Natural Beauty for women of all colors & ethnicities.
Women from around the globe who represent a variety of cultures have used traditional herbs, botanicals and essential oils to maintain their youth and beauty for thousands of years. Today, you can enjoy this collective “wisdom of nature” in Nurture, Soul Purpose Lifestyle Company’s new, healthy line of beauty and skin care products.

The goodness and replenishing properties of nature are exactly what you will find in Nurture. Nurture was created with a very simple goal in mind: To give women—and men—of every ethnicity, skin care products that are quick and easy to use while offering all the goodness of natural and organic ingredients.

Research is proving that the toxic ingredients included in many skin care products can be harmful. That’s because these chemicals are often absorbed through the skin and into the bloodstream. I wanted to create a line of products that included nothing but pure, natural and, whenever possible, organic ingredients that Soul Purpose customers could feel good about using every day, and that would give them the results they wanted.

I sought out 2 experts; a German scientist and nationally renowned expert on essential oils and skin care and a globally renowned Russian aroma-therapist who has spent her life teaching others about the benefits of using natural ingredients, and researching and creating remarkable health and beauty formulas. Her expertise in developing high quality skin care for customers who want the very best—and want to maintain their beauty—is evident in each of Nurture’s products.

By combining the therapeutic qualities of pure essential oils with some of nature’s most beneficial botanicals, Nurture came to life in products that are as easy to use as … 1, 2, 3 plus 1. You start with a cleanser, then apply toner for gentle exfoliation, and finally, moisturize. The plus? One of six serums we’ve formulated to target specific skin care needs. These four steps take about 4 minutes—it doesn’t get any easier … or more beautiful … than this!

Once we had the formulas in place, I searched for the ideal person to help us launch the line. When Kathy Sledge, of the popular singing group Sister Sledge, found out about Nurture, she enthusiastically signed aboard, and she is now joyously singing the praises of Nurture. Be sure to watch for her youthful-looking, beautiful image as we roll out this new addition to the Soul Purpose brand.

It’s time to take heed and to let Nurture, through the wisdom of nature, restore your skin and appearance. It’s time to put “1, 2, 3 plus 1” simplicity into your skin care regimen for results that are downright age-defying.

Here’s to your more youthful-looking skin—thanks to the goodness of Nurture,
“Nurture means to nourish, and that’s just what our new skin care line does—with all natural, organic ingredients and with ‘1, 2, 3 plus 1’ simplicity.”
-Kathy Sledge

Why Organic Skin Care?
They’re everywhere. In your eye cream. In your moisturizer. In your exfoliant, your firming serum, even your daily cleanser. They’re chemicals, and many experts fear they are causing damage to people on a daily basis.

In-Cosmetics magazine reported in 2007 that the average woman absorbs nearly 5 pounds of chemicals from toiletries and makeup every year.* Biochemist Richard Bence, who carried out the research published in the magazine, believes the chemicals contained in many everyday beauty products could be doing untold damage.*

The solution? Nurture—an all natural and organic skin care line from Soul Purpose Lifestyle Company that offers “1, 2, 3 plus 1” simplicity along with all the goodness of nature—and no harmful chemicals. Nurture cleansers, toners, moisturizers and serums are formulated with pure essential oils and other natural ingredients that will give you the skin you want and deserve: softer, firmer, more radiant, clearer and ... younger-looking.

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The All-Natural Nurture Skin Care Line is endorsed by Grammy-nominated singer Kathy Sledge! Kathy is featured in the May issue of Oprah's Magazine for sustainable beauty at any age. We are proud to have her endorsement of our Nurture skin care line.

“When I heard about Nurture, I was so happy—at last I’d found skin care products formulated with the healing properties of essential oils and all the goodness of nature.”
nurture skin care kits

NORMAL TO OILY SKIN

nature
This Kit Contains:
• Clarifying Vitamin C Face Wash
• Balancing Vitamin C Toner
• Alive Rejuvenating Day Cream

$62 | [SP725]

restore
This Kit Contains:
• Clarifying Vitamin C Face Wash
• Balancing Vitamin C Toner
• Alive Rejuvenating Day Cream
• Rest Restorative Night Cream
• Restore Vitamin C Serum

$115 | [SP726]

NORMAL TO DRY / MATURE / SENSITIVE SKIN

kindness
This Kit Contains:
• Moisturizing Cleansing Milk
• Rosewater & Glycerin Beauty Elixir
• Alive Rejuvenating Day Cream

$60 | [SP727]

nurture
This Kit Contains:
• Moisturizing Cleansing Milk
• Rosewater & Glycerin Beauty Elixir
• Alive Rejuvenating Day Cream
• Rest Restorative Night Cream
• Restore Vitamin C Serum

$112 | [SP728]
ALIVE REJUVENATING DAY CREAM

Essential Oils soften, restore and defend. Vitamins, Extracts & Hyaluronic acid keep your skin moist, supple.

The power of essential oils to nurture your skin, fight dryness, minimize fine lines and protect you from pollution and signs of stress on your pretty face. Nature gets us off to a great start... but Nurture Rejuvenating Day Cream keeps us glowing.

DIRECTIONS FOR USE: Gently apply cream every morning and evening to a clean, moistened face and neck.

WARNING: For external use only. Avoid contact with eyes and eyelids. If product gets into eyes, rinse thoroughly with water. Discontinue use if irritation or rash appears. Keep out of reach of children. Not to be used on broken skin or open wounds.

$25 | [SP390]

REST RESTORATIVE NIGHT CREAM

The power of Vitamin C, essential oils and botanical extracts to nurture your skin, fight dryness, minimize fine lines and anti-aging and signs of stress on your pretty face. Glowing, healthy skin begins with nurtured skin.

Features and benefits: Essential oils soften, restore and defend. Vitamins, Extracts & Hyaluronic acid keep your skin moist, supple. Enriched with vitamin C, rose absolute and helichrysum.

DIRECTIONS FOR USE: Gently massage a dime size portion cream onto a cleansed face and neck at bedtime or whenever your skin feels like it needs some additional moisture or nurturing. Use every evening and after the application of serum.

WARNING: For external use only. Avoid contact with eyes and eyelids. If product gets into eyes, rinse thoroughly with water. Discontinue use if irritation or rash appears. Keep out of reach of children. Not to be used on broken skin or open wounds.

$30 | [SP391]
MOISTURIZING CLEANSING MILK

The power of essential oils to nurture your skin, fight dryness, minimize fine lines and protect you from pollution and signs of stress on your pretty face. Glowing, pretty skin begins with clean nurtured skin.

Features and benefits: Essential Oils soften, restore and defend. Vitamins, Extracts & Hyaluronic acid keep your skin moist, supple.

DIRECTIONS FOR USE: Gently massage cleansing milk onto face and neck then tissue or rinse off as desired. Excellent as a gentle and restorative makeup remover. Use every morning and evening or as needed.

WARNING: For external use only. Avoid contact with eyes and eyelids. If product gets into eyes, rinse thoroughly with water. Discontinue use if irritation or rash appears. Keep out of reach of children. Not to be used on broken skin or open wounds.

$21   |   [SP394]

CLARIFYING VITAMIN C FACE WASH

Features and benefits: A hydrating face wash with the restorative benefits of Vitamin C, healing aloe vera and beneficial antioxidants.

Our Vitamin C formula contains the highest form of active, bio-available Vitamin C for beautiful skin. For up to eight-fold antioxidant protection, ninety-six percent reduction of sunburn cells, and prevention of the formation of free radicals in sun-exposed skin. Fades sun spots and discoloration, refines skin texture and reduces wrinkle formation as well as minimizing existing wrinkles.

DIRECTIONS FOR USE: Use daily to remove dirt, oil and makeup. Cleanse facial skin with your fingertips and massage gently in a circular motion, rinse with cool water and gently pat dry to avoid drying out your skin. Follow with a toner or beauty elixir to exfoliate if you need to remove dull, dead skin cells or leftover traces of cleansers.

$21   |   [SP393]

100% Natural
**HYDRATING ROSE WATER & GLYCERIN BEAUTY ELIXIR**

The perfect elixir for mature, dry, sensitive or damaged skin. Gently exfoliates to promote brighter, more luminous skin with softer, smoother texture. Gently sloughs away dead skin cells while soothing, hydrating and detoxifying skin. This alcohol-free, fragrance-free, oil-free elixir combines skin-soothing antioxidants with hydrating and exfoliating ingredients to help control skin oils and bring your skin's pH balance back to its natural state.

Infused with Rosewater, long known for its mild astringent properties and glycerin for extraordinary hydration.

Directions for Use: Gently swipe over the entire face and neck area (avoiding the eye area) with a saturated cotton ball. Skin will be nourished, balanced, toned and absorption of serums and creams are enhanced with use. Can be used alone after exposure to environmental elements or when the skin feels dry or dehydrated.

$16  |  [SP396]

**BALANCING VITAMIN C TONER**

Vitamin C renews the skin while fighting free radicals alongside over a dozen unique botanical actives. Nano-structured water suspends ingredients in a highly bio-available solution while vitamin C and MSM drives active ingredients deep into the skin. Geranium oil brings centuries of skin restoring properties to this formulation, while bee propolis preserves the integrity of the skin. Skin is nourished, balanced, and toned, and absorption of serums and crèmes is enhanced with use of this product.

$18  |  [SP397]
RESTORE VITAMIN C SERUM

Nurture. Restore. Renew. A healing and restorative serum to restore skin's beauty and balance and to reverse damage caused by toxins in the environment and over exposure to the sun. Ideal for all skin types.

Our Vitamin C is the highest form of active, bio-available Vitamin C for beautiful skin. For up to eight-fold antioxidant protection, ninety-six percent reduction of sunburn cells, and prevention of the formation of free radicals in sun exposed skin. Fades sun spots and discoloration, refines skin texture and reduces wrinkle formation as well as minimizing existing wrinkles.

Directions for use: Apply gently to clean skin after toner or elixir but before your moisturizer. Lightly massage into the face and neck, allow it to absorb and then apply moisturizer.

$25 | [SP440]

COMING SOON
A COMPLETE LINE OF SKIN CARE SERUMS

Simple, natural skin care solutions
The Wisdom of Maturity + The Wisdom of Nature

Time marches on, and there isn’t a thing you can do about it. However, when it comes to how your skin ages, there is a lot you can do about it—and it starts with our new, healthy line of Nurture beauty and skin care products. As you age, the molecules that support healthy, young looking skin begin to break down, and it takes your body longer to repair them. Add extrinsic factors like smoking, sun damage, pollution and free radical damage, and you end up with the sagging, wrinkles, age spots and dull complexion that can make you look older than your years. Although we believe beauty is heightened by the wisdom of maturity, we also know wisdom means using the best nature has to offer to keep your skin as healthy and radiant as possible. Grammy-nominated singer Kathy Sledge depends on Nurture and Wisdom Anti-Aging serum to keep her skin radiant and young looking. “I may be getting older, but I certainly don’t want to look old,” she says. “Nurture offers a powerful combination of all natural ingredients and beneficial peptides that are giving me the best skin of my life.” Celebrate the wisdom of your maturity with the wisdom of nature—in every Nurture product.

Recommended Products for Mature Skin:
- Hydrating Rose Water & Glycerin Beauty Elixir
- Rest Restorative Night Cream
- Restore Vitamin C Serum
Care for Dry Skin

Mature, sensitive or extremely dry skin
As we get older our skin often gets drier, loses its suppleness and elasticity, shows signs of aging which includes wrinkles and lines and may often show signs of sensitivity. For many others, our skin has been dry and/or sensitive for years and many people struggle with challenges of psoriasis and eczema. This is often indicated with extreme dryness, flakiness and dry patches.

Adopting a nurturing skin care regime will address these challenges. Vitamin C will heal, essential oils will renew, oils and hyaluronic acid will moisturize and hydrate, combined you have a recipe for healthy, anti-aging skin care. We recommend washing with our Vitamin C Face Wash in the morning, followed by our Hydrating Rose Water and Glycerin Beauty Elixir then the Alive Day Cream. We recommend for your evening regime you use the Cleansing Milk followed by the Rose Water and Glycerin Beauty Elixir and then the Rest Night Cream.

Recommended Products for Dry Skin:
- moisturizing cleansing milk
- hydrating rose water & glycerin beauty elixir
- rest restorative night cream
You deserve a little kindness!!

Life can be challenging and our skin often reflects the stress. Also, as we age, the signs of stress results in signs of aging which includes loss of elasticity and moisture, lines and wrinkles. Soul Purpose has a collection 3 products in our nurture skin care collection called KINDNESS. The KINDNESS collection consists of a cleansing milk, rose water and glycerin beauty elixir and a rejuvenating day cream. These products contain our exclusive anti-oxidant blend and essential oils to restore, renew and replenish your skin each and every day.
Turn Back the Clock with Nurture

We’ve all been there: Looked in the mirror and suddenly saw wrinkles and lines that didn’t seem to be there yesterday. Or maybe you’re noticing that your skin is starting to sag at the jaw line, or there are dark spots. Now is the time to take corrective action, because your skin ages every day. In addition to factors like smoking, sun damage and even everyday actions like frowning and smiling, your skin naturally ages over time because your body can’t fully repair damage to molecules that gave your youthful skin its strength and resilience. But you can combat the aging process.

First, protect your skin from the sun—always. Then look for products that contain Vitamin C, like those found in our Nurture skin care line. Topical application of Vitamin C helps to support collagen production, provides protection against harmful UVA/UVB rays, and can even help to decrease pigmentation. For brighter, more flawless and healthier skin—turn to Nurture with its powerful arsenal of all natural, age-fighting ingredients—and start turning back the clock!
Healthy, Beautiful Skin Begins in Your Youth

For a Lifetime of Beauty ... Take Steps Today
Believe it or not, wrinkles, age spots and uneven skin tone begin when you’re young. This is especially true of sun damage, which often doesn’t show up until you’re older. Even without the sun, as you age, collagen and elastin—the proteins that make your skin soft and elastic—decrease. In fact, after the age of 20, your body produces about 1 percent less collagen in the skin each year. That’s why it’s so important to start taking care of your skin before you notice problems.

Fortifying your skin today with pure, natural ingredients like hyaluronic acid, shea butter, lavender, tea tree oil and aloe vera, along with powerful antioxidants like vitamins C, E and A, will give you a lifetime of beauty. From daily skin care to targeted serums, Nurture will help give you more radiant skin as it helps you maintain a younger looking appearance—today and tomorrow!
Soul Purpose has developed a premium base of Vitamin C based formulas for all skin types designed to provide the most advanced protection from environmental aging. We offer them to you now, along with a slightly heady explanation of what they do, why ours are superior, and how and why they are to be used. We pride ourselves on offering the most comprehensive education to our entrepreneurs and customers.

The cutting edge of skin care research shows that aging skin is the result of more than just years on the calendar. Exposure to environmental elements like sunlight, smoke, and air pollution causes photo-aging in skin. Not only does this lead to the formation of lines, wrinkles, and pigmentation - it can lead to more serious skin conditions including skin cancer. A comprehensive Vitamin C program can help prevent photo-aging and the onset of more serious skin conditions. Topical Vitamin C has now been shown to provide up to eight times the skin’s natural protection from UV damage. Vitamin C protects your skin from the sun in ways that sunscreens can’t. When used together, Vitamin C and sunscreens provide almost complete photo-protection - preventing photo-aging, preventing the appearance of fine lines and wrinkles, and promoting vibrant skin health.

Oxidative damage shows up on our faces in the form of sun spots, discoloration, wrinkles, sagging, and loss of elasticity and glow. Vitamin C prevents oxidative damage by neutralizing oxygen-free radicals before they can attack the body. Some Vitamin C is available to the body by oral ingestion, but many individuals do not achieve even the minimum daily requirement through diet or supplements. Furthermore, Vitamin C cannot be stored in the body, and so must be reintroduced into the body AND skin on a daily basis. Our labs’ scientists and formulators have refined ways to stabilize and deliver additional amounts of key Vitamin C into the skin. Continued research has demonstrated that properly formulated Vitamin C combinations work synergistically to provide enhanced benefit. Recent studies show that topical application of optimized Vitamin C combinations can provide up to eight-fold antioxidant protection, up to ninety-six percent reduction of sunburn cells, and prevent the formation of free radicals in UV irradiated skin (sun-exposed skin).

Our Vitamin C formulations are superior to most of the C products on the market... due to our use of a uniquely stabilized Vitamin C called Stay C (Sodium Ascorbyl Phosphate). Sodium Ascorbyl Phosphate is water soluble and is a salt form. It is easily bio-converted to Vitamin C by skin enzymes. Ascorbyl Palmitate is the more commonly used form of Vitamin C in skin care formulations today. Sodium Ascorbyl Phosphate is more stable, meaning that it will not yellow the product base as quickly. The reason that we do not use the more commonly used Ascorbyl Palmitate is that it is not as easily converted to Vitamin C in the skin... it remains in the ester form for a longer period of time. This is not optimal as we want the skin to bio-convert the pro-vitamin form and take up the C right away! What good will a Vitamin C Concentrate do for your complexion and skin cells if it cannot actually penetrate into the skin? So what we are saying here is that the more commonly used Ascorbyl Palmitate is more stable but less bio-available to the skin. We use Stay C at concentrations that may turn the base a light cream color over time. That is because Vitamin C is active...all vitamins are active and sensitive to light. The main reason the Palmitate version was created was to avoid the yellowing in formulation but really had nothing to do with the skin efficacy. We are only interested in efficacy, and if we have to watch our product turn a light yellow in order to have the best skin care available, well, so be it!!

Vitamin C is necessary for the production of collagen, the major structural protein of the skin and although visible differences will not be seen for approximately two months, you may notice a visible difference in skin texture, color and tone in as early as a few days. Soul Purpose’s Topical Vitamin C products will start to be absorbed by the skin almost immediately. Because these Vitamin C products were developed as a preventative treatment with the goal of protecting the skin from further environmental damage, the skin will benefit the moment the Vitamin C is applied. The appearance of fine lines and wrinkles will become less noticeable within two to six months. Individual results will vary, depending upon the condition of the skin at the time of initial use. Research shows that topical Vitamin C offers photo-protective qualities.

Suggestions for use:
Most individuals find the ideal time to apply Vitamin C is in the morning, because during the day you are more susceptible to sun exposure and Sodium Ascorbyl Phosphate provides photo-protection from UVA/UVB radiation. You can also safely use it at night, as it stays in the skin for up to 72 hours and cannot be washed off. Using our Vitamin C products once a day should be perfect for optimal results. Do not let the slight sting upon application scare you. The high acid levels are necessary in order for the Vitamin C to be absorbed. Other products with AHAs can still very safely be used alongside of our Vitamin C formulations and will actually be greatly enhanced by the addition of these products.
The benefits of high quality vitamin C in Soul Purpose Nurture Skin Care Products:
For up to eight-fold antioxidant protection, ninety-six percent reduction of sunburn cells and prevention of the formation of free radicals in sun exposed skin. These formulas will reduce and fade sun spots, discoloration, refines skin texture and reduces wrinkle formation as well as minimizes existing wrinkles. Multi fruit acids renew and regenerate skin along with a potent botanical ingredient blend for healthy glowing skin.
Nurture… His Skin

At Soul Purpose, we believe everyone deserves good health, wealth, happiness and looking their absolute best. And even though the nearly $5 billion U.S. skin care industry focuses on helping women achieve smoother, firmer and more radiant skin, we think the men in our community also deserve to have younger looking skin. With Nurture… skin care is as simple as “1, 2, 3 plus 1,” offering a quick and easy way for men to make skin care part of their daily grooming regimen.

Looks aside, men also need to think about the health of their skin. Nurture offers all natural and organic ingredients that will help add moisture to those manly features and provide powerful antioxidant support with Vitamins A, C and E. Plus, Nurture can help condition the skin to make shaving less irritating. The aging process is an equal opportunity offender, so why should men look older than their years if Nurture can help restore skin’s health, texture, firmness and elasticity? We invite our male customers to make Nurture skin care part of their morning and evening routine. We’ll never tell, but we think people will definitely notice the results!

FOR HIM
Clarifying Vitamin C Face Wash
Balancing Vitamin C Toner
Alive Rejuvenating Day Cream
Be Kind To Your Skin!

Our rosewater and glycerin beauty elixir is a traditional blend used for centuries to gently purify and tone sensitive and mature skin. The rose water serves as a mild astringent and toner and the vegetable based glycerin provides moisture.

This beauty elixir can be used by anyone who wants to pamper their skin and can be used throughout the day for cool, refreshing, instant relief from hot, humid, polluted, stuffy and other stressful conditions. It is essential for travel and long flights and also perfect for after shaving!!!!!!

Pamper your skin because it can always benefit from a little kindness.
Nurture Skin Care products for women of all shades and all colors; from the lightest porcelain tones to the darkest shades of ebony...

because beauty is in the eyes of the beholder!
Take a few minutes twice per day to nurture & pamper your skin.

Cleanse; Tone; Moisturize Then Nurture Your Skin.

In a minimum of 3 simple steps in 3 minutes. It’s as easy as 1, 2, 3 plus 1.
Nurture Your Skin!

Tips for properly caring for your skin
Cleansing:
Follow these simple steps:

CLEANSING

Twice daily to remove dirt, excess oil, perspiration, makeup and environmental pollutants is a brown skin must.

The best tool for cleansing facial skin is your fingertips; steer clear of puffs, loofah sponges or rough washcloths.

Do not over-cleanse – cleansing the face too often or too roughly will only irritate brown skin.

Select your cleansing product based upon what your skin tells you.

TONING

To tone or not to tone!

The purpose of a skin toner is to remove residual surface oil (sebum), makeup, environmental pollutants and dirt that remains after washing.

Toners can minimize shine and invigorate skin.

A new generation of properly formulated toners add an important layer of beneficial ingredients to the skin such as antioxidants, complexion eveners, exfoliants or acne fighters.

Apply one layer of toner to your skin with a fluffy cotton ball, observe your skin and based upon what it tells you, you may apply another layer to persistently oily area, to areas of stubborn makeup residue or to areas in need of particular ingredients (such as glycolic acid for exfoliation or sulfur for acne). Alternatively, you may decide not to apply a toner to your skin on a particular day.

HYDRATING & MOISTURIZING

Why it is wise to hydrate and moisturize.

Humectant moisturizers work by attracting moisture into the skin. Humectants such as hyaluronic acid (that has the unique property of binding water up to 1,000 times its weight) coupled with glycerin completely hydrate sensitive skin.

Occlusive moisturizers trap and seal moisture into skin and provide a barrier between your skin and the potentially harmful environment.

Moisturizers bathe your skin all day and night and should contain ingredients that are beneficial to skin like soy and pomegranate.
NURTURE

The final step to care for healthy skin is to nurture your skin. It is important to avoid irritants that may stimulate the production of excessive melanin. Ingredients in soaps, cleansers, toners, moisturizers, astringents, anti-aging products, and anti-acne treatments are all possible irritants. So allow the feel and texture of your skin to guide you and inform what is best for you. The Soul Purpose line of Nurture serums will attend to any unique or specific skin care needs such as brightening, extra moisture, blemishes or anti-aging.

EXFOLIATE

Gentle exfoliation is essential for skin:

Exfoliation simply means “to cast off or to remove the surface of...” It is important to remove the surface layer of dead, dry and dull skin to uncover your flawless brown skin.

Your skin exfoliates or shed dead skin cells from the surface naturally each day, even while you’re sleeping. But the process may not be complete because skin cells sometimes stick together and remain on the face leaving a dull, dry, lifeless appearance.

Exfoliation of brown/ethnic skin should never be done with harsh, rough abrasives or high concentrations of chemical exfoliants since they can irritate the skin and trigger new pigmentation problems.
Nurture Your Skin in 4 Easy Steps.
The Soul Purpose all-natural and organic skin care line is formulated to be used by all skin types in 4 simple steps. The key to the formulas is that they are natural, organic, fragrance-free and appropriate to use on any type of skin. We suggest 3 simple steps; cleanse, tone then moisturize. If you have a special need such as dryness, blemishes, sun damage, etc. you can select a serum to address that specific need.

Simple skin care in 3 minutes.
Cleanse, Exfoliate, Moisturize and Nurture.

CLEANSE
Select your cleanser based on whether your skin behaves normal to dry or normal to oily.

• Moisturizing Cleansing Milk (normal to dry)
• Clarifying Vitamin C Face Wash (normal to oily)

Both formulas are non-drying and leave all skin types feeling clean, fresh and comfortable.

What they do: Deep cleans to wash away dirt and makeup, reduce excess oil and free pores without drying or irritating skin. The Cleansing Milk is excellent as a makeup remover, as it cleans and moisturizes all at the same time.

TONE, EXFOLIATE & FRESHEN
Select your toner based on whether your skin behaves normal to dry or normal to oily. Our toners also exfoliates, sweeps away pollutants, excess oil and dulling flakes to reveal balanced, fresher skin.

• Hydrating Rose Water Beauty Elixir (normal to dry)
• Balancing Vitamin C Toner (normal to oily)

MOISTURIZERS
Gives skin the drink it needs to maintain optimum moisture balance.

We have created 2 moisturizers that can be used by all skin types to properly hydrate and heal your skin throughout the day and night. For oily skin types we recommend that the rejuvenating day cream to be used both as a day and night cream.

• Alive Rejuvenating Day Cream
• Restorative Night Cream

NURTURE, REPAIR & RESTORE
Corrective Serums
Select the serum that you need for your unique regimen; keeping in mind that your needs may change as your skin become more healthy and balanced or as the climate and environmental conditions change. For example, you may need a moisturizing serum in the winter months when the weather is colder, harsher and drier but you may need the Vitamin C serum in the summer months when you are outdoors and traveling more and just need to restore and replenish the skin from environmental wear and tear.

• Restore: Vitamin C Serum
• Harmony: Beautifying (Moisturizing) Serum
• Hope: Blemish Serum
• Wisdom: Anti-aging Serum
• Radiance: Brightening Serum
• Renew: Eye and Throat Serum

All of our Nurture skin care products are safe for everyday use; because they are:

• Bleach-Free
• Alcohol-Free
• Paraben-Free
• Propylene glycol-Free
• Dye-Free
• Lanolin-Free
• No Hydroquinone
Essential Oils

Essential Oils are the key active ingredients in our Nurture blend of skin care products. We have harvested the power of nature and the extraordinary healing powers of essential oils to create a skin care line like no other on the market. Here is a list of some of the active essential oils you will find in the line and an indication of some of their healing properties:

The beautiful fragrance in the line comes from an exclusive blend of essential oils that not only smell incredible but also heal and nurture the skin. Cananga Odorata (Ylang Ylang), together with the jasmine, it gives the scent of the day cream and cleansing milk a pleasant floral tone and balances away the more therapeutic, medicinal-smelling herbal ingredients like litsea, carrot and rosemary. Both Ylang ylang and jasmine are also very hydrating.

Pelargonium Roseum (Rose Geranium): very skin regenerating
Lavendula Officinalis (Lavender): overall soothing
Commiphora Myrrha (Myrrh): skin regenerating
Boswellia Carterii (Frankincense): skin regenerating

Callitris Intratropica (Blue Cypress): anti-aging and anti-wrinkle
Daucus Carota Sativa (Carrot) Seed: anti-aging and anti-wrinkle effect
Litsea Cubeba: hydrating
Chamomilla Recutita (German Chamomile) Flower Extract (CO2): anti-inflammatory
Rosmarinus Officinalis (Rosemary Verbenol: hydrating, and supporting the skin’s metabolism
Jasminum Sambac (Jasmine Sambac): hydrating
Ylang ylang: hydrating
Rose Absolute: soothing
Organic Mahonia Aquifolium (Oregon Grape)
Euterpe Oleracea Fruit (Acai)
Red Wine Polyphenols
Organic Camellia Sinensis (Green Tea)
Camellia Oil
At Soul Purpose Lifestyle Company, we believe products should be “good” from the first ingredient to the last. That means, as a customer, never having to worry about putting anything harmful on your skin or in your hair.

**Why Organic Skin Care?**

They’re everywhere. In your eye cream. In your moisturizer. In your exfoliant, your firming serum, even your daily cleanser. They’re chemicals, and many experts fear they are causing damage to people on a daily basis.

In-Cosmetics magazine reported in 2007 that the average woman absorbs nearly 5 pounds of chemicals from toiletries and makeup every year.* Biochemist Richard Bence, who carried out the research published in the magazine, believes the chemicals contained in many everyday beauty products could be doing untold damage.*

The solution? Nurture—an all natural and organic skin care line from Soul Purpose Lifestyle Company that offers “1, 2, 3 plus 1” simplicity along with all the goodness of nature—and no harmful chemicals. Nurture cleansers, toners, moisturizers and serums are formulated with pure essential oils and other natural ingredients that will give you the skin you want and deserve: softer, firmer, more radiant, clearer and… younger-looking.

Your skin absorbs what you put on it—it’s estimated 60 percent of a product’s ingredients are absorbed into your body. So if a product contains harmful or synthetic ingredients, you could be putting those chemicals into your body. And we don’t think that’s a good thing.

With nature as our guide, we are committed to developing products that nature would be proud to claim as its own. They are products that soothe and rejuvenate, condition and invigorate with every delightful scent and silky touch. Most important, Soul Purpose products are formulated with all of the goodness nature offers and none of the harmful ingredients created by today’s technology-savvy world.

**Here’s what you will never find in a Soul Purpose product:**

- Parabens
- GMOs (genetically modified organisms)
- Petrochemicals
- Phthalates
- Synthetic fragrances
- Synthetic dyes
- Triclosan

But you will find high concentrations of these natural ingredients:

- Antioxidants
- Botanicals
- Essential oils
- Fruit extracts
- Marine bioactives
- Minerals
- Vitamins

Soul Purpose is all about looking and feeling good and empowering people to be the magnificent individuals they were born to be. Nature is our teacher, our guide and our inspiration... every formula, every product, every time.
**INGREDIENTS**

**Alive Rejuvenating Day Cream:**
Water (Aqua), Carthamus Tintctorius (Safflower) Seed Oil, Glycerin, Cetearyl Glucohide; Caprilic-Capric Triglyceride; Sorbitol; Butyrosperum Parkii (Shea) Butter; Dioscorea Villosa (Wild Yam) Extract; Calcium Ascorbate; Squalane Oil; Tocopheryl Acetate (Vitamin E); Retinyl Palmitate (Vitamin A Palmitate); Essential Oil Blend: Cananga Odorata (Ylang Ylang), Pelargonium Roseum (Rose Geranium), Lavandula Officinalis (Lavender), Commiphora Myrrha (Myrrh), Boswellia Carterii (Frankincense), Callirris Intraobrica (Blue Cypress), Daucus Carota Sativa (Carrot) Seed, Litsea Cubeba, Chamomilla Recutita (German Chamomile) Flower Extract (CO2), Rosmarinus Officinalis (Rosemary Verbenaon) and Jasminum Sambac (Jasmine Sambac); Hyaluronic Acid; Hydrolyzed Soy Protein; Glycerin Stearate; Dimethicone; Beta-Carotene; Phenoxyethanol; Methylisothiazolinone.

**Rest Restorative Night Cream:**
Ingredients: Organic Herbal Infusion, Organic Barbadensis Leaf Juice (Aloe), Organic Helianthus Annuus (Sunflower Oil), Glycerin Stearate, Kosher Vegetable Glycerin, Octyl Palmitate, Glycolic Acid, Organic Cocos Nucifera (Coconut Oil), Squalane, Lactic Acid, Isopropyl Palmitate (Palm Oil), Hydrogenated Castor Oil, Sodium Ascorbyl Phosphate (Vitamin C), Methylsulfonylmethane (MSM), Theobroma Cacao (Cocoa Butter), Cetyl Alcohol, Cetearyl Alcohol, Cetearyl Glucoside, Stearyl Alcohol, Sodium Hydroxide, Potassium Stearate, Cucumis Sativus (Cucumber Distillate), Hyaluronic Acid, Sodium Ascorbyl Phosphate (Vitamin C), Organic Beeswax, Vitis Vinifera (Grape Seed) Oil, Persea Gratissima (Avocado Oil), Organic Simmondsia Chinensis (Jojoba Oil), Ubiquinone (Coenzyme Q10), Phytic Acid, Phospholipids, Dipentide Diaminobutyryl Benzyldime Dicatate, Vitis Vinifera (Grapeseed) Oil, Rose Absolute, Organic Mahonia Aquifolium (Oregon Grape), Triticum Vulgare (Wheat Germ Oil), Euterpe Oleracea Fruit (Acai), Red Wine Polyphenols, Organic Camellia Sinensis (Green Tea), Camellia Olea, Organic Euphoria Officinalis (Eyebright), Helichrysum Gymnocephalum (Helichrysum Essential Oil), Organic Glycerriha Glabrca (Licorice), Cymbopogon Schoenanthus (Lemongrass), Butylene Glycol, Ascorbyl Palmitate (Vitamin C Palmitate), Acetyl Hexapeptide-3, Organic Mahonia Aquifolium (Oregon Grape), Morinda Citrifolia (Noni), Calophyllum Tacamahaca (Tamanu Oil), Macadamia Ternifolia Seed (Macadamia Oil), Organic Borage Officinalis (Borage Oil), Organic Linum Usitatissmuinum (Flax Seed Oil), Organic Oenothera Biennis (Evening Primrose Oil), Organic Rosa Canina (Rose Hip Oil), Panthenol (Vitamin B5), Organic Arnica Montana (Arnica), Organic Lavandula Angustifolia (Lavender), Organic Calendula Officinalis (Calendula), Organic Anthemis Nobilis (Chamomile), Macadamia Ternifolia (Macadamia Nut Oil), Sodium Carbomer, Sclerocytum Gum, Benzyl Alcohol, Potassium Sorbate, Tocopheryl (Antioxidant), Lecithin, Pyrus Malus (Apple), Citrus Medica Limonum (Lemon), Saccharum Officinarum (Sugar Cane), Xanthan Gum, Phenoxyethanol, Ethyl Hexyl Glycerin.

**Hydrating Rosewater & Glycerin Beauty Elixir:**
Rosa Damascena, Rose Hydrosol, Hamamelis Virginiana (Witch Hazel), Deionized Aqua, Rose Fragrance, Kosher Vegetable Glycerin.

**Moisturizing Cleansing Milk:**
Water (Aqua), Carthamus Tintctorius (Safflower) Seed Oil, Caprilic/Capric Triglyceride, Sorbitol, Stearic Acid, Glycerin Stearate, Hydrolyzed Soy Protein, Hyaluronic Acid, Elastin, Tocopheryl Acetate, Pantheol (Pro-Vitamin B5), Retinyl Palmitate (Vitamin A Palmitate), Aloe Barbadensis (Aloe) Extract, Dioscorea Villosa (Wild Yam) Extract, Chamomilla Recutita (Chamomile) Extract, Camellia Sinensis (Green Tea) Leaf Extract, Carotene, Cyclomethicone, PEG-50 Steerate, Carbomer, Essential Oil Blend (Ylang Ylang, Geranium, Lavender, Myrrh, Frankincense, Blue Cypress, Carrot Seed, Litsea Cubeba, German Chamomile CO2, Rosemary Verbenaon, Jasmine Sambac), Triethanolamine, Phenoxyethanol, Caprylyl Glycol, Ethylhexylglycerin, Hesylene Glycol.

**Clarifying Vitamin C Face Wash:**
Organic Herbal Infusion, Organic Aloe Barbadensis (Aloe Vera) Flower Extract, Sodium Cocoyl Alkyl Esters (Coconut Soap), Decyl Glucoside (Plant Derived), Coco-Glucoside, Sodium Cocoyl Isethionate, Glycerin Oleate, Cocamid DIPA (Sugar Derived), Sodium Ascorbyl Phosphate (Vitamin C), Methylsulfonyl methane (MSM), Organic Mahonia Aquifolium (Oregon Grape), Triticum Vulgare (Wheat Germ Oil), Euterpe Oleracea Fruit (Acai), Red Wine Polyphenols, Caprylyl Hydroxamic Acid (Naturally Derived Preservative), Sodium Chloride (Natural Salt), Glycerin (Plant Derived), Caprylyl Glycol (Naturally Derived Preservative), Guar Hydroxypropyltrimonium Chloride (Plant Derived), Sodium Benzoate (Plant Derived Preservative), Potassium Sorbate (Plant Derived Preservative), Citric Acid (Naturally Derived), Sodium PCA, Sodium Lauryl Glucose Carboxylate (Sugar Based), Lauryl Glucoside (Plant Derived).
Balancing Vitamin C Toner:
Nano-Structured Water with Magnesium, Potassium, and Silica, Methylsulfonylmethane (MSM), Organic Aloe Barbadensis Leaf Juice (Aloe Vera), Hamamelis Virginiana (Witch Hazel), Colloidal Silver, Lavandula Officinalis (Lavender Distillate), Acrylates/C10-30 Alkyl Acrylate Crosspolymer, (2S)-2-Amino-5-guanidinopentanoic Acid, R Lipoic Acid, Citrus Grandis (Grapefruit Seed), Rosmarinus Officinalis (Rosemary Seed), Sodium Ascorbyl Phosphate (Stay C), Multi Fruit Glycolic acids, 19+ Enzymatic Concentrate (all from plant sources), Camu Camu Berry, Organic Calophyllum Inophyllum (Oil of Tamanu), Morinda Citrifolia (Noni), Citrus Limon (Lemon Essential Oil), Organic Camellia Sinensis (Green Tea), Pelargonium Graveolens (Geranium Essential Oil), Chamaemelum Nobile (Chamomile Essential Oil), Organic Arnica Montana (Arnica), Melaleuca Alternifolia (Tea Tree), Organic Resina Propoli (Propolis), Daucus Carota Sativa (Carrot Oil), Retinyl Palmitate (Vitamin A), Tocopheryl Acetate (Vitamin E), Ethylhexyl Glycerin, Phenoxyethanol. Vitamin C

Restore Vitamin C Serum:
Organic Herbal Infusion, Organic Aloe Barbadensis Leaf Juice (Aloe Vera), Sodium Ascorbyl Phosphate (Vitamin C), Methylsulfonylmethane (MSM), Hyaluronic Acid, Hamamelis Virginiana (Witch Hazel), Carbomer, (2S)-2-Amino-5-guanidinopentanoic Acid, Organic Simmondsia Chinensis (Jojoba Oil), Organic Mahonia Aquifolium (Oregon Grape), Triticum Vulgare (Wheat Germ Oil), Euterpe Oleracea Fruit (Acai), Red Wine Polyphenols, Ethylhexyl Glycerin, Phenoxyethanol.

Healthy Skin is beautiful at any age.
Nurture
Glitter
& Glow

Soul Purpose's line of beauty and wellness products include everything that you need to look and feel your best.
Glitter

Mineral Makeup

What do you wear... All Day, Everyday, Day In & Day Out, Rain Or Shine?

There are over 169,000,000 Women in North America.
-Source: Population Reference Bureau,

Most of them wear makeup!

Facial makeup (foundation) represents the largest portion of makeup sales in the U.S.
-Source: MarketResearch.com

Anti-Aging makeup is forecast to see the biggest growth in the cosmetics and personal care division of retail sales over the next ten years.
-Source: MarketResearch.com

Why Mineral Makeup?
Leading Cosmetic Surgeons recommend mineral makeup to their post-op patients because mineral makeup...
- is gentle and hypoallergenic
- gives natural sun protection
- provides great coverage

Who Recommends Mineral Makeup?
Mineral Makeup is recommended by dermatologists and aestheticians for all skin types; Dry, Normal, Oily and Combination.
And for various skin conditions; Acne, Rosacea, Scarring, Age Spots and Broken Capillaries

Can I Use It On Mature Skin?
Mineral makeup is recommended for all skin, including mature skin. Because of the natural luminosity of the minerals, this makeup tends to camouflage fine lines and minor wrinkles, providing a lovely youthful glow!
Pamper your entire body with our Soul Purpose line of luxurious bath and body products.

The skin on your body needs to be nurtured and healthy as well. Our line of bath and body products are made with nourishing and moisturizing oils which include sweet almond oil and shea and cocoa butter and infused with antioxidants which include green tea, red wine extract, Oregon grape, Acai Berry and vitamin D. Additionally, for happy, healthy feet and strong, glowing hair, we have unique products to meet your needs to be pampered literally from head to toe.

**Glow**

**BODY LOTION**
An all natural moisturizing body lotion with a Soul Purpose exclusive antioxidant blend of Acai berry, Oregon grape, red wine, green tea and Ghanaian wild crafted shea butter. We have included the FDA recommended daily allowance for Vitamin D that is vegan, bio-active, and supportive in the prevention of breast and prostate cancer in people of color.

**BATH & SHOWER GEL**
Sweet sensation! This SUGAR based cleanser creates a lavish lather that cleans and moisturizes. It can be used as a shampoo, shower gel or gentle bubble bath.

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  http://blog.soulpurposebeautyfromtheinsideout.com

- Soul Purpose Nurture Skin Care
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