

A dark blue background with a vertical stem of lavender flowers running through the center. The flowers are small and clustered, with some buds and some open blossoms. The overall tone is moody and elegant.

# VERA SELF

Lookbook 2018

# ABOUT US

We believe that our bodies and our minds thrive when nourished with powers coming from nature. Launched in November 2017, Vera Self is a self-care company that offers only the finest natural oils blended to perfection.

We have developed Vera Self with the desire to help others claim their inner strength and revel in both their inner and outer beauty.

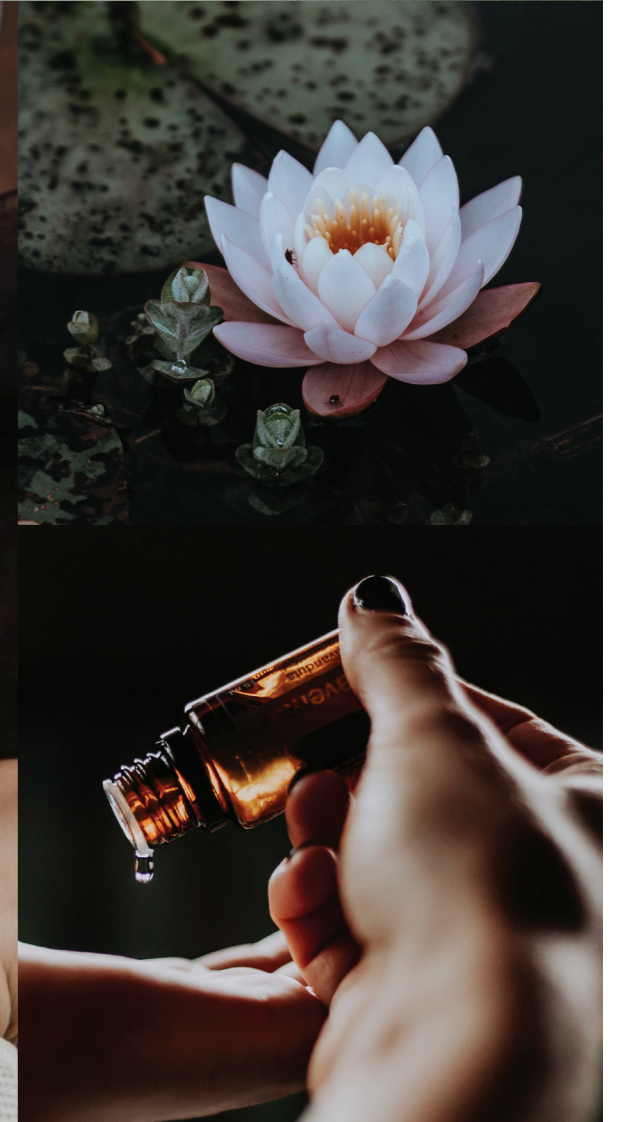
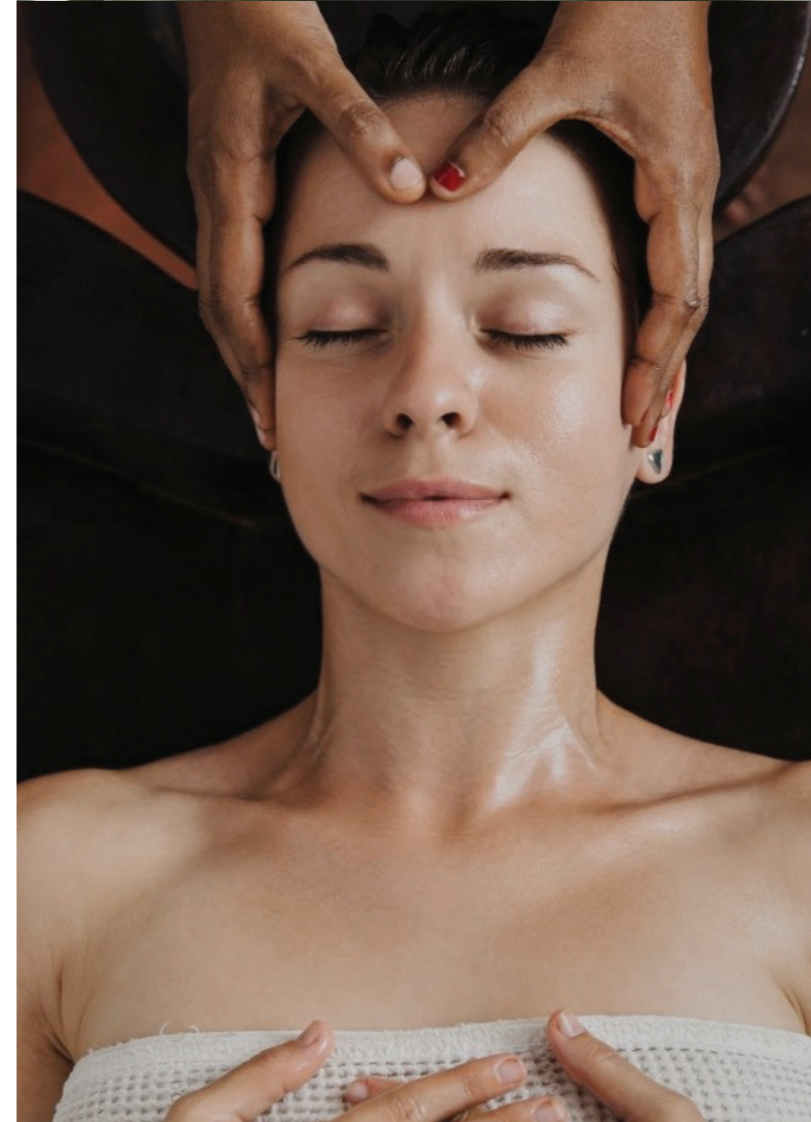
Taking inspiration from yoga and ayurveda, we created products that transcend skincare and offer a holistic experience. Whether you want to be energized, soothed, focused, or deeply relaxed, targeted self-care is in the palm of your hand.

In addition to a strong commitment to encouraging positive beauty attitudes, Vera Self is dedicated to local businesses, minimal waste practices, and cruelty-free, vegan ingredients. All our ingredients are 100% free from synthetic fragrances, emulsifiers, preservatives, parabens and GMOs, and are hand-harvested by communities that respect and protect nature.

When you use a product from Vera Self, you are reaffirming your commitment to self-love, kindness, and authenticity. You have always been beautiful and strong, but now it is time for you to treat yourself to a comprehensive brand of products that will help your beauty shine through naturally, confidently, and intentionally.

# MISSION

*Vera* means true, and we want to encourage you to be your truest, most authentic self in all aspects of your life. By offering a selection of artfully and purposefully blended face oils, body oils, and perfume rollers, we want to enrich your self-care rituals with the power of aromatherapy.

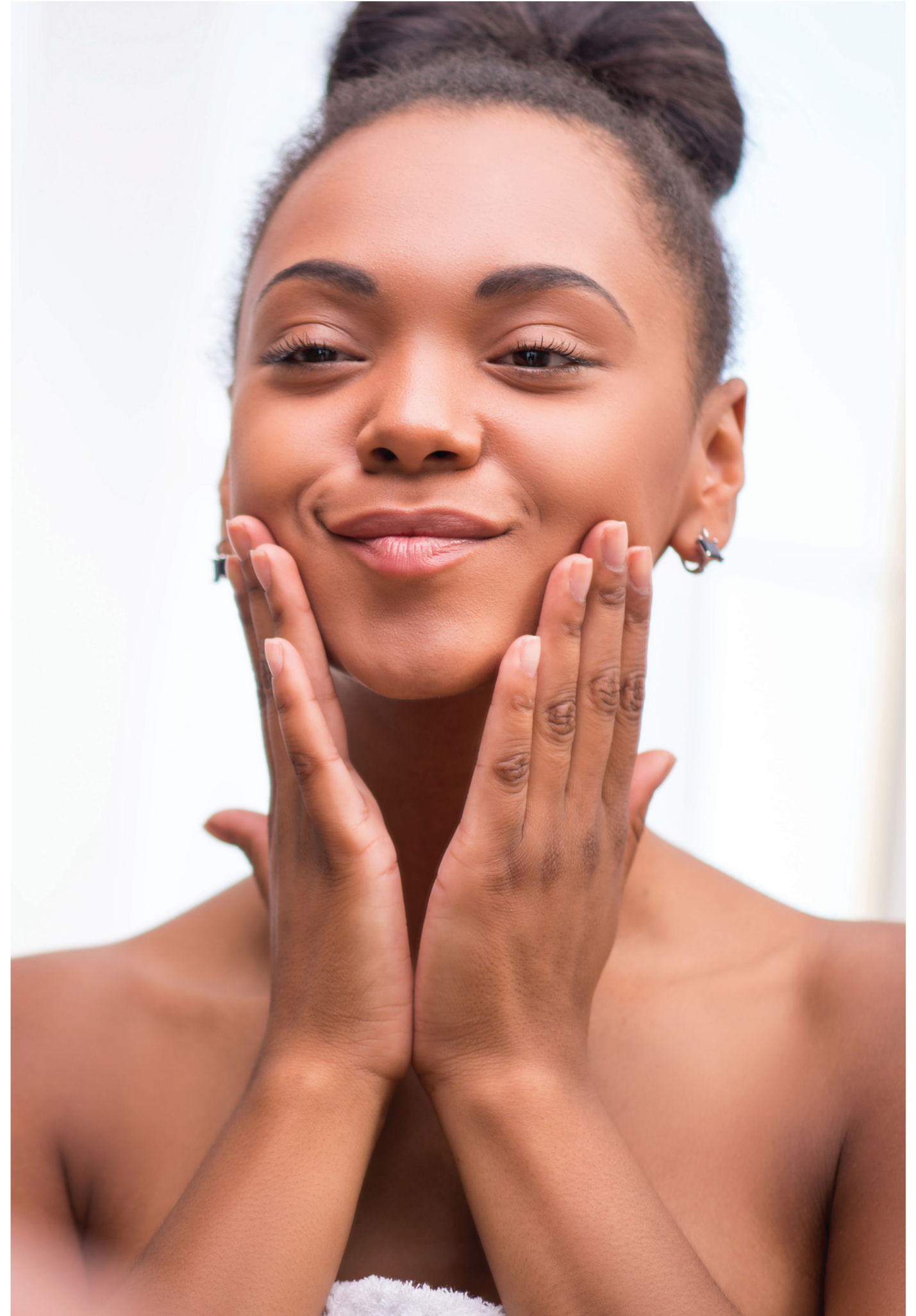




# FACIAL OILS

## HOW TO APPLY

Simply apply a few drops to the palms of your hands, gently press onto neck and face. For best results, use morning and evening as a soothing ritual of selfcare.



# SKIN GUARD

This rich blend of natural oils helps rebuild your natural skin barriers to slow down aging processes. By developing a well-maintained self-care routine, you can help minimize negative effects of sun and pollution while treating yourself to a luxurious experience.

Skin Guard serum is rich in Omega 3, 6, and 9, proteins, antioxidants, Vitamin A and Vitamin E. It offers relief for dry, dehydrated skin and does not contain harmful preservatives.

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## Ingredients

Jojoba, Evening Primrose, Pumpkin Seed, Raspberry Seed, Lavender, Frankincense, Orange, Roman Chamomile Oils

Each ingredient is lovingly hand-selected to create serums that are filled with love and intention. Each component brings something special to this blend.



# SKIN ZEN

Skin Zen is a revolutionary lightweight, hydrating facial oil serum that delivers balanced, radiant looking skin. Floral oils are buttressed with carrot seed oil to offer a truly innovative option for women looking to repair damaged skin tissue, modulate sebum production, and stimulate collagen repair.

Incorporate this balancing serum into your skincare routine, and you will be treated to a daily moment of Zen that will help you re-group and relax.

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## Ingredients

Argan, Evening Primrose, Rosehip, Carrot Seed, Lavender, Bergamot, Ylang Ylang Oils

Each ingredient is lovingly hand-selected to create serums that are filled with love and intention. Each component brings something special to this blend.



# NOURISH ME

The harsh realities of everyday life, stress, pollution, and the sun can contribute to premature aging of your skin. High in Omega 3, 6 & 9, proteins, antioxidants, Vitamin A and E oil, this blend diminishes the appearance of fine lines and wrinkles, restores skin elasticity, soothes and protects the skin from free radicals and sun damage. It forms a protective film on the skin to seal in its moisture without weighing the skin down.

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## Ingredients

Jojoba, Rosehip, Raspberry, Pumpkin, Bergamot, Lavender, Sandalwood, Ylang Ylang Oils

Each ingredient is lovingly hand-selected to create serums that are filled with love and intention. Each component brings something special to this blend.





# VERA ME

This highly effective serum purifies skin without stripping off its protective layers. It balances, moisturizes and protects while preventing blemishes and soothing redness. Clary sage and tea tree oils have powerful antibacterial properties that keep your skin clean, smooth and refreshed, without clogging the pores.

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## Ingredients

Jojoba, Rosehip, Argan, Grapeseed, Lavender, Clary Sage, Tee Tree, Cypress, Ylang Ylang, Grapefruit Oils

Each ingredient is lovingly hand-selected to create serums that are filled with love and intention. Each component brings something special to this blend.





# BODY OILS

## HOW TO APPLY

Squeeze some oil into palms, rub hands together and apply to your whole body focusing on chest, belly, thighs, and neck. Keep away from eyes.



# SOFT TOUCH

Soft Touch is a therapeutic massage blend carefully formulated to help your body to fight joints and ligaments inflammation that cause pain and discomfort. The molecules of the oils help the muscles to relax by relieving stress and tension. The oil also improves skin circulation. Fuse of lavender, peppermint, eucalyptus and rosemary provide mental, physical and spiritual support.

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## Ingredients

Sweet Almond, Grapeseed Oil, Lavender, Peppermint, Sweet Basil, Eucalyptus, Rosemary

Each ingredient is lovingly hand-selected to create serums that are filled with love and intention. Each component brings something special to this blend.



# RENEW

Renew Body Oil a massage blend carefully formulated to nourish and relax your body by improving skin circulation and minimize the appearance of cellulite. A fusion of lavender and peppermint will bring calm to your body and mix of citruses will elevate your mood. Make sure you are breathing deeply when applying the oil.

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## Ingredients

Sweet Almond, Grapeseed Oil, Coffee Seed Oil, Lavender, Peppermint, Lemon, Bergamot, Orange

Each ingredient is lovingly hand-selected to create serums that are filled with love and intention. Each component brings something special to this blend.





ROLLERS

## HOW TO APPLY

Essential oils are activated by rubbing the oils on your body's pressure points (including on your temples, behind the ears, on the neck, between the eyebrows, on the wrists, and behind knees), which allows the oils to be easily and rapidly absorbed through the skin and carried quickly through your bloodstream. Additionally, roll-ons are easy to toss in your bag, make-up case, or carry-on: you can apply them at work, before yoga class or on the plane!



# FOCUS ON

Hone your focus and sharpen your senses with the calming and balancing properties of rosemary and grapefruit. The **FOCUS ON** allows the mind to stay on target throughout your busy day. Whether you need a boost of confidence to get a project completed or mental clarity to navigate interpersonal relationships, this custom blend will help you reach your goals.

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## How to Use

Apply the roller to neck, wrist, pulse points and inhale the pleasing aroma of the essential oil blend

## Ingredients

Sweet Almond Oil, Vetiver, Wintergreen, Rosemary, Grapefruit





# CALM ON

The **CALM ON** was formulated to ward off feelings of irritability, anger and overall stress. Bergamot and orange, combined, will help you re-center, decompress, and reach a sense of tranquility. Orange and vetiver have anti-depressant quality.

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## How to Use

Use at the first sign of tension or stress. Inhale the pleasing aroma of the essential oil blend and apply roller to neck, wrist and pulse points. Repeat as needed for relaxation or sleep.

## Ingredients

Bergamot, Lavender, Orange, Vetiver



# ENERGIZE ON

The **ENERGIZE ON** inspires confidence and delivers a pick-me-up moment when you need it most: an instant of self-doubt, anxious thoughts, low energy. Replenish your resources with this fresh and invigorating blend to feel like yourself again.

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## How to Use

Roll on the back on your neck, temples and wrists several times throughout the day to boost your energy. May also be used on the palms of your hands and cupped over the nose to inhale the healing oils.

## Ingredients

Sweet Almond Oil (base), Orange, Tangerine, Rosemary, Sandalwood, Clove



# SLEEP ON

The **SLEEP ON** blend was developed to help reduce stress and promote restful sleep naturally. It has a gentle, delightful aroma that acts as a mild sedative and wards off anxious thoughts. Ylang ylang's and lavender's calming properties will help you relax after a long day and get the rest you deserve.

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## How to Use

Use prior to bedtime. Inhale the pleasing aroma of the essential oil blend and apply roller to neck, wrist and pulse points. Repeat as needed for deep relaxing sleep.

## Ingredients

Jojoba Oil (Base), Ylang Ylang, Roman Chamomile, Lavender, Lemon



# CLEAR ON

The **CLEAR ON** blend promotes skin's healing and assures its clarity. It tones and refines skin's texture and is perfect for congested and blemished complexions. By directly targeting the blemish, Clear On slows down and eventually stops its growth and promotes cell regeneration. It also prevents scarring and discoloration. It can be used on persistent or occasional blemishes.

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## How to Use

Apply at the first sign of an imperfection on face or body and continue application until the blemish subsides.

## Ingredients

Grapeseed Oil (Base), Tea Tree, Clary Sage, Juniper Berry, Lavender



# BASE OILS

**Argan oil** is rich in antioxidants, vitamin E, linoleic acids, and essential omega fatty acids.

**Carrot oil** has a high carotol content which rejuvenates dull skin cells and breathes a new life into them. Carotenoids are powerful antioxidants which fight off free radicals (the main cause of premature aging).

**Evening primrose oil** has proven to be a valuable treatment choice for people suffering age-related structural and functional changes in skin tissues, such as redness, firmness, roughness, and fatigue resistance.

**Inca inchi oil** contains Omega 3, 6, 9, proteins, antioxidants, iodine, vitamin A and E resulting in an excellent natural emollient and moisture guardian.

**Jojoba oil** mimics our natural sebum, improves the absorption of other oils into the skin, and acts as an antibacterial, anti-inflammatory, and moisturizing agent to minimize bacteria growth in the hair follicle.

**Pumpkin oil** is packed with fruit enzymes and alpha hydroxy acids (AHAs), which increase cell turnover, to brighten and smooth the skin. It contains antioxidant Vitamin A and Vitamin C to help soften and soothe the skin and boost collagen production to prevent the signs of aging.

**Rosehip oil** comes from the fruit of the wild rose plant which is naturally rich in essential fatty acids Omega 3, 6, and 9, as well as Trans-Retinoic Acid. These components help regenerate skin cells, repair damaged tissue, and prevent premature aging.

# ESSENTIAL OILS

**Bergamot** minimizes the look of scars and marks on the skin by it toning the skin and evenly distributing melanin. It is also associated with relief of stress and anxiety.

**Frankincense** helps to reduce acne blemishes, the appearance of large pores, prevents wrinkles by lifting and tightening the skin, and induces a feeling of peace and relaxation.

**Lavender** promotes relaxation and tension release while also reducing scars, wrinkles, and blemishes.

**Orange** is packed with vitamin C which is well known to boost collagen production and blood flow to minimize aging effects. It has also been shown to improve libido, reduce headaches, and lower PMS-related symptoms.

**Ylang Ylang** helps calm the frazzled mind and retain moisture in the skin.

# ROLLERS

**Lavender oil** aids relaxation and tension release.  
Ylang Ylang oil calms the frazzled mind.

**Roman Chamomile oil** provides mental, physical, and spiritual support.

**Lemon oil** conjures thoughts of cleanliness and uplifts the mood.

**Bergamot oil** reduces nervous tension and feelings of stress and anxiety.

**Orange oil** helps to stimulate a cheerful mood and optimism.

**Vetiver oil** help achieve deep relaxation state  
Wintergreen oil the cool, fresh scent promotes relief from tension and stress.

**Rosemary oil** reduces mental and emotional exhaustion while stimulating focus.

**Grapefruit oil** clean scent helps with mental fatigue while aiding sharp mental function.

**Tangerine oil** bright-smelling uplifts the mood and help clear inferior thoughts.


**Sandalwood oil** reduce irritability, and helps balance grief and fear.

**Clove Bud oil** uplifts and stimulates energy.


A background image of lavender flowers in shades of blue and purple, with a dark blue gradient overlay.

# VERA SELF

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