversity, inclusivity, and sustainability. Through its exceptional products, celebration of indigenous Latin American botanicals, and mission to empower individuals to prioritize holistic wellness, Sanara is reshaping the industry and inspiring positive change.



"Great potential of Latin American plant biodiversity in the cosmetics industry and its low commercial exploitation in contrast to Asiatic plant biodiversity."

(Cosmeticsdesign-europe.com April 2020)



Sanara is here to change that.



TRANQUILA Collection

Mind + Body care rituals powered by indigenous Latin American botanicals.

Natural Skin Therapy
Our Clean Beauty Promise



- Natural, plant-derived ingredients
 - No synthetic chemicals
 - No artificial fragrance or colors
- Gentle and kind to sensitive skin
 - Cruelty-free
- Free of parabens, phalates and nuts
- Safe for use with pregnant women

Discover the transformative power of our Bamboo Fiber and Mango Seed Body Polish. This exquisite blend showcases the rejuvenating benefits of bamboo fiber and mango seed, unveiling a radiant complexion. Infused with hydrating Cupuaçu and antioxidant-rich Vitamin E, it deeply moisturizes and protects your skin, while the natural earthy scent and creamy texture provide a spa-like indulgence.

Key Ingredient Features & Benefits:

- Bamboo Fiber: Gentle yet effective exfoliator. Strengthens skin tone
- Cupuaçu Seed Butter: Called the "Amazonian Superfruit" is one of nature's most powerful moisturizers. Provides over 200% more moisture than its counterpart Shea Butter. It is also much lighter than Shea Butter!
- Mango Seed, Aloe Leaf Extract, Vitamin E & Antioxidants: combine to protect, soothe and help minimize inflammation of the skin

What sets our scrub apart from the rest. See Video Here.

- 95% of scrubs are made with sugar or salt, we wanted a medium that was great for sensitive skin like sugar without the sting like salt.
- It applies like peanut butter so your therapists no longer have to continuously pick up scrub that has dropped and they can focus on their client
- We start with butters as opposed to oils, so the scrub suspends within the product and doesn't sink! No longer do you need to throw the bottom of your scrub away because the oils have separated from the scrub. Our scrub is the same from beginning to end.
- Easy clean up in shower or hot, wet towel.
- Product is colored with Acai (and acts as an additional exfoliant) which absorbs and doesn't leave behind a stain.



Complete Ingredient List: Mango Seed Butter, Cupuaçu Seed Butter, Coconut Oil, Aloe Leaf Extract, Bamboo Stem, Sunflower Seed oil, Rosehip Seed Oil, Rosemary Leaf Extract, Acai Berry, Vitamin E, TRANQUILA Signature Scent (Orange oil, Amyris, Lavender and Ylang Ylang)

*Available in Sample, Travel, Retail and PRO sizes

Travel Size: STRPOL1.18
1.18 oz.

Wholesale: \$8.00 | MSRP: \$16.00

Retail Size: STRPOL5.3
5.3 oz.

Wholesale: \$22.50 | MSRP: \$45.00

Pro Size: STRPOL68
68 oz.

\$130.00


Our Black Brazilian Clay soap bar is a luxury Brazilian clay soap bar scented with our Tranquila signature scent . It's made with organic Olive oil, Coconut oil, Cupuaçu butter and Jojoba oils for deep moisturization and hydration. Black Brazilian clay removes impurities and promotes skin balance without dehydrating your skin. So, go ahead and wash away your worries and lather up with our all-natural, vegan soap bar. A perfect soap for the face and body and gentle enough for everyday use.

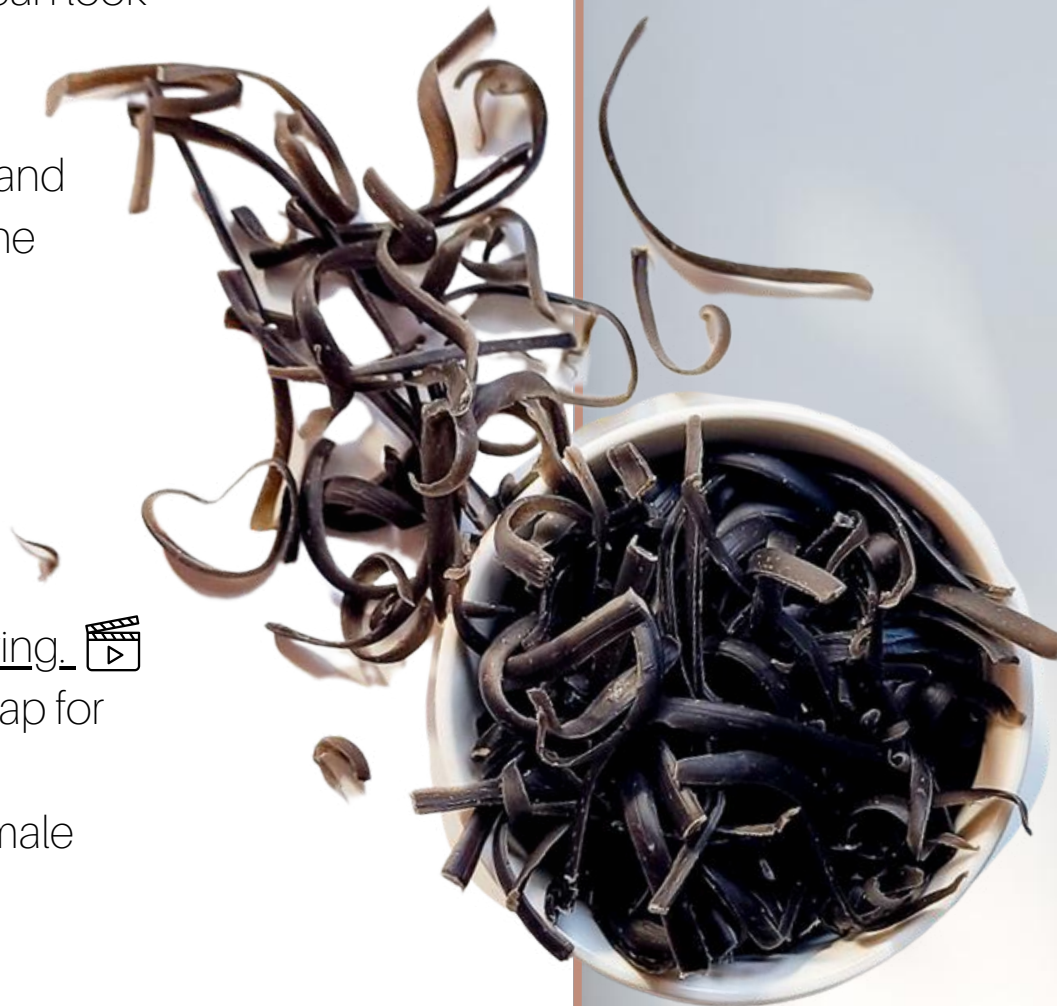
Key Features & Benefits:

Black Brazilian Clay helps remove impurities, promotes skin balance, eliminating wastes such as impurities, oils, and dead skin cells so that your skin can look healthy and refreshed.

Ultra-moisturizing properties with botanicals like Jojoba oil, Olive oil, and Cupuaçu Butter leaving skin soothed and hydrated. Coconut oil in the saponification process offers cleansing and moisturizing properties.

What sets our cleanser apart from the rest.

- Waterless formulation for sustainability
- Can be used for body, face and creates a creamy lather for shaving. 
- Cupuaçu and Jojoba Oil are super fats suspended within the soap for deeper hydration.
- Scent is not overpowering and a favorite product amongst our male customers.
- Black Brazilian Clay is less harsh and drying than Charcoal.



Complete Ingredient List: Saponified oils/butters of Sunflower*, Coconut*, sustainable Palm*, Castor*, and Safflower*, TRANQUILA Signature Scent (Orange oil, Lavender, Ylang Ylang, Amyris), Sodium Lactate; Black Brazilian Clay, Olive*, Jojoba Oil*, Cupuaçu, Kaolin clay, Rosemary Extract

*Available in Travel and Retail sizes

STRSBB1.25
1.25 oz.
Wholesale: \$3.00 | MSRP: \$6.00

STRSBB5
5 oz.
Wholesale \$11 | MSRP: \$22

Experience the ultimate indulgence for your skin with our Chilean Rosehip Seed Body Oil. Infused with Jojoba and Vitamin E, this luxurious blend nourishes, revitalizes, and restores your skin's natural radiance. Packed with essential fatty acids and antioxidants, the Chilean Rosehip Seed Oil rejuvenates, while Jojoba oil provides deep hydration and soothing benefits. The addition of Vitamin E protects your skin from environmental stressors. Pamper yourself with this lightweight, delightfully scented body oil, and unlock the secret to velvety-soft, radiant skin. Our Chilean Body oil is multi-functional and can also be applied to your face and hair..



Key Features & Benefits:

- Rosehip Seed oil is native to Chile considered "The oil of the youth" facilitating in hydration and wound healing, exhibiting anti-inflammatory properties.
- In the 18th century, Native Americans ground Jojoba seeds into a salve to medicate the skin and condition the hair. improving the look and feel of skin and hair soothing irritation and reducing the appearance of blemishes.

What sets our moisturizer apart from the rest. [See Video Here.](#)

- Lightweight, highly moisturizing body oil
- Waterless formulation for sustainability
- Multi-functional. Can be used for body, face and ends of hair.
- Highly concentrated, curated ingredients
- Essential Oils to scent
- Functional and Experiential. Add a few pumps to our Yerba Maté Bath Soak to create your own dry scrub and cleansing paste.
- No peanut oils



Complete Ingredient List: Fractionated Coconut Oil, Sunflower Seed Oil, Jojoba Oil, Rosehip Seed Oil, Rice Bran Oil, Rosemary Leaf Extract, Vitamin E, TRANQUILA Signature Scent (Orange oil, Lavender, Ylang Ylang, Amyris)

| | | | |
|-----------------------------------|-----------------------------------|-------------------------|---------------------------|
| Travel: STROIL1.69 1.69 oz. | Retail: STROIL5 5 oz. | PRO: STROIL64 64 oz. | PRO: STROIL320 320 oz. |
| Wholesale: \$9.00 MSRP: \$18.00 | Wholesale: \$24.50 SRP: \$49.00 | \$105.00 | \$360.00 |

*Available in Sample, Travel, Retail and 2 PRO sizes

Experience the ultimate luxury with our Cupuaçu Seed Body Butter. Infused with Aloe and Vitamin E, this indulgent blend deeply nourishes and moisturizes your skin, leaving it soft, supple, and hydrated. The rich texture absorbs quickly without any greasy residue, while Cupuaçu seeds and Aloe replenish moisture and Vitamin E protects against environmental stressors. Let the soothing aroma transport you to a state of blissful relaxation as this velvety body butter revitalizes your skin, providing a long-lasting, silky smooth touch. Treat yourself to a spa-like experience every day and embrace the indulgence your skin craves.

Key Features & Benefits:

- A concentrated and deep moisturizer created for extra dry skin and easy application
- Cupuaçu Seed Butter: Called the "Amazonian Superfruit" is one of nature's most powerful moisturizers. Provides over 200% more moisture than its counterpart Shea Butter. It is also much lighter than Shea Butter!
- Coconut oil, Aloe Leaf Extract, Vitamin E, Rosehip Seed oil & Antioxidants: combine to protect, soothe and help minimize inflammation of the skin

What sets our moisturizer apart from the rest. See Video Here 

- Creamy, silky texture. Do not need to warm up butters before applying.
- Waterless formulation for sustainability
- Multi-functional. Can be used for body, face and ends of hair.
- Highly concentrated, curated ingredients
- Essential Oils to scent
- Cupuaçu Seed Butter is 2X more hydrating than Shea Butter
- No peanut oils



Complete Ingredient List: Coconut Oil, Cupuaçu Seed Butter, Aloe Barbadensis Leaf Extract, Rosehip Seed Oil, Vitamin E, TRANQUILA Signature Scent (Orange oil, Lavender, Ylang Ylang, Amyris)

*Available in Sample, Travel, Retail and PRO sizes




| | | |
|---|--|-------------------------------------|
| Travel: STRBUT1.18 1.18 oz. Wholesale: \$8.00 MSRP: \$16.00 | Retail: STRBUT5.3 5.3 oz. Wholesale: \$22.50 MSRP: \$45.00 | PRO: STRBUT68 68 oz. \$130.00 |
|---|--|-------------------------------------|

Experience our invigorating Yerba Maté Bath Soak infused with Aloe and Jojoba Oil. Detoxify and refresh your skin with antioxidant-rich Yerba Maté, while Aloe soothes and moisturizes, reducing redness and irritation. Let Jojoba Oil deeply hydrate and restore your skin's natural balance, revealing a radiant glow. Transform your bath into a luxurious oasis of relaxation, rejuvenating your body and promoting a renewed sense of well-being. Indulge in the power of nature and enjoy a luxurious bathing experience.

Key Features & Benefits:

- Caffeine from Brazilian Yerba Maté tea is rich in antioxidants and polyphenols
- Ultra soothing and moisturizing properties with botanicals like Jojoba oil, Coconut oil, and Aloe Vera leaving skin soothed and hydrated.
- Brazilian clays act as mild exfoliators, aiding in removing waste, impurities, and dead skin cells

What sets our bath soak apart from the rest.

- It's not just a soothing bath soak, it's a luxurious bubble bath  too!
- Waterless formulation for sustainability
- Easily rinses away! 
- Essential Oils to scent
- Functional and Experiential. In addition to it being a bath soak if you add a few pumps to our Yerba Maté Bath Soak you create your own dry scrub and cleansing paste. 
- Reusable Aluminum containers for sustainability.
- Loose formulation so you control how much product to use so you never over-use.
- Incorporates dehydrated aloe vera so, when it meets the water, it creates a silky, soothing bath.



Complete Ingredient List: Baking Soda, Citric Acid, Sodium Lauryl Sulfoacetate (a sulfate-free surfactant, from coconut), Arrow Root, Jojoba oil, Coconut oil, Aloe Vera, Yerba Maté, Acai berry, Pink Brazilian Clay, TRANQUILA Signature Scent (Orange oil, Lavender, Ylang Ylang, Amyris), Red Brazilian Clay

STRBAT2

2 oz.

Wholesale: \$8 | MSRP: \$16.00

STRBAT10

10 oz.

Wholesale: \$27 | MSRP: \$54.00

PRO: STRBAT52

52 oz.

\$115.00

*Available in Sample, Travel, Retail and PRO sizes

Sanara was born to embrace those profound moments in life when a pause and reconnection are essential. Inspired by the whispers of Rebekah's ancestors. A lineage that cherishes the bounties of their land, where healing concoctions were lovingly crafted by her abuela. Within Sanara, the essence of Latin American botanicals thrives, an eloquent tribute to her forebears.

The gentle, smoky aroma symbolizes the vanishing of negativity—thoughts, experiences, and emotions alike. Lavender, a symbol of spring, rebirth, and refinement, imparts its delicate touch. While citrus notes brighten your soul, igniting hope for the future. Ylang Ylang, with its alluring fragrance linked to Venus, becomes a personal love charm, dispelling internal fears, and nurturing self-love and self-assurance.

Our TRANQUILA candle, meticulously crafted and infused with 100% essential oils. A harmonious blend of uplifting orange oil, calming Lavender, and embracing Ylang Ylang, anchored to perfection by Amyris. As you ignite this candle, may you feel the reverberations of generations past, where prayers and healing were cultivated with tender care.

What sets our candle apart from the rest.

- Heavy, cement and luxurious feeling candle
- Gender neutral scent
- TRANQUILA Signature Scent
- No artificial fragrances
- Wooden wick for maximum sensory experience
- 35 hours of burn time
- Scent is strong but not too powerful and never takes over the room

STRC9

9.5 oz.

Wholesale: \$27.50 | MSRP: \$55.00



*Available in Retail size

There are moments when life just gets too stressful. Moments when we need to find a way to escape for a little bit. The solution is simple—take time to relax. Add TRANQUILA aromatherapy oil blend to your favorite diffuser and enjoy the calm, relaxed feeling of being in nature.

Bright citrus notes with earthy and floral aromas, herbaceous

Uplifting, fresh, calming, soothing, relaxing, comforting

Top Notes: Orange

Middle Notes: Lavender, Ylang Ylang

Base Notes: Amyris

What sets our Signature EO Blend apart from the rest.

- Truly unique in its scent profile.
- Gender neutral scent

STREOBLEND10
10 ml
Wholesale: \$16.00 | MSRP: \$32.00



*Available in Retail size

Earth Friendly Packaging

Repurpose, Reuse, Relove

- 95% Plastic Free
- NO single use plastic containers
- Minimal, efficient packaging eliminating waste.
- Luxury, frosted glass
- Sustainable Bamboo lid/spoon/scoop
- Containers thoughtfully designed for merchandising.
- Designs your customer would be proud to display.
- Glass and aluminum containers for repurposing
- Retail and Travel Sizes
- Gift Sets



IndieBeautyExpo



7 sustainable beauty brands by Latinx entrepreneurs

The U.S. Census Bureau predicts that 1 in 3 Americans will be Hispanic by the year 2060, which means Hispanic entrepreneurship will be critical to America's continued success.

To celebrate Latinx contributions to American culture, we've rounded up a few of our favorite sustainable beauty and wellness brands that are owned by Latinx entrepreneurs. These products are vegan, cruelty-free, or planet-forward. You can feel good about shopping these brands to expand your beauty cabinet and support Latinx businesses. Here are seven Latinx sustainable beauty and wellness brands to shop for Hispanic Heritage Month – and always.

JALEESA CHARISSE

7 Indie Beauty Brands Currently On My List [Edition 5.14.19]

Pure ingredients is what drew me to Sanara. Any product that uses extracts and oils from fruits, vegetables and plants that can also be ingested piques my interest. Another super interesting thing about this particular brand is that they are currently reformulating all of their products and the ingredients will pay homage to the founder, Rebekah's, Latin roots celebrating indigenous Latin American botanicals. In my opinion, that is extremely exciting and I love to see that type of authentic representation in the beauty space in general. One of the newest formulas, their Yerba Maté Bath Soak will be introduced at Indie Beauty Expo (sneak peek in the photo to the left) and I can't wait to check it out because I enjoy a solid soak.

Sanara's current range includes: Açai Age Defense Moisturizer, Açai Berry Face Polish (with Rosehip Seed Oil), Açai Berry Body Polish (with Seabuckthorn Oil), Açai Berry Body Butter (with Argan & Perilla Seed Oil), Purple Brazilian Facial Soap and Activated Charcoal Facial Soap.

The new additions are mentioned to include: Bamboo Fiber with Mango Seed Body Polish, Cupuaçu Seed Body Butter, Chilean Rosehip Seed Body & Massage Oil and the aforementioned Yerba Maté Bath Soak.

ON MY LIST: AÇAÍ BERRY BODY BUTTER WITH ARGAN & PERILLA SEED OIL AND YERBA MATÉ BATH SOAK

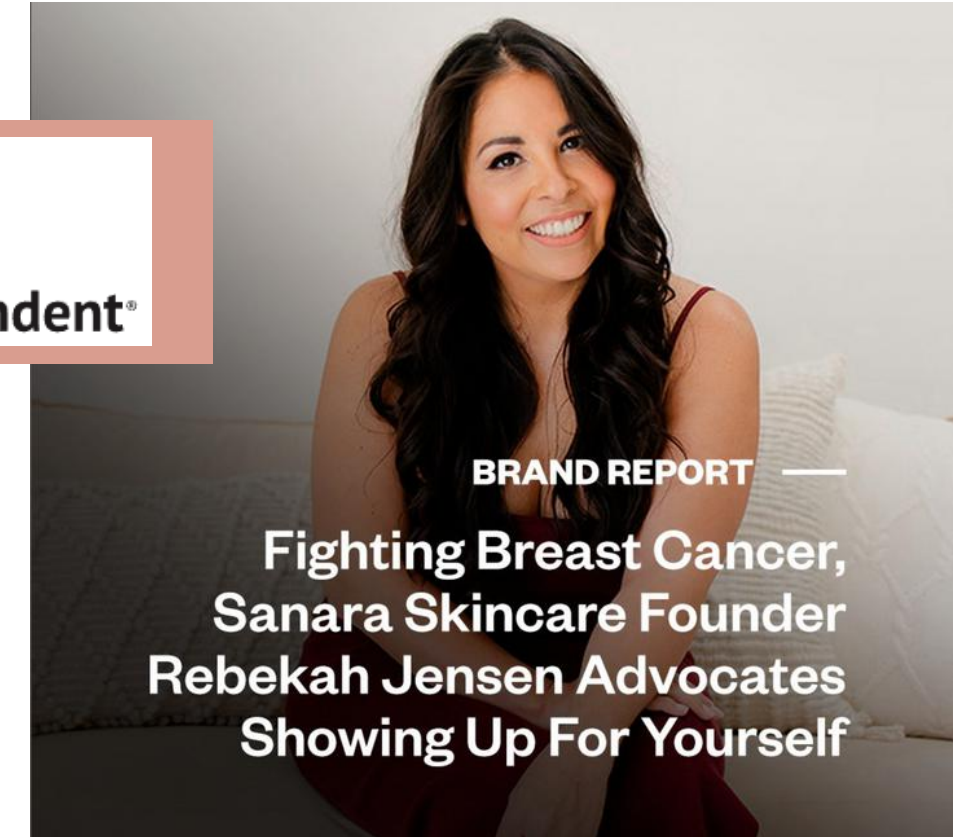
TEXAS LATINO OWNED BUSINESSES

TO FALL IN LOVE WITH

www.mycurllyadventures.com

Sanara Skincare

Rebekah founded Sanara Skincare after looking for products that she could use while dealing with Psoriasis. Using Latin American ingredients such as Cupuaçu which is 2 times more hydrating than Shea butter, her expert driven list of ingredients are combined for a luxurious spa experience from her Yerba Mate bath soak, to her Cupuaçu seed body butter, Chilean Rosehip Seed Body oil, and more!



BRAND REPORT

Fighting Breast Cancer, Sanara Skincare Founder Rebekah Jensen Advocates Showing Up For Yourself

27 Latinx-Owned Beauty Brands To Support Now & Always



Sanara Skincare

After realizing that there was an untapped market for skin-care formulas that incorporated tried-and-true botanicals that her ancestors used, Rebekah Jasso Jensen turned her dining room into a test lab. The result? Sanara Skincare, a plant-based skin-care line that uses indigenous Latin American ingredients like cupuaçu seed butter and bamboo fibers. Jasso Jensen, who has psoriasis, made sure every formula was designed to work for those with skin sensitivities.



Elevating Partnerships

Sampling: Sanara is available to support smart sampling initiatives. We are fully committed to support brand discovery and enhanced customer service through this initiative. Just ask!

Event Activations: With unique experience bringing our product to life through meaningful event programs, we are committed to supporting our spa partners with strategic activations. Let's collaborate and create something magical!

Training: Rebekah understands the value of staff training and knowledge, which is why we have training programs in place to ensure staff feel confident selling Sanara alongside your existing assortment. Opening orders over \$3,000 receive free onsite training with Rebekah and therapist (as needed) as well as video live/evergreen training. Opening orders less than \$3,000 receive both live and evergreen video training.

TRANQUILA Ritual

Signature Body Treatment
(60-120 min. suggested treatment)
Cost per Treatment: \$8.64-\$10.81

Soothe, heal and relax your mind, body and skin with Sanara's TRANQUILA Ritual.

Setting the stage for a full sensory experience you'll first step into a therapeutic bubble bath soak infused with botanicals from Latin America that relax the mind, soothe your skin and loosen muscle tension, preparing your mind and body for your treatments ahead.

Next indulge in a full-body exfoliation. Uncovering and discovering your bright beautiful skin.

To complete the TRANQUILA Ritual end with a full body ceremonial massage with rich butters from the Amazon.

Step 1

Full body bath soak using our Yerba Maté Bath Soak with Aloe & Jojoba oil (10-20 min)

Step 2

Full body exfoliation using our Bamboo Fiber with Mango Seed Body Scrub (15-25 min)

Step 3

Massage of your customers choosing using the Chilean Rosehip Seed Body oil AND/OR Cupuaçu Seed Body Butter (45 min-1 hour)

Step 1



Step 2



Step 3



And/OR



*Steps can be omitted, and times can be adjusted

What we love about Sanara is we can slip into any of your current treatments or if you're ready to freshen things up add TRANQUILA Ritual or El Cuerpo Ritual, signature treatments that includes a full body scrub, bath soak and full body massage.




We also love to customize treatments so your customers get a truly unique experience.

Full Protocol List Available

- TRANQUILA Ritual (signature treatment)
- El Cuerpo Ritual (signature treatment)
- Bath Soak Protocol
- Body Scrub Treatment Protocol
- Hand + Foot Treatment
- Manicure-Pedicure Treatment

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