**Eu’Genia Shea**

**Skin Type :**

* Normal: “Perfect for dry spring days… Or winter, or fall, or any day for that matter!” -@SusieNayoungKim
* Combination: “I told you it was like magic” -@KarenHunter
* Dry & Sensitive: Official sponsor of the National Psoriasis Foundation
* Oily: Vitamin A helps decongest pores to reduce acne

**Product Description:**

* Intensive face & body moisturizer

**What else you need to know:**

* This multi-tasking wonderbalm is the all-natural alternative to chemical & petroleum jelly packed moisturizers
* ***The more shea butter the better, but not all shea is created equal.*** We produce it fresh from the wild, from our family to yours. Good shea butter starts from the nuts. Thousands of organically trained & sustainably paid pickers provide shea nuts for our in-house processing team that manufactures our shea butter according to the standards my mother developed as the President of the Global Shea Alliance. This means one thing: you get the absolute best every time.
* ***15% of profits returned to our workers in the form of an education fund for their children***

**Instructions:**

* Use fingertips to remove a small amount of shea from tin (seriously, a small amount goes a really long way). Place shea butter in the palm of your hand and rub your hands together to warm it. Apply the shea to wherever needs some moisturizing love. Apply as needed to hands, feet, body and face (won’t clog your pores!)
* Post shave/wax, beard pomade, conditioning hair mask, makeup removal, pre-flatiron… pretty much all of the things

**Totally Clean:** No parabens, synthetics, sulfates, phthalates, or animal testing

**Clean Swap:**

* Rosebud Salve or petroleum jelly

**Certifications:** organic, gluten free, vegan & fair trade, but no official certifications

|  |  |  |
| --- | --- | --- |
| **KEY INGREDIENTS** | **SOURCE** | **FUNCTION** |
| Shea Butter: All products have at least 95% shea content, relative to generally <10% for peers.  | Wild shea trees | * Performs all three moisturizing requirements (draws moisture to skin, helps retain moisture, fills gaps between skin cells to smooth skin)
* “healing fraction” is 7-12x that of other seed oils
* doesn’t clog your pores
* vitamin A: anti-aging, collagen production
* vitamin E: skin cell regeneration (anti-scarring/wrinkles/acne)
* vitamin F: anti-inflammatory, moisturizing, softener
* vitamin K: improves increases skin elasticity, reduces dark circles
 |
| Shea Oil  | Wild shea trees | Hydrates & softens |
| Baobab Oil  | Baobab tree | Quick absorbing anti-oxidant (vitamins A, D, E, F) |
| Moringa Oil | Moringa tree | Anti-aging & natural glow (A, B, B1, B2, B3, B6, C, & E) |
| Grapefruit Essential Oil | Grapefruit | Rejuvenating  |
| Lavender Essential Oil | Lavender | Calming |