

LÜK BEAUTIFOOD

EST. 2012



THE  
**story**  
SO FAR

DELICIOUS... INSIDE + OUT

LÜK BEAUTFOOD  
EST. 2012

*WE'RE OBSESSED  
WITH MAKING  
NOURISHING COSMETICS  
THAT LOOK, TASTE &  
FEEL AMAZING*



CONSCIOUSLY MADE, AWARD WINNING, AUSTRALIAN CLEAN BEAUTY

VOGUE marie claire InStyle mbg mindbodygreen allure POPSUGAR 29 REFINERY29



OUR MISSION:  
 TO CREATE SIMPLE AND UPLIFTING  
 BEAUTY PRODUCTS THAT HELP  
 EVERY WOMAN, EVERY DAY TO FEEL  
 ALIVE AND NOURISHED, WITHOUT  
 COMPROMISING HER WELLBEING  
 OR OUR PLANET.



# welcome

I created Lük Beautifood to make beauty products to celebrate and elevate every woman's innate natural beauty and support her beliefs and self worth.

Our 100% natural products are designed to create a natural look and healthy glow, to help her look and feel alive and nourished and give her the energy to feel her most radiant self every single day.

Harnessing the transformational power of food and botanicals, our skin care, colour and treatments nourish, soothe, hydrate and protect with vitamins, minerals and antioxidants essential for healthy luminous skin.

Our multisensory products are suitable for all ages and skin tones to wear all day, everyday without sacrificing style, wellbeing or the planet.

Clean, conscious and credible, we are proudly Australian indie beauty, female-founded and passionate about nutrition and natural beauty.

**A FRESH APPROACH  
 TO BEAUTY. PRODUCTS  
 DESIGNED FOR A NATURAL  
 LOOK & HEALTHY GLOW**



*Cindy*  
 LÜKEN

CEO + Founder Lük Beautifood  
 B.App.Sci Food + Nutrition | Honorary M.Sci

## WHAT GOES ON goes in

The average woman applies 515 chemicals to her skin each day, and most traditional cosmetic and skincare brands can be made almost entirely of plastic and synthetics that may irritate the skin, are known endocrine disruptors, or are linked to cancer<sup>1</sup>. We never use these harmful ingredients, including preservatives, phthalates, petrochemicals, heavy metals, glycols, silicones, synthetic colours and fragrance.

**“Given we can ‘eat’ at least 400 lipsticks in a lifetime, shouldn’t what we apply to our lips and skin be as delicious and good for us as the food we eat?” - C. Luken**

**WE BELIEVE WHAT WE PUT  
ON OUR SKIN SHOULD BE  
AS NUTRITIOUS AND SAFE  
AS THE FOODS WE EAT**

## HARNESSING THE beauty *in* food

Backed by science, we harness the transformational power of nutrient active foods and botanicals. The foods you eat are naturally rich in vitamins, antioxidants, anti-inflammatory and fats. We use these healthy, nutritious ingredients in our lipstick to replace the synthetic fats, oils, waxes, colourants, fragrances, preservatives and texture modifying agents used by conventional makeup brands that are known endocrine disruptors or are linked to cancer.



For our full Dirty List see our website:  
[lukbeautifood.com/pages/dirty-list](http://lukbeautifood.com/pages/dirty-list)

# OUR journey



**2000**

### Award Winning Innovation

Cindy is awarded an honorary master of science from Newcastle University after gaining her applied science degree in 1987.

She begins her business journey, that would see her personally win more than 20 export, entrepreneur and business awards, be inducted into the Australian Businesswomen's Hall of Fame and win an innovation prize awarded by the Prime Minister of Australia.

### Sells First Business

Cindy founds and then sells her first business Lük & May Biscuits, taking time out to raise her two children.

**2003**



**2008**

### Arrives in Beauty Industry

Cindy lands in the beauty industry. She learns how beauty products are traditionally made.

A food scientist, chef and award-winning entrepreneur, she put her passion to work in her Sydney kitchen with a mission to make the most delicious beauty products to feed the skin from the outside in and inside out.

### Lipstick Innovation

Over three years, Cindy creates Lip Nourish, the first 100% natural, toxin free cosmetic lipstick made from healthy, nutritious foods to replace the synthetic fats, oils, waxes, colourants, fragrances, preservatives and texture modifying agents used by most conventional brands.

**2012**



**2016**

### Pioneers Clean Beauty

Cindy pioneers the 'clean' beauty movement and then goes on to raise \$2 million to make healthy makeup accessible to women online.



GOES TO NEW YORK!



### Lük Goes Global

Nearly 1 million lips have been nourished and the growing Lük Beautifood range is stocked in 500+ stores in Australia, USA, Russia and Asia.

**2020**



**2021**

### Concerns over the COVID

The world is plunged into chaos and consumers search for products that improve their self care – no one wants lipsticks!

Lük responds with a lip and body treatment range and strengthens their sustainability commitment, developing the Lük modern beauty standard.



### Lük Emerges with Vigor

Launches 2 new colour ranges: glow skin tint and mascara and look to the UK & Europe for expansion. A strong PR & influencer strategy builds brand awareness, digital traffic and sell through, especially in the spa and wellness industry.

**& beyond**

### Culture & Consideration

Backed by science, accreditations, 10+ global awards, over 4000 4+ star reviews and a world class warehouse & office on Sydney's northern beaches, Lük is committed to making a difference by championing a woman's natural beauty... as defined by her!





# THE LÜK modern beauty standard

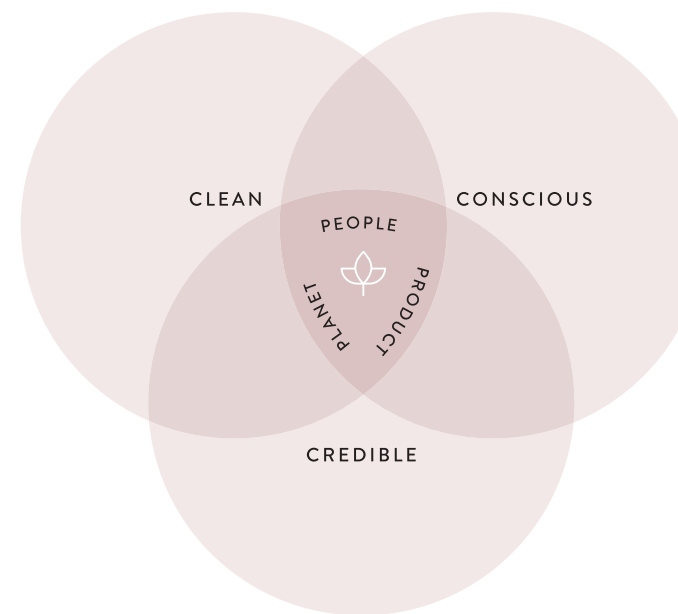
We began our clean beauty journey in 2012.  
**Today we're so much more.**

At Lük Beautifood we're committed to creating beauty products that protect our customers, our people and the planet. We've created our own modern beauty standard to translate the science and our ethos into practice; set guidelines for how we work with our partners and manufacturers; and share what it means for our customers and colleagues.

**Our commitment to the environment** is at the heart of what we do. By 2025, all of our packaging will be reusable, recyclable or compostable and where possible come from recycled sources. We currently offer a variety eco-friendly packaging options as we tread thoughtfully towards our sustainability goals.



Learn more at: [lukbeautifood.com/pages/luk-beauty-standard](https://lukbeautifood.com/pages/luk-beauty-standard)



## CLEAN

Her wellbeing is our top priority and we're uncompromising in our standards of health and safety.

## CONSCIOUS

We're mindful of our impact on both people and planet and tread thoughtfully on our path towards meeting our sustainability and social goals.

## CREDIBLE

We apply real expertise in food science and colour cosmetics to create high quality products that work.



**100% NATURAL**

or



**100% NATURAL ORIGIN**



**NUTRIENT ACTIVE**



**TOXIN FREE**



**MADE FROM FOOD**



**PALM OIL FREE**

or



**RSPO CERTIFIED**

- Diversity & inclusion
- Wellbeing of our people
- Reuse & recycle
- Cruelty free
- Ethical sourcing
- Renewable energy
- 90% made in Australia, 10% in Italy



**MADE FROM RENEWABLES**



**RECYCLABLE**



**LOW CARBON FOOTPRINT**

### Made Without

We will never use synthetic ingredients or ingredients that may cause harm including silicones inc dimethicone, parabens, phenoxyethanol, phthalates, propylene glycol (& other PEG's), petroleum derivatives, synthetic fragrances, synthetic dyes and colourants, coal tar dyes, carbon black, talc, nano materials and gluten.

How to recycle each product's packaging components are on pack and web.

| Box                                                        | Tube                                                           | Lid + Pump                               |
|------------------------------------------------------------|----------------------------------------------------------------|------------------------------------------|
| FSC certified paper. Water-based varnish & vegetable inks. | Plant / bio-plastic. PG. Low carbon footprint from renewables. | Post consumer recycled (PCR) PP plastic. |
| Recycle Home                                               | Terracycle® Store dropoff                                      | Terracycle® Store dropoff                |

- Nutrient active ingredients
- Manufacturing ISO 22716 / GMP certification
- EU cosmetic regulation compliance
- Testing
- Product claims
- Clean colour experts
- Consumer feedback
- Awards & certifications
- Food science innovation
- Qualified and experienced team



LOOK. FEEL ...

**alive**  
**+ nourished**

Our make-up is designed to **celebrate and elevate** every woman's innate natural beauty, creating an **effortless healthy glow** that gives her the courage to be and feel her **most radiant self** every single day.



# our menu

SKIN NOURISHING COSMETICS BASED ON SCIENCE, SIMPLICITY AND THE BEAUTY OF FOOD.



## SKINCARE MAKEUP

Multi-use, wearable and buildable colour to create an effortless, healthy look. Energise your skin with our new 100% natural, **Instant Glow Tinted Complexion Balm™**. Bring joy to your lips with **Lip Nourish™** and **Lipstick Crayons**. Finish your look with our new **Lash Nourish Mascara™** – a 2-in-1 fusion of mascara and lash care. Add a natural glow and hint of shimmer with our **Luminizer Drops**.

## LIP AND BODY CARE TREATMENTS

Play and pamper with our **Lip + Body Love** range, a nutritious and delicious treatment collection for beautiful lips, body and mind. Discover gentle scrubs and soothing serum to a dreamy creamy mask, a feisty jam to plump, and skin nourishing body cream.







GOOD INGREDIENTS

# delicious results

We've purposefully chosen 100+ food and botanical ingredients for their **nutrient active**, sensory and sustainable benefits. These on trend nourishing ingredients and science-backed natural complexes meet the demand for skincare makeup.

Visit our website for our full list of nutrient active ingredients: [lukbeautifood.com/pages/ingredient-glossary](https://lukbeautifood.com/pages/ingredient-glossary)



## Noni

Key ingredient in Quora Noni™ lysate culture complex, works as 'microbiome communication-hacker' to knock out the 'bad' bacteria that cause infection and inflammation. Provides protection and balance of the microbiome, skin health and detoxification.

Helps treat oily, acne prone skin, regulation of sebum and skin imperfections.

Ideal for skin with a tendency to atopic dermatitis, psoriasis, rosacea or eczema.



## Avocado Oil

Luscious avocado oil boasts a host of nutrients to feed skin, including Carotenoids Lutein and Zeaxanthin, Vitamins E, K and C, and a Vitamins B1, B2, B3, B5, Biotin, Folate and Potassium. It's brimming with essential fatty acids including linoleic acid and oleic acid, found to help skin retain elasticity, promote collagen production and encourage healing. Vitamin C delivers antioxidants to help fight free radicals that cause inflammation, dryness and tissue deterioration, while Vitamin E and biotin nourish and moisturise skin.



## Cocoa Seed Butter

Abundant in essential fatty acids, antioxidants and anti-inflammatories, cocoa seed butter is an anti-allergen wonder ingredient that deeply soothes while preventing skin disorders.

High in magnesium for healing, Vitamin K and Vitamin E, it rejuvenates and hydrates skin, while the rich quality offers a protective barrier to lock in moisture and prevent damage.



## Crambe Abyssinica

Radicare®-Gold contains a specifically balanced blend of beta-carotene and lutein carotenoids including crambe abyssinica combined with tocopherol, naturally present in freshwater algae.

It provides a natural shield against radiation such as WiFi and blue HEV light and effectively combats the effects of the reactive oxygen (free radicals) caused by these and UV light.

All-round protection for the skin.

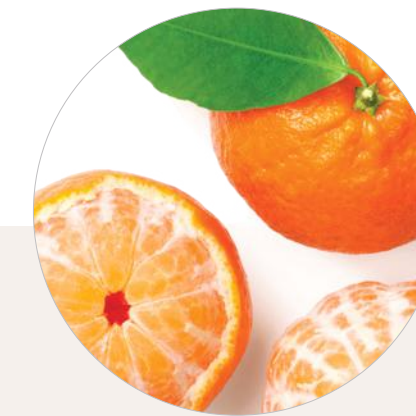


## Beetroot

This jewel-like vegetable cannot be *beet* when it comes to nourishing your body.

The rosy hue in beetroot is derived from pigments called betalains, used as a natural colour throughout history. Rich in Vitamins A, B and C and other minerals like magnesium, potassium and iron.

Anthocyanin antioxidants in beetroot are favoured for alleviating inflammation and treating immune based skin problems like acne or psoriasis.



## Mandarin Peel Oil

Mandarin oil (extracted from the skin) is packed with antioxidants such as vitamin C and vitamin A, vitamin E, vitamin B12, iron, potassium, magnesium, phosphorus, calcium, and fibre. This impressive team of nutrients helps neutralise the harmful cell-damaging effects of free radicals. Also found to be helpful in reducing inflammation, growing new cells and tissues and providing antibacterial properties to keep skin smooth, toned and clear and heal wounds faster.



## Broccoli Seed Oil

Broccoli seed oil is bursting with nutrients. Rich in fatty acids, yet lightweight, absorbing well into the skin. It is almost 50 percent erucic acid, a monounsaturated omega-9 fatty acid which plays a role in inflammatory response, promoting softness and creating a protective barrier. Vitamin A encourages skin renewal and rejuvenation.



## Green Tea

Camellia Oleifera Seed Oil (green tea) is extracted from the Camellia tree, native to Asia. A potent antioxidant abundant in polyphenols - working to keep collagen and elastin strong, for a tight and smooth complexion. The oil looks like liquid gold, and contains treasures like Vitamins A, B and E and essential fatty acids omega 3, 6 and 9 which help to repair and nourish. Phytosqualen, a structure similar to sebum, helps to restore the lipid barrier and hydrate dry skin.



OUR RANGE

# LIP NOURISH™

## Lips are instantly hydrated and healthy

-  **NATURAL FINISH**  
with inviting shine and healthy look
-  **BUILDABLE COVERAGE**  
from barely-there to medium
-  **COMFY WEAR**  
creamy smooth and cushiony

- ✓ A **sheer, buildable 100% natural** lipstick with the nourishing benefits of a balm, dewy, satin finish and delicious taste.
- ✓ Delivers a buildable wash of **creamy colour, inviting shine**, hydrated healthy lips and natural look.
- ✓ With **AAA Hydra-Soft Complex™**, potent botanicals deliver antioxidants, anti-inflammatories and fatty acids.
- ✓ Luxurious magnetic, **velvet touch** metal and **phthalate free** tube.
- ✓ **14 delicious shades** – nudes, neutrals and mouthwatering colours.

- ✓ Perfect for all ages and skin tones.
- ✓ **Hydrates and nourishes** with powerful plant oils, butters and waxes.
- ✓ **Kind and gentle** for damaged and sensitive lips.

-  **100% NATURAL**
-  **NUTRIENT ACTIVE**
-  **TOXIN FREE**
-  **MADE FROM FOOD**
-  **CRUELTY FREE**
-  **AUSTRALIAN MADE**

*"Sell me all the shades!"*  
★★★★★  
"The most wonderful lipsticks. I purchased 4 shades and wish I purchased more. Makes lips soft without drying them out and the colours are amazing. Highly recommended."  
- MARTIE P. VERIFIED BUYER OF GUAVA BLUSH LIP NOURISH™





OUR RANGE

# INSTANT GLOW TINTED COMPLEXION BALM™

**Skin looks real, revitalised & elevated**

-  HELPS EVEN SKIN TONE
-  NATURAL LUMINOUS FINISH
-  BLU-LIGHT PROTECTION
-  BLEMISH PROTECTION

- ✓ 100% natural, all-in-one nourishing tint with potent nutrient actives elevates your natural beauty, while taking care of your skin.
- ✓ Balmy, lightweight formula improves skin instantly and over time to create a smooth, fresh complexion with a natural finish and healthy glow.
- ✓ Instantly revives tired, dull and stressed skin, by seamlessly blending, blurring and visibly smoothing texture.
- ✓ Supercharged botanical skin care nutrient actives to nourish and hydrate.

- ✓ Olive-derived squalene, macadamia nut and jojoba phytosterols plus avocado, help skin retain moisture and dewiness.
- ✓ Antioxidant rich Kakadu plum, rosehip and pomegranate help minimise fine lines and brighten the complexion.
- ✓ Suitable for most skin tones and types.

-  100% NATURAL
-  NUTRIENT ACTIVE
-  MADE FROM FOOD
-  VEGAN FRIENDLY
-  CRUELTY FREE
-  ECO-FRIENDLY PACKAGING
-  AUSTRALIAN MADE

*"I love it"*  
 ★★★★★  
 "It's one of the best Tint face products I've used. It leaves my face looking natural and fresh. Thank you for making such beautiful products"  
 - SUE W. VERIFIED BUYER





OUR RANGE

# LASH NOURISH MASCARA™

## Effortlessly lifts, separates and defines lashes as it conditions

-  **STRENGTHEN + LENGTHEN**  
Cell-u-Lose™
-  **HYDRATING**  
Argan Oil
-  **NOURISH**  
Cacao Butter
-  **REPAIR + PROTECT**  
Vitamin E
-  **SUPPORT GROWTH**  
Avocado Oil B7
-  **LASH HEALTH**  
Sunflower Oil B5 + EFAs

- ✓ **2-in-1 fusion of 100% natural mascara and lash care** glides on to define and lightly lift lashes.
- ✓ Awakens eyes for a fresh, natural look.
- ✓ Synthetic-free creamy botanical formula nourishes, hydrates and **supports natural lash growth** and allows lashes to breathe, be nourished and not dry out.
- ✓ Enriched with argan (EFA's), cucumber seed and avocado oils (**Vitamins B5, B7 & E**) and infused with green tea + coffee tea extracts (antioxidants, anti inflammatories caffeine) plus silica-rich bamboo for the healthiest lashes ever.
- ✓ Easy to apply resulting in super smooth, well **defined and fanned** lashes.
- ✓ Flexible hourglass spiky rubber brush **grabs every single lash.**
- ✓ Buildable and **not-too-wet-or-dry, clump-free** formula lifts and holds lashes for comfortable everyday wear.
- ✓ Smudge and flake resistant yet easy to remove.
- ✓ **Kind and gentle** for sensitive eyes.

-  100% NATURAL
-  NUTRIENT ACTIVE
-  MADE FROM FOOD
-  VEGAN FRIENDLY
-  CRUELTY FREE
-  AUSTRALIAN MADE

*"My new daily"*  
★★★★★  
"...most mascaras clump them or over dose the amount of mascara deposited. This one is ideal. Just right."  
- KATE A. VERIFIED BUYER





OUR RANGE

# LIPSTICK CRAYON

## Hyper hydrating with creamy, long lasting full coverage

- LIPSTICK + LINER
- FULL COVERAGE
- DEMI MATTE
- HYDRATE & NOURISH
- ANTIOXIDANT RICH
- COMFY WEAR

- ✓ This chubby crayon gives you lipstick and liner in one, **comfortable wear** and a **creamy demi-matte** finish.
- ✓ Organic coconut oil and plant waxes + **antioxidant rich Vitamin E** nourish and **smooth lips** without caking or drying.
- ✓ Lovely nudes and neutrals for **every day wear**.

- ✓ **Zero plastic** pencil made from 100% sustainably grown and compostable wood.
- ✓ **Eco friendly** lid made with 55% bio plastic helps reduce carbon emissions.

- 100% NATURAL ORIGIN
- VEGAN
- TOXIN FREE
- RSPO CERTIFIED
- CRUELTY FREE
- MADE from RENEWABLES

*"A must have"*

★★★★★

"My week day go to and the first thing I reach for when getting ready for the day."

- LYNNE P. VERIFIED BUYER





OUR RANGE

## LIP & BODY LOVE

**Lip & body care collection for beautiful healthy lips & hydrated, luminous skin**

-  **SOFTENING**  
Squalane
-  **HYDRATING**  
Sea Buckthorn Oil
-  **ANTI-AGEING**  
Marine Collagen
-  **ANTI-INFLAMMATORY**  
Chlorophyll
-  **ANTIOXIDANT**  
Kakadu Plum
-  **CALMING**  
Chamomile
-  **SMOOTHES**  
Seaweed Extract
-  **EXFOLIATING**  
Coconut Sugar

- ✓ Culinary flavours and luxurious textures expertly blended from a cocktail of 100% natural, **nutrient rich oils and botanical extracts.**
- ✓ Discover gentle scrubs, a soothing serum, a dreamy creamy mask, a feisty jam to plump lips, an ultra-conditioning body butter and highlighter serums.
- ✓ The Luminizer Drops and Aromatic Skin Nourish™ feature a **mood-balancing 100% natural signature scent designed** by One Seed™ exclusively for Lük Beautifood.
- ✓ Made in Australia and packaged mindfully in recyclable **glass jars and bio-based bamboo lid** for style and sustainability.

-  **100% NATURAL**
-  **NUTRIENT ACTIVE**
-  **TOXIN FREE**
-  **MADE FROM FOOD**
-  **CRUELTY FREE**
-  **AUSTRALIAN MADE**

**"Sensational"**

★★★★★

"The sweet dreams lip mask is beautifully lush and I use it every night. I love this product and feel it nourishes my lips"

- KATYA C. VERIFIED BUYER OF SWEET DREAMS LIP MASK™



OUR CUSTOMER

# every woman every day

The Lük Woman is multi-generational and culturally diverse. She is connected with a like-minded community of woman united by an attitude and desire to look and feel beautiful from the inside out, and the outside in.

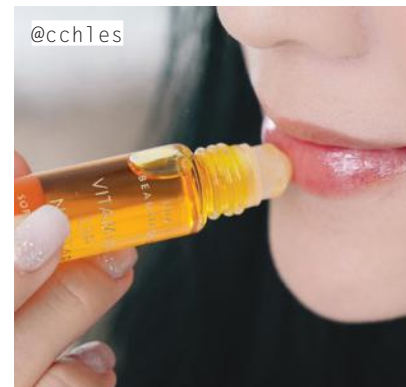
She loves good food and understands the connection between it and being healthy, in both how she looks and feels. She applies this knowledge through the products she buys for herself and family.

She values simplicity and seeks cosmetics that effortlessly highlight her natural beauty, rather than hides.

Her health is important, and she takes pleasure in creating a look that is understated where a natural healthy glow makes her feel confident, energised and alive.

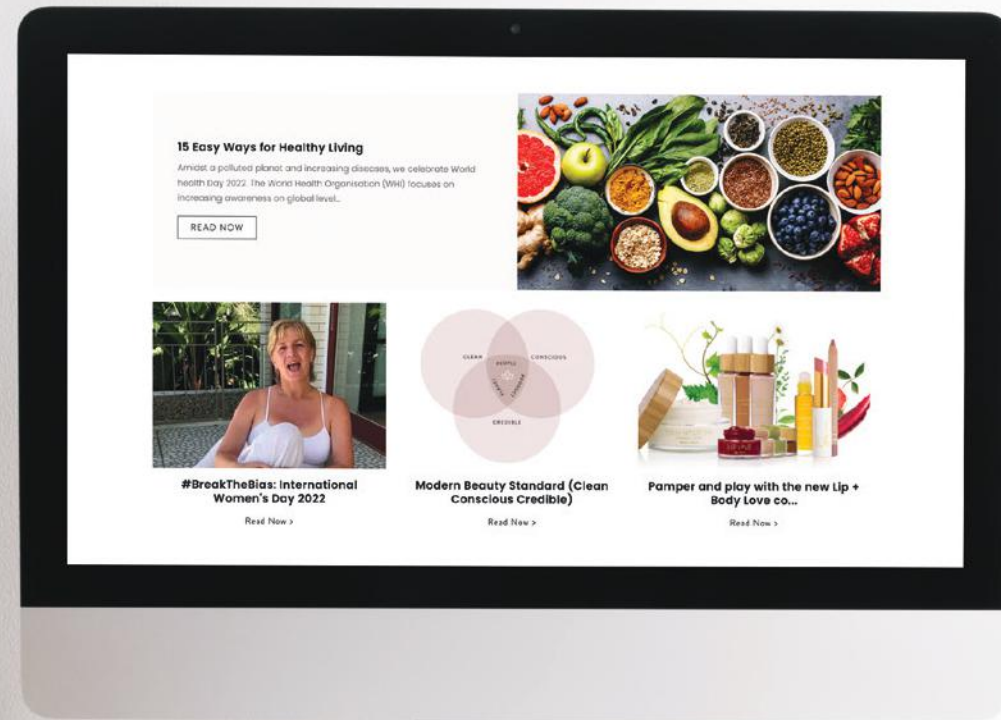
She enjoys discovering multisensory experiences that nourish and nurture her whole self.

**Most importantly, she cares about the world, wants to make a difference, and enjoys sharing her values through the brands and causes she chooses to support, recommend and gift.**



OUR EDUCATION

# the beauty kitchen blog



The Beauty Kitchen is our dedicated space for everything she wants to know to look and feel delicious, inside + out. Discover tools and tips, the science behind Lük and our nutrient active ingredients.



## customer love

We measure our success through the words of our customers and their 4,500+ 4.9 star reviews.

**"The ultimate green & clean beauty lip product"**



"I've never enjoyed lipstick or gloss and usually need to apply some sort of hydrating lip balm multiple times a day. This Lip Nourish is the ultimate green & clean beauty lip product because it provides the light-medium colour that I like while really hydrating my lips."

JENE R - VERIFIED BUYER  
LIP NOURISH™

**"Game changer!"**



"This is a perfect balance for me - lovely light coverage and no cloggy feeling. Better than using a BB Cream (IMHO)."

LAURA M - VERIFIED BUYER  
INSTANT GLOW SKIN TINT™

**"Love it!"**



Absolutely in love with this product! No irritation, minimal smudging and a really great applicator/wand/brush thingy.

LAURA M - VERIFIED BUYER  
LASH NOURISH MASCARA™

**"Amazing products"**



LOU H. VERIFIED BUYER

**"The best natural mascara I have ever tried"**



ANGELA A. VERIFIED BUYER

**"My 'go to' gift"**





# IN THE press



### Top tips for frequent flyers

Clody Loken, founder of community made. Australian beauty brand Lip Beautifood, gives her top tips for looking and feeling great at the other end of a flight.

1. Stay hydrated. Drink plenty of water, minimize your alcohol consumption and sip your face with hydrating toner as well.
2. Eat well. Take fresh fruit, chopped vegetables and nut-and-seed snack packs to nibble on in small portions.
3. Look after your face. A calming, multipurpose balm with a



### Beauty

## Mouth piece

The prettiest autumnal shades run the gamut, from flattering nudes to blushing red, in nourishing formulas that keep lips feeling smooth and soft.

1. Giorgio Armani Lip Power in Romanza, \$63.
2. Luk Beautifood Lipstick Crayon in Lychee Sorbet, \$24.95.
3. Hourglass Lipstick in Heat, \$36.
4. Clarins Lip Comfort Oil in Apricot, \$39.5.
5. Tori Faced Pigment Lipstick in Hype Woman, \$36.
6. By Terry Hyaluronic Acid Hydra-Balm in Tea Time, \$56.
7. Revlon ColorStay Matte Lite Crayon in Clear The Air, \$24.95.
8. Yves Saint Laurent Vernis A Levres Water Stain in 612, \$62.
9. Payot Enhancing Nourishing Lip Care in Rouge Cherry, \$40.

### Beauty spot

## Balance, self-care rituals and ... baby number four?

It's a balancing matter when it comes to her skin and skincare, as Miranda is ready for more than just a baby.

### SPA & WELLNESS

TRANSFORMATIVE TRAVEL  
The new era of travel post the pandemic.

GETTING OFF THE GRID  
Not a lifestyle, but a new travel trend.

WELLNESS TRENDS 2022  
Looking into the future of wellness.

### Beauty spot

## Balance, self-care rituals and ... baby number four?

It's a balancing matter when it comes to her skin and skincare, as Miranda is ready for more than just a baby.

### Beauty spot

## Balance, self-care rituals and ... baby number four?

It's a balancing matter when it comes to her skin and skincare, as Miranda is ready for more than just a baby.

### Beauty

## LOW-TOX LUXE

A round of applause for these pretty babies - clean beauty at its best.

BEIGE: All Day Moisturizer, Lip Mask, Eye Cream, Serum, Tinted Moisturizer, Sunscreen, SPF 30.

DISCIPLINE: Retinol Serum, Vitamin C Serum, Hyaluronic Acid Serum, Niacinamide Serum, Peptide Serum, Bakuchiol Serum, Licium Extract Serum, Licium Extract Serum.

DR. HUNTER: Retinol Serum, Vitamin C Serum, Hyaluronic Acid Serum, Niacinamide Serum, Peptide Serum, Bakuchiol Serum, Licium Extract Serum, Licium Extract Serum.

DR. HUNTER: Retinol Serum, Vitamin C Serum, Hyaluronic Acid Serum, Niacinamide Serum, Peptide Serum, Bakuchiol Serum, Licium Extract Serum, Licium Extract Serum.

### Beauty

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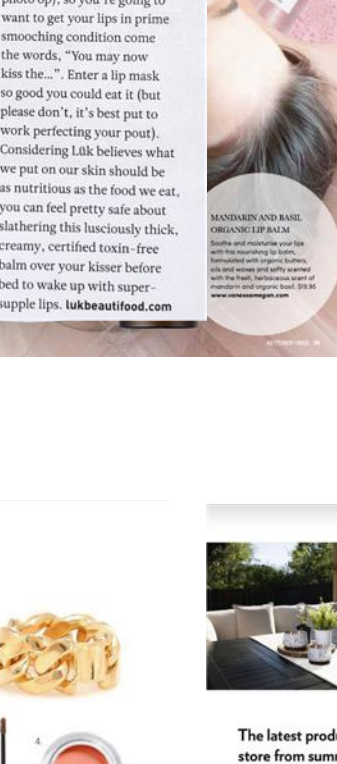
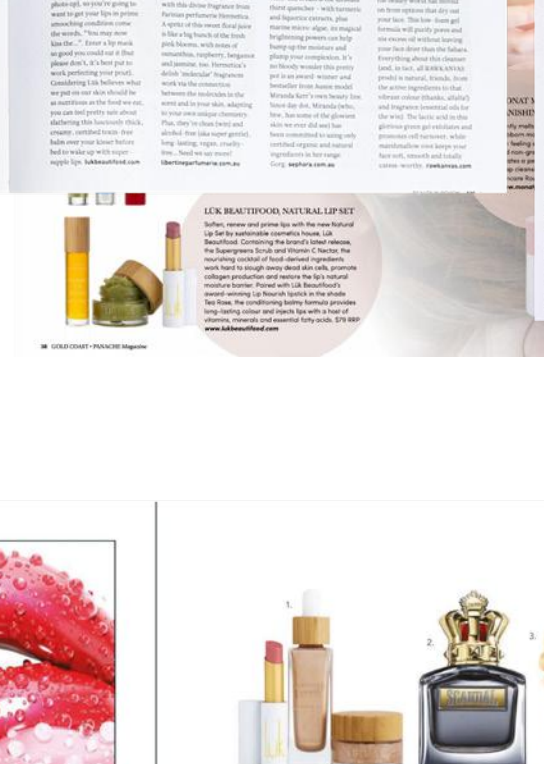
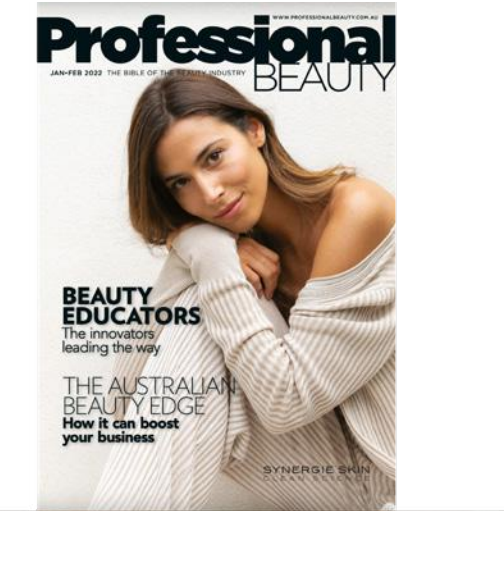
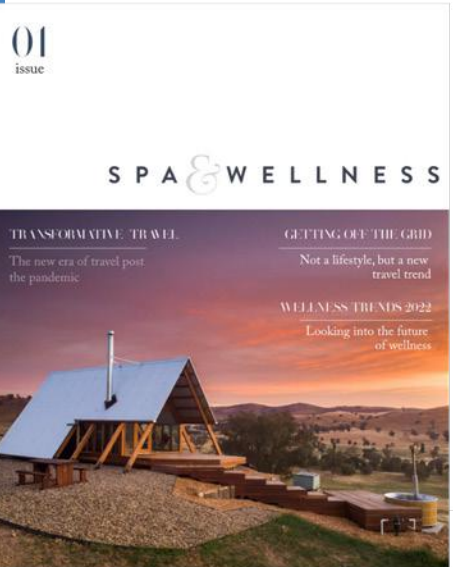
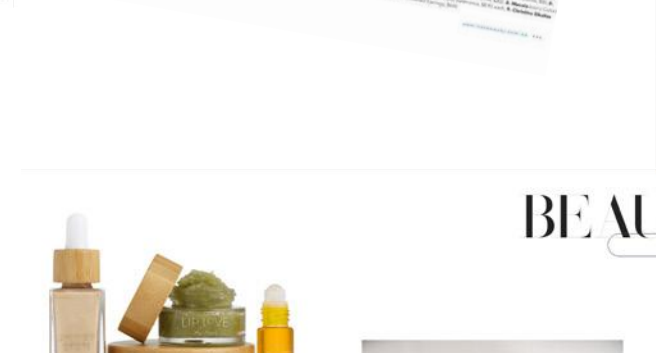
## LOW-TOX LUXE

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### Beauty

## LOW-TOX LUXE

A round of applause for these pretty babies - clean beauty at its best.



### BEAUTY NEWS

## LUK LIPS

When it comes to lips, green is the new red! Lipsticks are known to cause allergies and irritation on the lips including blocking pores, drying and chapping the lips. They also contain certain harmful ingredients, all are known to cause cancer! If you wonder where your lipstick goes when it fades, if you're not sharing kisses, chances are you've eaten it! If you want to keep your lips healthy and chemical free, Luk Beautifood has you covered. Creating kissable lip products that are nutritious and safe as the foods we eat. The harmful ingredients are replaced with edible ingredients full of vitamins, minerals, antioxidants and good fats. Colour me happy!

### ESCAPE

## ESSENTIALS

- 01 by Victoria & Made Treadly Quilted leather travel bag \$4,990
- 02 by Mini Luno Cyber C Vitamin C Serum \$208
- 03 by Luk Beautifood Eco-Lux Peach \$3,000
- 04 by Silk Eye Lavender Silk Eye Mask \$69
- 05 by Giorgio Armani Si Five EDSP 100ml \$230

### Beauty

## Ed's faves

### Beauty

## Ed's faves

1. Luk Beautifood - Body Line Collection, Prunus Pink Set, \$99.
2. Jean Paul Gaultier Scandal Pour Homme 100ml, \$150.
3. Bottega Veneta Gold-plated ring, \$300.
4. Tenny London Clear Goggles in Burnt, \$65.
5. Tenny London LuxeShine, \$30.
6. Christina Silakos Beauty Luxe Del Side Eye Palette, \$120.
7. Jean Paul Gaultier Le Male EDT 100ml, \$300.
8. Mavala Icons Color's Collection - Silicon Seal Polish in Immense, Dream, Monaco, Natural, Renaissance and Sultaneas, \$89 each.
9. Christina Silakos Beauty Luxe Del Side Lip, \$36.
10. Gucci GG Crystal Embellished Earrings, \$640.

### Beauty

## Ed's faves

The latest products to take your store from summer into autumn

1. Tropic Garden Outdoor collection, contemporary modern, \$299, \$399, \$499.
2. Outdoor planter box and utility tool set, \$199, \$299, \$399, \$499, \$599, \$699, \$799, \$899, \$999.
3. Outdoor planter box and utility tool set, \$199, \$299, \$399, \$499, \$599, \$699, \$799, \$899, \$999.
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### Editor's GET it list

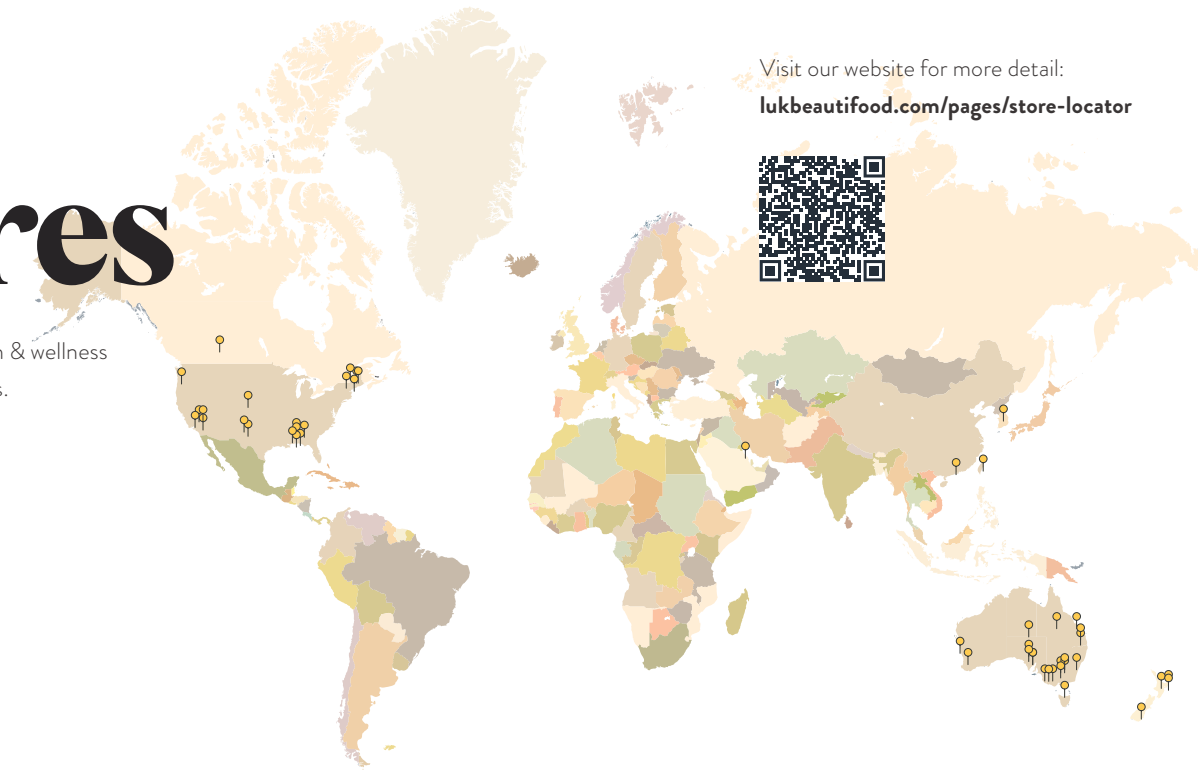
1. Luk Beautifood - Body Line Collection, Prunus Pink Set, \$99.
2. Jean Paul Gaultier Scandal Pour Homme 100ml, \$150.
3. Bottega Veneta Gold-plated ring, \$300.
4. Tenny London Clear Goggles in Burnt, \$65.
5. Tenny London LuxeShine, \$30.
6. Christina Silakos Beauty Luxe Del Side Eye Palette, \$120.
7. Jean Paul Gaultier Le Male EDT 100ml, \$300.
8. Mavala Icons Color's Collection - Silicon Seal Polish in Immense, Dream, Monaco, Natural, Renaissance and Sultaneas, \$89 each.
9. Christina Silakos Beauty Luxe Del Side Lip, \$36.
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GLOBAL

# retail stores

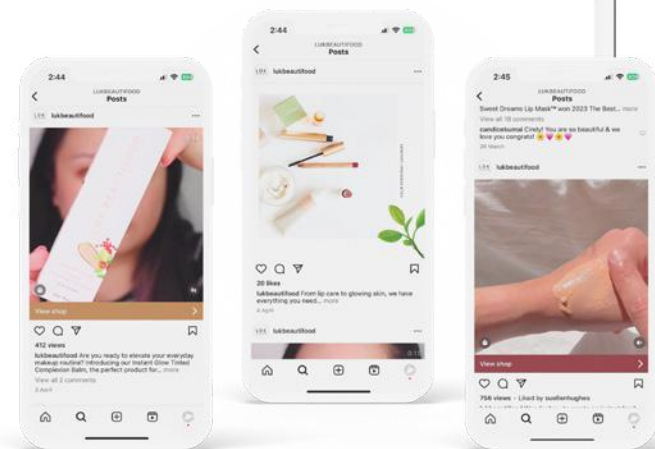
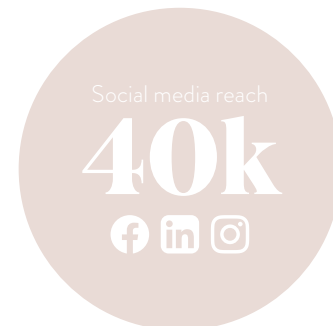
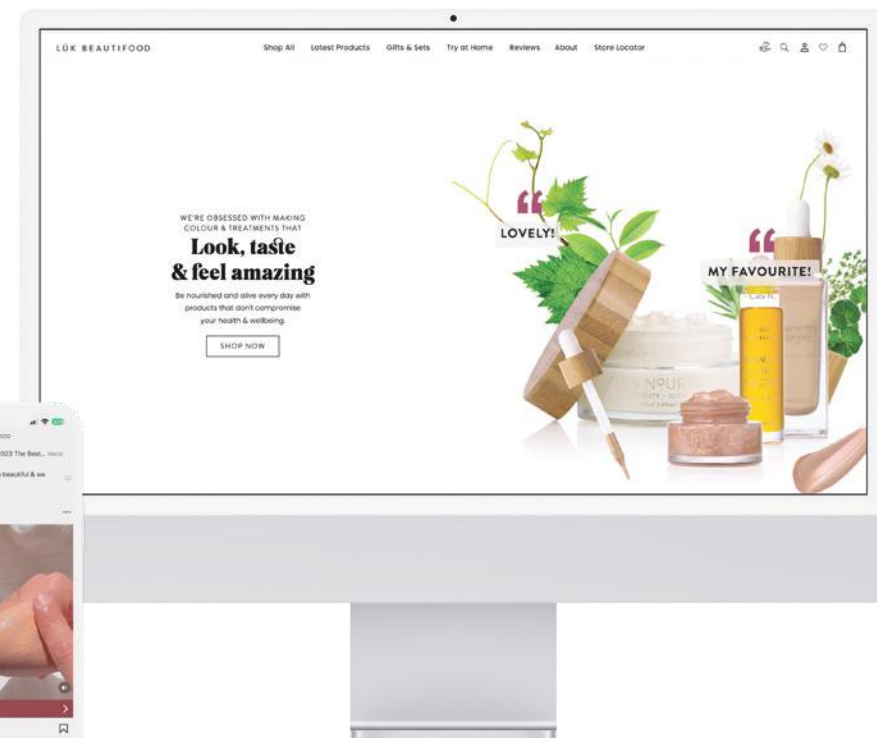
We predominantly sell our products through lifestyle, health & wellness and beauty stores + resort spas and beauty salons.



ONLINE ECOM & SOCIAL

# community

We engage with our audience and also sell direct to shoppers online. Our presence builds brand awareness, positioning and close relationships to grow our community and support retail.





## LÜK BEAUTIFOOD

EST. 2012

In the spirit of reconciliation and as a demonstration of respect for the traditional laws, customs, cultures and country of the First Peoples of this land, Lük Beautifood warmly acknowledges the Garigal people as traditional custodians and demonstrates respect to Elders past, present and emerging.

NORTHERN BEACHES · SYDNEY · AUSTRALIA

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DELICIOUS... INSIDE + OUT