



# CELEBRATE YOUR BEAUTIFUL *kiwi* SKINCARE



As we celebrate our milestone 45<sup>th</sup> birthday, we take a look back at how our wonderful kiwi range has evolved.

Joyce Blok, a Dutch aesthetician and European trained and qualified beauty therapist, migrated to New Zealand with her husband and family at the end of the '60s. She never could have imagined the impact she would have on the establishment of the beauty therapy industry and advanced skincare in New Zealand. After opening one of the country's first professional beauty schools, and with a need of specific products and equipment, Joyce's Dutch determination and her husband Neil's skill with his hands meant eventually they came up with solutions. A story so familiar in beauty and fashion it's almost a cliché but that's exactly what Joyce achieved – if you can't find it, create it, and thus Joyce Blok Skin Care was born.

Nowadays Joyce Blok is a kiwi-owned and operated company adored by many, working to find the perfect balance between science and nature for your skin. With 45 years of experience and innovation under our belt, here's to many more years to come!



## gezellig

As part of our 45<sup>th</sup> birthday festivities (and there are a few this year), we introduce you to our limited edition best-selling Super Serum plus the Serum C20 and Vitamin E 15% duo.

In recognition of JB's heritage and in celebration of our future, these limited edition bright orange boxes feature the Dutch word 'gezellig'.

A word that encompasses the heart of Dutch culture and simply means 'all good things'. Orange is a prominent colour in the Netherlands, and is also the colour of the Dutch Royal Family. A fitting choice for our very own skin care royalty, and the perfect way to acknowledge such a prestigious milestone.

Read over the page for our latest news and JB tips...



**Did you know?**  
Use our Super Serum (30ml, \$150) both morning and night for a month for a true radiance boost.

Visit us in salon for more gift ideas & all your summer essentials.

*see you soon!*

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## shine like a diamond



Introducing the latest from our renowned Anti-Ageing range, our highly anticipated **Joyce Blok Anti-Ageing Firming Eye Cream (15ml, \$80)**.

Developed with the assistance from our very own JB Experts across the country, this eye cream features a new Power Trio to firm and brighten the eye contour, and reduce the appearance of fine lines and wrinkles. Lovingly created and formulated with high performance peptides and botanical extracts, your eyes will shine as bright as diamonds.

There's nothing quite like a skin-awakening Joyce Blok facial with our wonderful JB Experts. Here are our top three booster mask must-try's the next time you're in-spa.

**Age Well** With its marshmallow scent, the Anti-Ageing Peel-Off Mask works a treat for adding suppleness and a bounce back effect for mature skin. Suitable for most skin types in need of an anti-ageing boost.

**Awaken the Skin** The self-heating Thermal Mask generates warmth to open pores to enhance skin care, a true Berocca for the skin. Suitable for all skin types in need of a boost, this mask enhances the effectiveness of active ingredients in any treatment.

**Vitamin Boost** Our NEW Rejuvenating Multivitamin Mask contains a multitude of benefits including kaolin to absorb impurities from the skin, sweet almond oil to soften skin, and an array of vitamins for radiance and overall skin health. You have to experience it to believe it. Suitable for most skin types in need of radiance and refinement.



## JBEE

We're a team of avid gardeners here at Joyce Blok, and this passion goes hand in hand with supporting our bees, with an array of bee-friendly flowers and vegetables that we can add to our outdoors. Many of us will have fond memories of the iconic Buzzy Bee from our childhoods – and of delicious honey on toast! You'll find this gorgeous multi-use ingredient in a bunch of our products, including our sugar-sweet **Lip Polish (15ml, \$39)** and delectable **Lip Balm (15ml, \$32)**.



## BE RADIANT

1. Create a flawless canvas for the rest of your skin care routine with our radiance-enhancing **Face & Body Exfoliant (200ml, \$60)**.

2. Walnuts offer up healthy Omega-3 fats and lock in moisture and nutrients that keep skin plump and glowing. Add a handful (or two) to your daily diet.

3. Our **Essential Tonic Lotion in Normal, Dry or Sensitive (200ml, \$49)** ensures that the very last remnants of the day are banished in one clean sweep.

4. Lastly, our go-to tip for calm, healthy skin is the very obvious but not very often followed step of a restful night's sleep. Create a sleep ritual with candles, essential oils and the comfiest of pillows.

