

joyce blok
professional skin care

recharge

Enjoy the latest beauty news from
your local Joyce Blok expert



REBOOT YOUR MIND

We're vowing to kick bad habits to the curb and embrace positive changes this season with these JB tips to keep you motivated, inspired and ready to take on the new season (baby steps of course).

First things first, writing is your new best friend. No, we're not suggesting that you need to suddenly pen a literary classic, we're talking to-do lists, notes-to-self and random musings. Be it a task you need to do the next day, something that is keeping you up or a brilliant (at the time) idea, write it down. This will not only ensure that it doesn't disappear forever, but also allows your mind to be at ease, allowing for a restful slumber.

There is nothing wrong with relaxing on the couch and watching your favourite shows, taking a nap, or reading a book. Sometimes this is exactly what we need, but so often we feel this constant nag in the back of your mind telling you to do

something productive. If this is the case, then map out some time and commit to doing nothing without guilt. Sometimes it's exactly what the doctor ordered.

When was the last time you really listened to music? No we don't mean playing it in the background as you fold the washing, but truly listening to it without doing anything else at the time. Multiple experts speak about the benefits of actively listening to music positively impacting our emotional, physical and mental wellbeing. So bring out those favourites – it's time to truly connect.

Lastly, exercise is key. We can hear the groaning already, who has energy to exercise? The truth is, exercise creates energy. Whether it's a visit to the gym, a dip in the pool, or a simple walk around the block, you'll feel more energised and positive – we promise.

While we are prominently in the business of skin care health, we believe that giving back to the community goes hand in hand with our industry. That's why throughout the year you'll often see Joyce Blok pairing up with different community support groups and charities, as a way of giving back to those most in need.

Breast Cancer Cure, New Zealand's only not-for-profit organisation established solely to find a cure for breast cancer, are a fantastic organisation that we are so very proud to work with. With one woman being diagnosed every three hours, this is a very real issue here in New Zealand. For more information visit breastcancercure.org.nz

Treasured Chests

Keep an eye out this October for the return of our annual Think Pink campaign in support of Breast Cancer Cure!

BREAST
CANCER
CURE™

Your face doesn't stop until your décolleté, so ensure all the products that you use go all the way down to your collarbone.

Apply this lotion as a spot treatment for problematic areas at night, and wake up with blemish-free skin in the morning.

MAN UP

Healthy skin is never a bad thing, so here are our step by step essentials for the guys.

Step 1: Scrub Up

Exfoliation is so beneficial for your skin, and this fact even more so for males. Our **JB Man Daily Cleansing Scrub (150ml, \$46)** is an ideal pre-shave treatment, as it exposes hair follicles and allows for an all-round better shave. For those rocking some serious facial hair, you still need to exfoliate to avoid a flaky beard.

Step 3: Heal

If your skin is feeling a little worse for wear, try our **Active Purifying Lotion (60ml, \$28)**. This refreshing lotion, with antiseptic and healing benefits, helps to soothe and repair skin after it's had a bit of a rough day, and especially after razor burn.

Step 2: Hydrate

Moisturising is a no-brainer, and our **JB Man Daily Moisturiser (100ml, \$46)** is second to none. This oil-free, fast-absorbing cream provides an antioxidant boost to rebalance, soothe and nourish, especially after exfoliating.

Step 4: Retreat

With an influx of more and more males interested in Joyce Blok, our **JB Man Facials** work to give skin a new lease of life. We're talking relaxation and rejuvenation for your complexion. Chat to our JB Experts for a bit of an insight into our wonderful range of tailored treatments.

BODY TALK

A great skin care routine isn't all about the face and now it's time to show our bodies some much needed TLC.

TOTAL RELAXATION

How exquisite does a Body Massage with warm, fragrant oils, soothing music, and oh-so-amazing hands sound? We're firm believers in head to toe rejuvenation, with our do-it-all products going hand in hand with revitalising treatments. Treat yourself to a full body massage to help with knots, soreness and all round relaxation. Go on, you deserve it.

HEY SLICK

After a change in season and a switch in temperature, it's safe to say keeping your skin consistently balanced and hydrated can be quite the challenge. Enter our sister brand **ASPAR's Grapefruit & Rosehip Revitalising Body Oil (200ml, \$39)**. This bottle of silky hydration can be used to give skin a boost of revitalisation, plus can also be used all over before you soak in a bath.

SMOOTH OVER

Scrub up with our **Face & Body Exfoliant (200ml, \$60)**. This handy tube is not only perfect for your complexion, it works wonders on the rest of your body too. This important not-to-be-missed step not only removes dry skin cells, but also increases blood circulation, which in turn helps you to achieve a healthy, glowing body. Smooth and radiant skin? Yes please!

BRUSH OFF

Ever heard of the wonders of Dry Brushing? This practise is essential during a detox, and by making it a permanent habit you'll find a plethora of positive benefits. By using a dry brush on your skin at least once a day, you'll be brushing off dead skin cells, boosting circulation, stimulating lymph nodes, improving digestion and allowing for smoother, brighter skin. A no-fuss technique for a beautiful glow this season. Use our **Aloe & E Body Lotion (200ml, \$38)** after dry brushing to restore much needed moisture to your skin.

Use our **Linden Refining Mask (60ml, \$50)** while you're in the bath for a boost of radiance as you relax.



Lips need a smooth over too. Try our **Lip Polish (15ml, \$36)**, a lush scrub for your pout – delicious!



You 10/10, you

Celebrating 10 years of Alpha-Beta

- A decade of beautiful, clearer skin. And many more decades to come!

The ideal rejuvenation programme, Alpha-Beta Radiance results in skin that looks and feels softer, smoother, fresher and healthier

- in short, a renewed complexion.

SKINTECH

The specific blend of citric, malic, lactic and salicylic acids contained within this wonderful high-performance line create a unique cocktail of alpha and beta hydroxyl acids to exfoliate and enhance skin hydration.

WHAT ARE AHA'S?

AHA's dissolve the bonds that hold on to dead, dull and sluggish skin cells, allowing them to be sloughed away. This encourages healthy new cell renewal and a fresh, new complexion. As easy as ABC.



IDEAL COMPANION

Your skin will be extra sensitive to UV rays during an Alpha-Beta programme, but never fear - our **Everyday Sun Fitness SPF15+ (200ml, \$45)** will ensure your skin is effectively protected.

FROM THE JB TEAM

Apply your Clear Skin Gel at night as a peel treatment and wake up with refreshed, brighter skin - **your very own at-home mini peel.**

NATURE'S BEST

This range utilises AHA's from malic acid, found in apples, and green tea leaf extract, which you'll find in our **Clear Skin Gel (60ml, \$40)**. A touch of nature in this fantastic range.

Alpha Beta Radiance Collection Includes: Cleanser (200ml, \$50), Tonic Lotion (200ml, \$50), Radiance Cream (50ml, \$46), Radiance Plus Cream (50ml, \$52), Moisture Repair (60ml, \$52), Facial Exfoliant (60ml, \$48) and Clear Skin Gel (60ml, \$40).

BEAUTY BY INGREDIENTS

Joyce Blok uses high quality, effective, and most importantly safe ingredients across all ranges, but what exactly do they do? Read on to find out a little bit more about what you are using on your skin.



ANTIOXIDANTS

Your skin is your largest organ, so it's super important that we take care of it. Antioxidants help guard against free radicals, such as pollution, and help to reverse the effects of environmental damage. These free radicals can damage skin cells, so antioxidants are fantastic for improving the health and appearance of your skin.

Found in:

- Super Serum (30ml, \$145)
- Vitamin E 15% (25ml, \$127)

PEPTIDES

Peptides are one of the most important and exciting ingredients found in skin care. This nifty do-it-all is made up of amino acids (building blocks in cells, muscle and tissue) and act as messengers, helping to repair and stimulate collagen synthesis. The secret to eternal youth!

Found in:

- Super Serum (30ml, \$145)
- Anti-Ageing range (from \$59)



VITAMIN C

We know to take vitamins for when we need to boost our immune systems, so it makes sense that we need to use it on our skin too. Vitamin C is not only necessary for collagen production and maintenance, but it is also a potent antioxidant that can neutralise those pesky free radicals in the skin.

Found in:

- Serum C10 (25ml, \$87)
- Serum C20 (25ml, \$108)
- Serum CEF (25ml, \$138)



SPF

We've all grown up with 'slip, slop, slap', but it can be tricky knowing the truth behind SPF. An SPF (Sun Protection Factor) suggests the amount of time you can stay in the sun based on your own burn time, i.e. 1.5 x longer than your natural burn time. An SPF 15 blocks 94% of the sun's rays, while an SPF 30 blocks 97%. As always, reapplying is key - it's a sun screen, not a complete barrier!

Found in:

- Everyday Sun Fitness SPF15+ (200ml, \$45)
- Anti-Ageing Day Cream with SPF15+ (50ml, \$75)

ROSE

The rose has perhaps been written about more than any other flower. With beautiful bouquets to a rose petal filled bath, this elegant flower can instantly lift your mood. The essential oil of rose has multiple benefits in skin care, including antibacterial, soothing and astringent benefits for the skin. So here's to always stopping to smell the roses.

Found in:

- Essential Rose Dry Skin Range (from \$40)
- Sugar Scrub (200ml, \$45)



BEESWAX

Bzz! With an abundance of goodness, beeswax makes itself known in a huge range of skin care goodies. Beeswax is a natural skin protectant and humectant that soothes and hydrates skin. The natural source of fatty acids makes beeswax an excellent natural emulsifier and conditioning agent - it truly is the bee's knees.

Found in:

- Lip Polish (15ml, \$36)
- Lip Balm (15ml, \$29)
- Neck Cream (50ml, \$57)
- Vitamin Cream Mask (60ml, \$50)



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