



argan oil



organics
natural cosmetics
power of nature

Wellmaxx®



The Power of Nature with Argan Oil

If you trust in the power of nature, then you will select a certified cosmetics series, a series proven to contain high-quality, active plant extracts, organic ingredients and natural oils.

A philosophy in harmony with nature is not necessarily hostile to the latest technology.

Cosmetics research for the **Wellmaxx**[®] brand is oriented towards progress, the findings of recent research and visible results.

This is entirely consistent with the philosophy of **Wellmaxx**[®], the specialist for active ingredients.

The laboratories commissioned by **Wellmaxx**[®] have decades' worth of experience in developing and producing products that are gentle to the skin. Inspired by nature itself, they develop products that combine effectiveness and naturalness. Factors of attractiveness and environmental awareness are of equal importance as well.

Translating this inexhaustible source based on the state of research today produces modern and convenient formulas of a very high quality.

Natural origins, respectfully combined with effectiveness, skin-friendly formulas and safety, leads to beauty care brimming with vitality, **in the spirit of the argan tree.**

Golden yellow in colour and of highly purified quality, this 'liquid gold of Morocco' is cold-pressed and is thus unusually rich in unsaturated fatty acids such as omega-6 linoleic acid. Its incomparable effects owe to its antioxidant and skin-protecting properties, making it superbly suited as a trapper of radicals in anti-ageing products.



In a harmonious combination with the **Aquaxyl® hydrosystem** and high-dosage **organic hyaluronic acid**, these three main active ingredients create triple added skin care with intensive moisturising that promotes the water content of the skin.

Hyaluronic acid helps improve moisture levels in the skin by forming an elastic and invisible film on the skin. The skin is immediately smoother- and fuller-looking, with an improved skin texture.

The microrelief of the skin is smoother while the strengthened skin barrier provides incomparable suppleness that is further enhanced by naturally pure **argan oil**.





All Wellmaxx®- products follow a single philosophy:

organics is an effective, modern cosmetics series of high quality and lasting effectiveness. Its skin-friendly, gentle-care formulas are modelled after nature itself, and that is why it bears the NaTrue natural cosmetics seal.

The NaTrue label guarantees cosmetics users products containing natural and organic ingredients and a gentle, environmentally friendly production process. This completely transparent standard is more stringent than all definitions for cosmetics established to date in the European market.

This means: **Wellmaxx®** organics products

- contain no synthetic colouring, fragrances or preservatives
- are petroleum-free
- contain neither paraffins nor PEGs

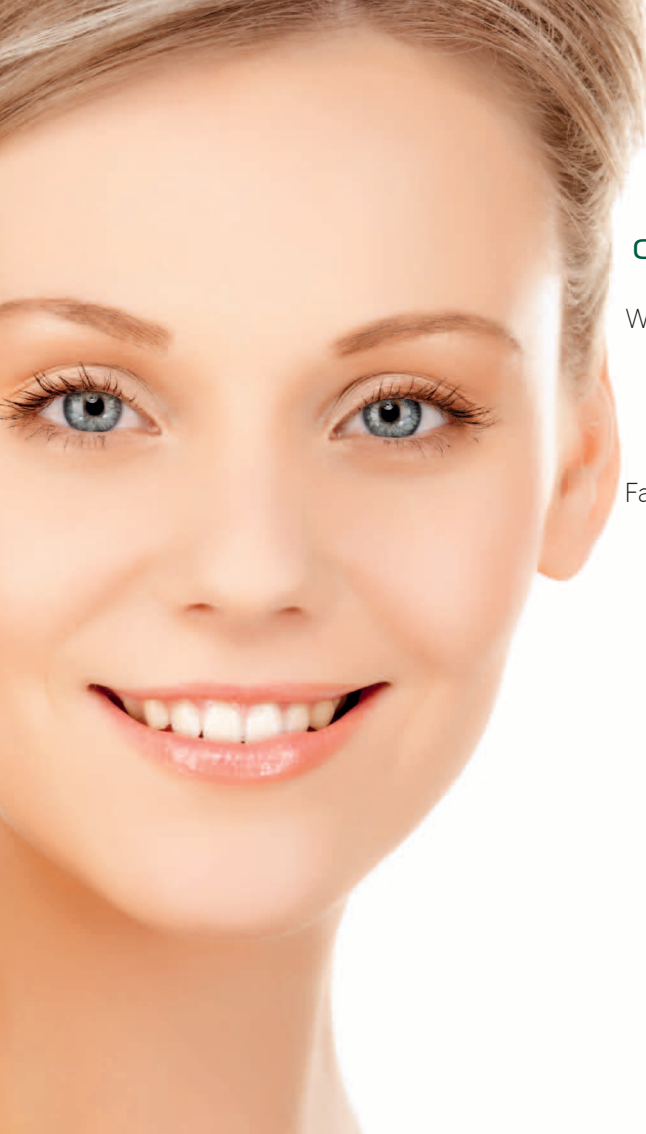
and the ingredients

- are not irradiated, nor have the raw materials been genetically manipulated
- are free of animal substances
- are based on purely plant-based emulsifiers
- give preferential treatment to combining vegetable oils cultivated in controlled, organic farming

At times these expansive criteria are decisive for today's cosmetics users. If these criteria are translated into the language of **Wellmaxx®** organics, along with the three main active ingredients already described – **argan oil**, **Aquaxyl®** and **hyaluronic acid** – the following additional active and other ingredients also play a decisive role in the individual products:

- natural oils from controlled, organic farming, such as rose hip seed oil, almond oil, olive oil, sesame oil and sunflower oil
- a fresh scent with a gentle hint of hibiscus
- supplemental, high-quality moisturisers such as aloe vera grown in controlled, organic farming
- shea butter provides intensive care
- whilst vitamin E protects the cells from the harmful effects of free radicals





Natural and
exclusive:
in the spirit
of the argan tree

With organics, the focus is on natural oils and moisture-retaining factors, but it is the precious argan oil that gives the series its special and exclusive character. Facial care involves a cleansing foam, a facial tonic, a 24-hour cream, a fluid and an eye cream – and the luxury is complete with a body lotion for everyday skin care.



organics
natural cosmetics

fresh cleansing foam

is a mild, very thoroughly cleansing foam with the power of natural active ingredients such as fine argan oil and olive oil. Its high level of unsaturated fatty acids benefits every skin type. In combination with moisturisers that intensify the skin protection, the discreetly floral texture puts life into freshly cleansed skin.

Shake before using, gently massage foam into the skin. Remove with lukewarm water.



organics
natural cosmetics

gentle face tonic

serves as a transition to the skin-care products. The invigorating facial tonic with floral hints of fresh citrus owes its pure, refreshing moisturising to natural active ingredients such as aloe vera and high-quality hyaluronic acid. Its power of retaining water in the skin is an imitation of nature; the tonic improves the feeling of the skin while calming the skin at the same time.

Apply to a cotton pad and gently rub down the skin.





organics

natural cosmetics

day & night
moisturizing **cream**

provides a balanced combination of naturally pure active ingredients and a hint of hibiscus for 24-h facial care. Precious argan oil, high-dosage hyaluronic acid and a highly effective hydrosystem strengthen the skin's barrier function and leave an intact skin texture: well-moisturised, the complexion appears smooth and vital. *Massage into the skin in the morning and evening with a gentle, circular motion.*



organics

natural cosmetics

deep moisture fluid

helps oily skin in need not only of hyaluronic acid but also matifying components, naturally pure oils and natural moisturisers. Particularly the precious argan oil provides optimum protection and skin care; this light fluid with a gentle hint of hibiscus leaves the skin radiant-looking.

Apply to face, neck and neckline in the morning and evening.



organics

natural cosmetics

revitalizing eye cream

is based on fine natural oils such as the emollient and protective argan oil. The eye cream combines hyaluronic acid with a special hydro-system to create remarkable moisturising effects while leaving the areas around the eyes radiant-looking. It strengthens the skin's barrier function at the same time. *Gently pat into the skin around the eyes in the morning and evening.*



organics

natural cosmetics

moisturizing body lotion

contains natural oils such as precious argan oil. These oils give the body lotion a special hint of effective skin care and a subtly floral fragrance. Daily skin care with efficient moisturisers gives the skin back its natural balance and provides protection and stability.

Apply after bathing/showering.



organics
natural cosmetics
**fresh cleansing
foam**

Mild cleansing foam with valuable argan oil and moisturisers – intensifies skin protection and provides freshness.

- Argan oil
- Olive oil
- Pentavitin
- Glycerine

100-ml bottle



organics
natural cosmetics
**gentle face
tonic**

Refreshing tonic with the invigorating power of natural moisturisers. They provide the skin with intensive moisturising while the gentle hint of hibiscus adds a pleasantly fresh fragrance.

- Hyaluronic acid
- Aloe vera (controlled organic cultivation)
- Betaine natural extract
- Glycerine

200-ml bottle



organics
natural cosmetics
**day & night
moisturizing
cream**

24-hour facial care with argan oil, hyaluronic acid and a natural hydrosystem. The moisturising natural concept provides the skin with intensive care and protection.

- Argan oil
- Aquaxyl®
- Hyaluronic acid
- Olive oil (controlled organic cultivation)
- Almond oil (controlled organic cultivation)
- Shea butter
- Vitamin E

50-ml dispenser



organics
natural cosmetics
**deep moisture
fluid**

Matifying care liquid with floral hints of citrus and hibiscus for oily skin. Naturally pure oils, hyaluronic acid and a hydrosystem care for and protect the skin while helping it look radiant.

- Argan oil
- Aquaxyl®
- Hyaluronic acid
- Pumpkin seed extract
- Rose hip seed oil (controlled organic cultivation)
- Shea butter
- Vitamin E

50-ml dispenser



organics
natural cosmetics

revitalizing
eye **cream**

Eye cream with argan oil and intensive moisturisers such as hyaluron and a hydrosystem.

Optimises the skin's own barrier function.

- Argan oil
- Aquaxyl®
- Hyaluronic acid
- Rose hip seed oil (controlled organic cultivation)
- Sesame oil (controlled organic cultivation)
- Shea butter
- Glycerine
- Vitamin E

20-ml tube



organics
natural cosmetics

moisturizing
body **lotion**

The special composition of effective care based on pure, unadulterated natural oils and valuable moisturisers makes daily skin care an experience with a subtly floral hint of citrus.

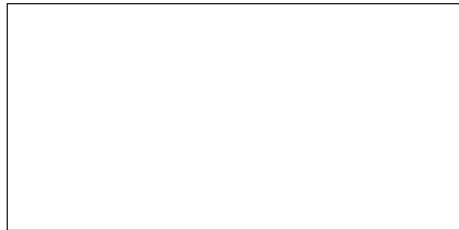
- Argan oil
- Aquaxyl®
- Hyaluronic acid
- Almond oil (controlled organic cultivation)
- Sesame oil (controlled organic cultivation)
- Sunflower oil (controlled organic cultivation)
- Betaine natural extract
- Vitamin E

200-ml tube



For further information, visit:
www.wellmaxx.com

Do you have any questions?
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