joyce blok
the complete skin care guide

www.joyceblok.co.nz | New Zealand’s original professional skin care range
the joyce blok story

Joyce Blok Natural Skin Care is one of the success stories of the New Zealand spa and beauty industry. Since its inception nearly 40 years ago, the Joyce Blok brand has offered the highest quality formulations, creating products and treatments designed specifically for our unique climate and skin care requirements.

European-qualified aesthetician, Joyce Blok, led the way for the beauty and skin care industry when she established the first beauty therapy school in Auckland. Frustrated by the lack of quality products available, she enlisted the help of both local and overseas experts to create New Zealand’s first professional skin care line.

Her aim was to offer products with high concentrations of active, naturally sourced extracts such as herbs, essential oils and vitamins, developed expressly for the needs of those living within our diverse country. This philosophy lives on today in the innovative skin care range that bears her name.

That name is now synonymous with excellence within the New Zealand beauty industry, due to both Joyce Blok’s own pioneering efforts and our continuing development of the collection.

*Created in New Zealand, by Kiwis, for you.*
caring for your skin

As the ever-changing face of Kiwis is continually being redefined from a world of nationalities and cultures, so too is our range designed for a variety of complexion types and specific skin care needs.

Cleansing

Cleanse in the morning to refresh and revive, and in the evening to remove accumulated surface debris, oil, pollution and cosmetics. Dissolve make-up with our Eye & Lip Cleanser and then apply the appropriate Essential Care Cleanser. Place an amount the size of a 20 cent piece in the palm of your hand and allow your body heat to warm it slightly. Then gently massage the cleanser over your face and neck with small circular movements and rinse off with a moist, clean face cloth or sponge.

Toning

Toning your skin is the link between cleansing and moisturising, helping to remove any excess cleanser and rebalance the skin. Apply the appropriate Essential Care Tonic Lotion to your face and neck with cotton wool or spritz it over your skin using a spray attachment.

Moisturising

Moisturising acts to create a protective ‘seal’ that helps to keep your skin hydrated as well as providing nutrients for a healthy complexion. Apply your moisturiser or night cream gently over the skin and blend in upward movements, avoiding the eye area.
# Brochure Guide

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essential care

The skin holds no secrets… As the largest organ in our body it is connected to all our other physiological systems, and as such tells the world about our physical and even our emotional state.

It is an intricate structure that breathes, absorbs and most importantly protects. Skin reveals not only the quality of our lives, but also the external influences it has been subjected to. Sun damage and UV exposure, pollution, lifestyle and the passage of time all leave their mark.
essential marigold
what is normal skin?
Normal skin is rarely troubled by excess oiliness or dryness, but it still needs care and protection, especially as stress, hormonal changes and even the weather can all affect its balance. Normal skin can often be drier across the cheeks and neck, and a little more oily in the T-zone (the centre line of the face and across the forehead).

The Essential Marigold range includes a selection of naturally active ingredients to care for normal skin, chosen for their ability to heal and calm, encourage cell regeneration, soften, hydrate and protect your complexion.

Normal Skin Cleanser
A gentle, creamy cleanser to replenish and protect

Normal Skin Tonic Lotion
An alcohol-free aromatic lotion to hydrate and energise

Normal Skin Moisturiser
A light, nourishing day cream to soothe and moisturise

Normal Skin Night Cream
A protective, regenerating cream to nourish and rebalance while you sleep
essential rose
what is dry skin?
A dry complexion can reflect both low oil production and increased moisture loss within the skin. Typically, dry skin is the result of under or inactive oil glands that do not produce enough sebum (oil) to keep the complexion naturally hydrated. Sun exposure, climate, diet, the ageing process and pollution can also contribute towards drier skin.

The naturally active ingredients in the Essential Rose range are particularly beneficial for dry skin, offering soothing and moisturising properties while also helping to balance, hydrate, nourish and protect your complexion.

Dry Skin Cleanser
A gentle, creamy cleanser to balance and nourish

Dry Skin Tonic Lotion
An alcohol-free aromatic lotion to refresh and protect

Dry Skin Moisturiser
A rich, replenishing day cream to hydrate and moisturise

Dry Skin Night Cream
A deeply nourishing moisturiser to rejuvenate and regenerate throughout the night
essential neroli
what is sensitive skin?
Sensitive skin is often dry, with a taut and fragile texture. It is prone to redness, is easily irritated and often suffers more from environmental changes. Stress, illness, alcohol, smoking and pollution can all aggravate sensitive complexions.

The Essential Neroli range has been specifically developed to address these concerns and calm reactive or sensitised skins. The naturally active ingredients offer exceptional soothing qualities, providing anti-inflammatory and healing benefits.

Sensitive Skin Cleanser
A soft and gentle cleanser to soothe and calm

Sensitive Skin Tonic Lotion
An alcohol-free aromatic lotion to heal and refresh

Sensitive Skin Moisturiser
A smooth, cooling day cream to replenish and repair

Sensitive Skin Night Cream
A soothing, rebalancing moisturiser to calm and relax skin while you sleep
essential herbal
what is oily skin?

Oily skin occurs as a result of overactive sebaceous (oil-producing) glands which can cause skin to look shiny and the pores to appear enlarged. Pores can become clogged with excess oil causing blackheads and breakouts. Oily skin needs gentle cleansing and rebalancing without triggering further oil production.

The formulations of the Essential Herbal range include naturally active ingredients and herbal extracts to help calm, soothe and heal skin, while also providing antiseptic, cooling and refreshing benefits.

**Oily Skin Cleanser**
A refreshing, rebalancing cleanser to calm, cool and purify

**Oily Skin Tonic Lotion**
An alcohol-free aromatic lotion which offers natural antibacterial protection

**Oily Skin Moisturiser**
A light, non-greasy cream to hydrate and protect skin during both day and night
Combining the perfect synergy of science and nature, our Essential Anti-Ageing range was created especially for New Zealand’s challenging environmental conditions and high UV exposure climate. This high-performance collection includes four essential products to help rejuvenate, hydrate and nourish the skin, and minimise the visible signs of ageing.
Designed specifically to treat complexions from the age of 35 years, and suitable for all skin types, our Essential Anti-Ageing range works to minimise the appearance of existing wrinkles and prevent the formation of new lines. This innovative collection provides a daily action to help firm and smooth the skin of the face, neck and décolleté to reveal a more radiantly youthful complexion.

**Anti-Ageing Daily Skin Cleanser**
A creamy lotion with moisture enhancers to gently cleanse and protect

**Anti-Ageing Daily Skin Tonic Lotion**
An alcohol-free, antioxidant enriched fluid to condition and balance pH levels

**Anti-Ageing Day Cream with SPF15**
A hydrating moisturiser containing anti-wrinkle peptides to smooth and refresh, with the added protection of an SPF15 sunscreen to defend against free radical damage

**Anti-Ageing Night Cream**
A rich moisturiser with additional anti-wrinkle peptides and antioxidants to repair and replenish as you sleep
jb man

daily cleansing scrub

150ml net

natural skin care

moisturiser

Natural Skin Care

Natural Skin Care

Natural Skin Care
Specifically engineered for the precise skin care needs of men, JB Man provides an essential no-fuss programme for the boys. This straightforward two-step system offers an easy introduction to professional quality products.

Men typically have a thicker, oilier complexion than women so their skin requires specialist care. Additionally, the act of shaving can be very harsh and may represent the main cause of imbalances such as irritation, dry skin and tiny lesions. The naturally active ingredients within the JB Man range work to cool, invigorate, rebalance and revive the skin.

**JB Man Daily Cleansing Scrub**
A deep-cleansing non-abrasive scrub which makes an excellent pre-shave treatment

**JB Man Daily Moisturiser**
An oil-free lotion to calm, cool, protect and refresh during both day and night
exfoliation

Ensure your skin retains a fresh, natural glow between visits to your beauty therapist by regularly exfoliating your face, neck and décolleté. Not only will your skin instantly look and feel cleaner, smoother and more supple, but this re-energising routine will also improve micro-circulation for a healthier, revitalised complexion.

Exfoliation is an essential part of your beauty care regime as it enhances the skin’s own renewal process. Use your Gentle Facial Exfoliant to slough away the very top layers of dull cells and surface debris to reveal the newer, brighter skin beneath. Regular exfoliation helps to improve the absorption of treatment products, deep cleanses the complexion and refines the texture of your skin to create a more radiant, youthful appearance.

Gentle Facial Exfoliant

This exceptionally effective, yet delicate exfoliating cream gently removes dull, tired cells for smoother and softer skin. Its tiny silica particles are encased in a rich, velvet textured cream to help polish away surface debris without irritation.
Refreshing Gel Cleanser

Invigorate and energise the skin with this soap-free facial wash which gently removes accumulated surface impurities with the calming, antiseptic and antibacterial qualities of neroli oil. Suitable for most skin types and all ages, it offers a great option for travel or the gym, and provides an ideal skin care starting point for both men and teenagers.
masks

Keeping your skin in optimum condition means taking care of it in between salon visits, which is why the application of a facial mask is one of the most important steps in your beauty routine. Take a moment, once or twice a week to enjoy a relaxing escape from your busy life and replicate a little of the in-salon magic your beauty therapist creates – your complexion will love you for it.

Skin should be prepared so it is in the best possible condition to receive the full benefits of the mask. Apart from removing make-up, cleansing and toning, skin should also experience an exfoliation treatment to deep-cleanse beforehand and allow the mask to penetrate more effectively.
Aloe Vera & Cucumber Gel Mask
This cooling, calming mask helps to hydrate the skin and also acts as an excellent eye contour treatment. Ideal for all skin types, it combines the soothing properties of aloe vera with the refreshing action of cucumber and is especially beneficial for dry, sun and wind-damaged complexions.

Collagen & Elastin Gel Mask
Particularly recommended for dry, sun-damaged or ageing skin types, this firming, smoothing and revitalising mask provides a rich moisture boost for dehydrated complexions. Marine-source collagen helps attract and bind water to the skin while elastin provides restorative and protective benefits.

Linden Refining Mask
Our Linden Refining Mask offers the perfect solution for beautiful, radiant skin. This nourishing multi-tasker is enriched with the antioxidant properties of vitamins E and F to brighten and protect, linden extract to hydrate and enhance circulation, and zinc oxide to repair and heal the complexion.

Soothing Azulene Clay Mask
This soothing clay mask has calming and restorative benefits, making it ideal for almost all skin types, but especially suited to sensitive or delicate skins. The formulation features the healing and replenishing properties of bisabolol (azulene), along with zinc oxide to protect and repair, and vitamin E to promote healthy cell renewal.

Vitamin Cream Mask
Enriched with a vitamin complex, this excellent treatment mask helps to nourish and hydrate the skin, and encourages healthy cell renewal. Kaolin clay is combined with marigold, sweet almond and wheatgerm oils to brighten and moisturise the complexion while also helping to soothe and calm the skin.
The eye is surrounded by the thinnest tissue on the face with very little support structure, leaving it vulnerable to wrinkles and signs of ageing. The neck is often neglected and can show signs of ageing even before the face does. Temperature changes and stress also play havoc with our lips, leaving them dry and chapped. That’s why these areas of our face need special care and attention every day.
Eye & Lip Cleanser
An absolute must for the gentle, effective removal of make-up. The rich, balm-like texture of this emollient cream melts away all traces of mascara and lipstick.

Eye Care Cream
A protective and velvety cream which helps to rejuvenate and hydrate the delicate eye contour area. Vitamin E and Proteodermin® aid healthy cell renewal for firmer, smoother skin around the eyes.

Eye Contour Gel
This refreshing gel contains the triple-action benefits of BioCare SA to help soften fine lines, restore elasticity and smoothness, and instantly tighten and lift skin for an immediately visible effect.

Neck Cream
A rich and deeply moisturising cream with antioxidant and nourishing ingredients to hydrate and refine the skin from the neck to décolleté.

Lip Balm
Enriched with natural antioxidant, skin protecting and soothing ingredients this velvety balm helps to restore smoothness to dry, chapped lips. Macadamia nut oil, grapeseed oil and shea butter all offer protective and moisturising properties.
enhanced care eye contour gel
15ml net
enhanced care

While the Essential Care range is perfect for daily use to maintain and support your skin, sometimes your complexion needs a little extra attention to treat any concerns you may have, or to provide a seasonal boost.

Designed especially to effect changes within the skin, our Enhanced Care range is a corrective line of products with highly active ingredient formulations, including some of cosmeceutical grade. The Enhanced Care line works in conjunction with the Essential Care collection to offer a complete skin care solution.
The precise blend of alpha and beta hydroxy acids within the Alpha-Beta Radiance range has been specifically selected to renew, restore and replenish the complexion. The line contains citric, malic, lactic and salicylic acids to exfoliate and enhance skin hydration, and is recommended for use through the autumn and winter months, during periods of reduced UV activity.
what is dull skin?
Sun exposure, environmental pollution and the natural ageing process all impact upon our skin, leaving it dull, uneven and etched with fine lines and wrinkles. Dull skin can seem lack-lustre, lifeless and devitalised so it requires a rejuvenating, moisture rich boost in order to achieve a healthy glowing appearance once more.

**Alpha-Beta Radiance Cleanser**
Thoroughly cleanses the skin while improving hydration and smoothness

**Alpha-Beta Radiance Tonic Lotion**
A refreshing alcohol-free lotion to help correct the skin’s pH balance

**Alpha-Beta Radiance Exfoliant**
An exfoliating treatment which removes surface impurities and stimulates cell renewal

**Alpha-Beta Radiance Clear Skin Gel**
This soothing treatment gel helps purify, refine and rebalance the complexion

**Alpha-Beta Radiance Moisture Repair**
An ideal day cream to repair the skin’s natural protective barrier and restore, refresh and smooth the complexion

**Alpha-Beta Radiance Cream**
This high-performance cream helps all skin types look and feel smoother, softer and more hydrated

**Alpha-Beta Radiance Plus Cream**
With additional moisturising factors to help more mature or sun damaged skin appear smoother, brighter and more supple
Serum BHA3
Ideal to help control acne-prone oily skin, this highly effective serum contains beta hydroxy acid (also known as salicylic acid). Providing a deep-cleansing pore treatment, it also encourages a reduction in the appearance of blackheads and whiteheads.

Active Purifying Lotion
A refreshing lotion with the astringent, antiseptic and healing benefits of orris root extract, vitamin A and zinc sulphate. Accordingly, it helps to minimise and prevent blemishes, and reduce oiliness in overactive skin.
Rejuvenating Skin Cream
Designed for use on the face, neck, décolleté and hands, this emollient cream contains Proteodermin® and glycolic acid to encourage collagen production and help revitalise, firm, plump and rehydrate the skin. It offers an effective solution as part of a revitalising programme when used alongside Serum C20 and the Rejuvenating 10-Day Solution.
antioxidant serums
Vitamin C is known to neutralise free radicals and defend against environmental ageing. It is also a key component in collagen production and has a brightening effect on the complexion. With Joyce Blok Natural Skin Care’s range of antioxidant cosmeceutical serums, every skin type can benefit from vitamin C all year around.

**Serum C10**

With 10% vitamin C, this lightweight, non-greasy serum combines enhanced antioxidant protection with the ability to help reverse some of the effects of sun damage while brightening the skin. A gentle, effective way to introduce skin to the benefits of vitamin C, it is ideal for use on sensitive complexions or during periods of reduced UV exposure.

**Serum C20**

With 20% vitamin C, the optimum strength for maximum benefits to the complexion, this rapidly-absorbed serum helps to stimulate natural collagen synthesis, fade pigmentation irregularities and even the skin tone. Suitable for normal, oily, mature or sun-damaged skins, this high-performance product is best used during periods of high UV exposure or as part of an effective anti-ageing, restorative programme.

**Serum CEF**

With 15% vitamin C, 1% vitamin E and 0.5% ferulic acid, this unique cocktail of antioxidants provides eight times the skin’s own photo-defence to significantly increase UV protection. Designed for daily use, this powerful concentrate also assists healing, neutralises free radicals, supports collagen production, improves skin blemishes and scarring, and works to instantly brighten the complexion.
10-day solutions

Providing a powerful and rejuvenating boost to complexions that look or feel dull, devitalised or stressed, the concentrated 10-Day Solution treatments can be used as an intensive course at the change of season or whenever skin is in need of some extra care.
Active Purifying 10-Day Solution
Best for calming overactive skin, this concentrate contains orris root extract for astringent and decongestant properties, vitamin A to normalise sebum production and zinc acetate to protect and heal.

Azulene 10-Day Solution
A soothing serum containing concentrated bisabolol (extracted from azulene) and squalene to heal, restore and protect irritated, sensitised or damaged skin.

Collagen & Elastin 10-Day Solution
Offering an anti-ageing boost for dry, devitalised, tired or mature complexions, marine-source collagen and elastin, and antioxidant vitamin E work together to help restore, smooth and firm skin.

Rejuvenating 10-Day Solution
The skin’s texture is improved through the combination of marine-source collagen and orange flower water which act to hydrate and prevent moisture loss, as well as to calm, firm and smooth the complexion.

Trace Elements 10-Day Solution
Ideal for all skin types, this concentrate contains marine-source collagen, horsetail extract and proline which provide essential minerals, restore the skin’s moisture balance and improve elasticity.
Healthy, glowing skin also requires us to establish a beauty care routine from the neck down. Though the skin on the body is more robust than that of the face, it too demands attention and needs specialist care to look and feel its best. And just as for the face, there are three steps to caring for the body – cleansing, exfoliating and moisturising.
body care
Active Purifying Lotion
A refreshing lotion with the astringent, antiseptic and healing benefits of orris root extract, vitamin A and zinc sulphate. It aids in the reduction and prevention of blemishes, and helps to re-balance and lessen oiliness in overactive skin.

Aloe & E Body Lotion
A light, hydrating lotion enriched with aloe vera and vitamin E to replenish, moisturise and protect the skin, leaving it soft, supple and radiant.

Collagen Hand Care Cream
This smooth cream provides intense hydrating and moisturising benefits to hands, providing a protective barrier to defend against water loss.

Exfoliating Shower Gel
An uplifting and energising cleansing gel containing exfoliating granules and aloe vera to help remove dull cells and leave the skin feeling fresh, smooth and invigorated.

Bath & Body Oils
Featuring four distinctive essential oil blends to soften, smooth and scent the skin, which can be used directly on the body or to enhance bathing and showering rituals:

Bliss Bath & Body Oil – petitgrain, lavender and bergamot to relax, soothe and calm
Grace Bath & Body Oil – grapefruit, cypress, cinnamon and lemongrass to tone and smooth
Vitality Bath & Body Oil – geranium, rosemary and cypress to revitalise and invigorate
Zest Bath & Body Oil – lemongrass, lavender, grapefruit and peppermint to refresh, stimulate and uplift
sun care
Specially developed to guard against the harsh New Zealand climate, the broad-spectrum sunscreen in our Sun Care range has been created to offer year-round protection. Containing a blend of three effective filters, this high-performance product provides antioxidant and moisturising properties to nourish, defend and soothe. The range is complemented with a self-tanning cream to offer a natural, golden glow to skin without the damaging effects of UV exposure.

**Everyday Sun Fitness SPF15+***

Offering broad-spectrum protection, the lightweight, non-greasy gel texture of this sunscreen makes it ideal for everyday use. This product not only acts as a perfect cosmetic base and skin primer, but is also light enough to be reapplied over make-up to provide an effective year-round defence against UV exposure.

*Only available in New Zealand

**Auto Bronzing Cream**

Imparting a natural looking golden tan, this nourishing cream is suitable for both the face and body. The antioxidant rich formula contains hydrating agents, vitamin E and essential fatty acids which protect against moisture loss to give bronzed skin a more healthy appearance and a radiant, summertime glow.
Allantoin: softening, regenerating; Almond Oil: moisturising, protective; Aloe Vera: healing, moisturising; Alpha Hydroxy Acids: moisturising, exfoliating; Apricot Kernel Oil: soothing, nourishing; Avocado Oil: nourishing, softening; Azulene: anti-inflammatory, healing; Balm Mint: healing, calming; Beeswax: antioxidant, softening; Bentonite: hydrating, oil-absorbing; Bergamot Oil: antiseptic, soothing; Birch Extract: astringent, antiseptic; Caffeine: stimulating, draining; Calendula Oil: regenerating, protective; Camphor: antibacterial, soothing; Carrot Oil: regenerative, draining; Castor Oil: softening, protective; Chestnut: stimulating, astringent; Collagen: smoothing, softening; Cinnamon Oil: antiseptic, stimulating; Coltsfoot: healing, soothing; Cucumber Extract: soothing, refreshing; Cutavit®: protective, hydrating; Cypress Oil: antiseptic, astringent; Dimethicone: protective, moisturising; Elastin: protective, softening; Fennel: soothing, disinfecting; Geranium Oil: anti-inflammatory, astringent; Ginseng Extract: toning, stimulating; Glycerin: humectant, protective; Glycosaminoglycans: smoothing, hydrating; Grapefruit Oil: antiseptic, toning; Grapeseed Oil: nourishing, moisturising; Hexaplant®: soothing, antiseptic; Hops: soothing, healing; Horsetail Extract: anti-inflammatory, astringent; Jojoba Oil: protective, hydrating;
Kaolin: hydrating, oil-absorbing; Lanolin: moisturising, protective; Lavender Oil: healing, balancing; Lemon Oil: antiseptic, toning; Lemongrass Oil: antibacterial, astringent; Lime Oil: astringent, toning; Linden Extract: antioxidant, soothing; Menthol: stimulating, refreshing; Mimosa Extract: astringent, antiseptic; Mistletoe: soothing, relaxing; Myrrh: astringent, healing; Neroli Oil: calming, soothing; Nettle: astringent, toning; Oak: astringent, antiseptic; Orris Root Extract: astringent, decongesting; Peach Kernel Oil: softening, nourishing; Peppermint Oil: astringent, soothing; Petitgrain Oil: stimulating, toning; Pine Oil: disinfectant, decongesting; Proteodermin®: regenerating, rejuvenating; Rose Oil: soothing, moisturising; Rosemary Oil: refreshing, toning; Sage: anti-bacterial, stimulating; Salmon Egg Extract: regenerating, protective; Seaweed Extract: stimulating, revitalising; Sedaplant®: soothing, disinfectant; Soluvit CLR®: balancing, regulating; Squalene: antibacterial, moisturising; St John’s Wort Oil: anti-inflammatory, regenerating; Tea Extract: antioxidant, draining; Tea Tree Oil: healing, antibacterial; Titanium Dioxide: protective, soothing; Urea: healing, anti-inflammatory; Wheatgerm Oil: softening, moisturising; Witch Hazel: toning, astringent; Yarrow: healing, stimulating; Zinc: protective, healing