



# FROM THE JB TEAM

Welcome to the world of Joyce Blok Professional Skin Care. You have been given this informative (and somewhat techie) pamphlet by a JB expert and enthusiast. You are soon to discover the essence of our brand and the benefits of our ingredients.

We offer products with high concentrations of active, naturally sourced extracts such as herbs, essential oils and vitamins. We like to think of ourselves as the leaders in our field.

**With a JB expert you are in safe hands and about to start a wonderful relationship with our products.**

Enjoy...



## 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.



THE 3 MOST  
ESSENTIAL  
STEPS...  
**CLEANSE.**  
**TONE.**  
**MOISTURISE.**

Twice  
a day!

## ESSENTIAL MARIGOLD

A range made to care for normal skin, to heal and calm, encourage cell regeneration, soften, hydrate and protect your complexion.

**Collection includes: Normal Skin Cleanser, Tonic Lotion, Moisturiser, and Night Cream.**

## ESSENTIAL ROSE

Offering soothing and moisturising properties particularly beneficial for dry skin while also helping to balance, hydrate, nourish and protect your complexion.

**Collection includes: Dry Skin Cleanser, Tonic Lotion, Moisturiser, and Night Cream.**

## ESSENTIAL NEROLI

With exceptional soothing qualities, providing anti-inflammatory and healing benefits. Developed to address these concerns and calm reactive or sensitised skins.

**Collection includes: Sensitive Skin Cleanser, Tonic Lotion, Moisturiser, and Night Cream.**

## ESSENTIAL HERBAL

Created for oily skins, this range contains herbal extracts to help soothe and heal skin, while also providing antiseptic, cooling and refreshing benefits.

**Collection includes: Oily Skin Cleanser, Tonic Lotion and Moisturiser.**

# ANTI-AGEING



Designed to specifically treat complexions from the age of 35 years and suitable for all skin types, the four products in the anti-ageing line work to minimise the appearance of existing wrinkles and help prevent the formation of new lines. This innovative range provides a daily action to help firm and smooth the skin of the face, neck and décolleté to reveal a more radiant, glowing complexion.

**Collection includes: Anti-Ageing Daily Cleanser, Daily Tonic Lotion, Day Cream SPF15 and Night Cream.**

## THE SCIENCE

The professional formulations in our anti-ageing range are enriched with two highly effective peptides which are among the most powerful skin care ingredients being used in successful anti-wrinkle products today.

PARABEN  
**FREE**

The first of these, Matrixyl 3000, encourages improved firmness and tone while the second, Argireline, enhances these actions and works to relax facial tension.

SUPER

*The most effective, comprehensive and high-performance product we have ever created.*

## GUARANTEED RESULTS FOR HEALTHIER LOOKING SKIN

Three results-driven and highly effective peptides (cellular activity enhancers) work in synergy to encourage collagen and elastin production for a firmer, smoother complexion.

Ideal for even the most sensitive skin and perfect for safely and effectively treating the delicate eye contour area.

PARABEN  
FREE



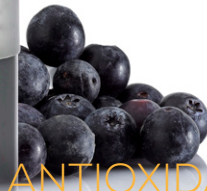
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Our favourite in combination with our Rejuvenating Skin Cream.  
**Love it.**

## MOISTURE HANCER



Advanced water-binding technologies effectively drench skin in moisture for optimal hydration and a plumper, healthier, more youthful appearance.



## ANTIOXIDANTS

Green Tea and Billberry extracts work to **protect skin from the inside out**, guarding against free radicals and helping reverse the effects of environmental damage.



DAILY DOSE OF VITAMINS

*Our lightweight, non-greasy serums combine enhanced antioxidant protection with the ability to help reverse some of the effects of sun damage while brightening the skin. Every skin type can benefit from vitamin C all year round.*

## SERUM C10

With 10% vitamin C this serum is a gentle, effective way to introduce skin to the benefits of vitamin C.

## SERUM C20

With 20% vitamin C, the optimum strength for maximum benefits to the complexion, this serum helps to stimulate natural collagen synthesis, fade pigmentation irregularities and even the skin tone.

## 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.**

## VITAMIN E 15%

This antioxidant & anti-inflammatory serum renews, softens and protects damaged skin from free radicals and environmental damage.







Super-charge  
your sun care  
routine with  
CEF & SPF!

SLIP, SLOP, WRAP



## EVERYDAY SUN FITNESS SPF15+\*

Offering broad-spectrum protection, the lightweight, non-greasy 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 for the moment!*

## AUTO BRONZING CREAM

Imparting a natural looking golden tan, this nourishing cream is suitable for both the face and body. Its antioxidant rich formula contains hydrating agents, vitamin E and essential fatty acids which protect against moisture loss to give skin a bronzed healthy appearance all year round without the damaging effects of UV exposure.





Now you have reached the end of our brochure (or the beginning if you read backwards like we do sometimes) we just wanted to say thanks for taking the time to get to know us.

**As you can see we take skin care seriously but we also love what we do and want to have a bit of fun with looking after you. Stay healthy and if you want to be in touch please do.**

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# 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.**

FROM THE JB TEAM

*Apart from removing make-up, cleansing and toning, skin should also be scrubbed clean to make sure our masks can get to work!*

## 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 paraben-free Linden Refining Mask offers the perfect solution for beautiful, radiant skin. This multi-tasker is enriched with the antioxidant properties of vitamin E to moisturise and heal, linden extract to hydrate and enhance circulation and zinc oxide to protect and soothe the complexion.

## 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.



**Healthy, glowing skin doesn't stop at your jaw. Though the skin on your body is more robust than that of the face, it too deserves attention. And just as for the face, there are three steps to caring for the body – cleansing, exfoliating and moisturising.**

**Lets go...**

## REFRESHING GEL CLEANSER

Invigorate and energise the skin with this soap-free and paraben-free facial and body wash. 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.

## GENTLE FACIAL EXFOLIANT & FACE & BODY EXFOLIANT

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

## 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

A deeply hydrating cream to soften and soothe skin, leaving your hands protected, replenished and moisturised throughout the day.



## EYE & LIP CLEANSER

This rich, balm-like emollient cream is an absolute must for the gentle, effective removal of make-up.

## EYE CARE CREAM

A protective hydrating cream which aids healthy cell renewal for firmer, smoother skin around the delicate eye area.

## EYE CONTOUR GEL

This refreshing gel helps soften fine lines, restores elasticity and smoothness, and instantly tightens and lifts skin for an immediate 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.



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.

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.



## CLEANSING SCRUB

A deep-cleansing non-abrasive scrub which makes an excellent pre-shave treatment.

## DAILY MOISTURISER

An oil-free lotion to calm, cool, protect and refresh during both day and night.

# ALPHA-BETA RADIANCE

The ideal rejuvenation programme, Alpha-Beta Radiance results in skin that looks and feels softer, smoother, fresher and healthier – in short, a renewed complexion.

The specific blend of citric, malic, lactic and salicylic acids contained within this high-performance line create a unique cocktail of alpha and beta hydroxy acids to exfoliate and enhance skin hydration. Recommended for use through the autumn and winter months, and during periods of reduced UV activity, this collection will help to brighten and refresh the skin, while imparting a visible anti-ageing boost.

**Collection includes: Alpha-Beta Radiance Cleanser, Tonic Lotion, Radiance Cream, Radiance Plus Cream, Moisture Repair, Facial Exfoliant and Clear Skin Gel.**



## FROM THE JB TEAM

Apply your Clear Skin Gel at night, as a peel treatment and wake up looking amazing! Can also be used as a spot treatment. A juicy all-rounder.



CARE

10



Malic acid found in a part of the AHA's in



ENHANCED

## 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.

## REJUVENATING SKIN CREAM

Designed for use on the face, neck, décolleté & hands, this emollient cream encourages collagen production to help revitalise, firm and plump.

## ACTIVE PURIFYING LOTION

A refreshing lotion with the astringent, antiseptic and healing benefits of orris root extract, vitamin A and zinc sulphate.

**POWER BOOST:** 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.

**Collection includes: Active Purifying 10-Day Solution, Azulene 10-Day Solution, Collagen & Elastin 10-Day Solution, Rejuvenating 10-Day Solution, Trace Elements 10-Day Solution.**



(Green Tea) Leaf extract found  
in Alpha-Beta Clear Skin Gel

