

# BEAUTY INSIDER

THE BEAUTY BULLETIN FROM LIZ EARLE 

## Winter blues?

Let Liz lift your spirits  
ready for spring

1

FEBRUARY ISSUE

FOR HIM AND HER:  
YOUR SKINCARE  
ESSENTIALS

BEHIND THE  
SCENES AT THE  
GREEN HOUSE



GREAT  
BRITISH  
BORAGE  
WITH JENNIFER HIRSCH

# Welcome

FROM OUR EDITOR  
HANNAH WEBLEY-SMITH



Welcome to the very first edition of *Beauty Insider*, our brand new magazine. I'm thrilled we'll now be sharing with you every month our news, behind-the-scenes stories, a whole host of expert features and, of course, invaluable advice from Liz.

Each issue will feature a new monthly skincare essentials offer with free p&p. This will include our three tried-and-trusted daily essentials, together with a complimentary gift from us, specially chosen to meet your seasonal beauty needs. So this February, we've selected our Intensive Nourishing Treatment

Mask - the perfect comforting remedy for dry winter skin (see pages 10-11). There's also a special everyday skincare essentials offer from our Naturally Active Men's range (page 13) that will leave skin feeling gorgeously soft and smooth.

Read Liz's words of wisdom on looking and feeling fabulous this month (pages 4-5), and learn how to win the beauty battle against the winter elements (page 12). If hearing from our Treatment Rooms Therapist leaves you craving a little 'skindulgence', there's also a step-by-step guide to some heavenly at-home pampering,

plus a competition to win a Signature Facial (pages 8-9). Good luck and happy reading!

*Hannah Webley-Smith*

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HANNAH WEBLEY-SMITH

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4



8



10

## Our notebook HELPING OUT

Here at Liz Earle we've always been great fans of the glorious British countryside and our natural heritage.

There are so many wonderful walks and awe-inspiring sights to be seen all over the country. We believe it's vital to support our natural heritage and protect the beaches, castles, walks and cliff tops along the way.

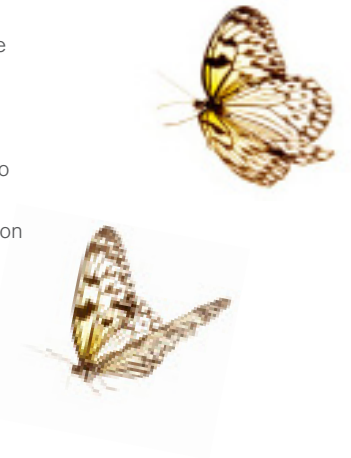
So this year, we've chosen to become lead sponsor of the National Trust Quercus programme.

Our donation will help restore the dramatic Castle Drogo: a beautiful building overlooking the Teign Gorge in Dartmoor, Devon. It is currently being destroyed by leaks, damp and water penetration and the restoration project will include extensive repairs to make the castle watertight.

The project will also include the restoration of the hydro-electricity system on the estate to power Castle Drogo, with some surplus to export to the National Grid. And a portion of our donation will support the work the Dartmoor ponies do in conservation grazing on the Teign Gorge.

We're looking forward to sharing more updates and photos with you all as the project progresses.

[nationaltrust.org.uk/castledrogo](http://nationaltrust.org.uk/castledrogo)



*The Green Beauty Bible* by Sarah Stacey and Jo Fairley

## Contents

**6 - Botanical bites**

Discover more about the British borage oil used in many of our products.

**9 - Spa-worthy skin at home**

Learn some tricks of the trade for at-home facials with advice from Jo Givens, our Treatments Expert.

**12 - Weather warning**

Our beauty tips to conquer harsh winds and dull days.

**14 - Behind the scenes**

Find out more about the exciting new plans for our head office, The Green House.

**16 - Over to you**

We answer your questions about our botanical beauty range and treatments.

## Essential resources

[nationaltrust.org.uk](http://nationaltrust.org.uk) Protecting some of the UK's most special places

[beautybible.com](http://beautybible.com) A wealth of beauty advice from Sarah Stacey and Jo Fairley

[eczema.org](http://eczema.org) The National Eczema Society

# BEAT THE WINTER BLUES

As the thrills and chills of New Year's frosty festivities give way to less welcome bills and a general seasonal slump, here are some of my useful tips to help keep you cheerful.

## RECOGNISE THAT WINTER BLUES ARE NOT 'ALL IN THE MIND'

The low mood many of us experience in February is directly linked to fewer hours of daylight and spending more time indoors. Seasonal Affective Disorder (SAD) is thought to be due to limited light reaching the brain, which increases melatonin levels which can lead to lethargy and depression. Increasing your level of exposure to daylight by moving your desk to an office window or heading outside during lunch breaks can help.

## GET OUT AND EXERCISE

Exercise creates a surge of endorphins - the body's feel-good brain chemicals.

One of the most fun forms of exercise to take off around the UK is Zumba and I have many friends who love these hour-long, high-energy classes. They produce a healthily addictive endorphin buzz of happy chemicals, including the mood-regulating chemical serotonin in the brain. The feedback from those I know has been so good that I'm definitely going to give it a try. [zumba.com](http://zumba.com)

At the moment though, my favourite activity remains Nordic walking, and if you've a tendency towards SAD, being outside for this to enjoy the benefits of extra daylight only increases the feel-good factor. [nordicwalking.co.uk](http://nordicwalking.co.uk)

## SUPPLEMENT WELLBEING FROM WITHIN

However tempting it is to stock-up on comforting sugary foods and carbs during the colder months, raw vegetable juicing is a much more energising tonic - see my perfect pick-me-up recipe on page 5. The mood-enhancing benefits of St John's wort (*Hypericum perforatum*), known as 'the sunshine herb', can also lift spirits. The dose most widely recommended is 300mg of an extract (standardised to 0.3% of the active hypericin content). [hypericum.com](http://hypericum.com)



And lift your spirits in time for spring

*Liz Earle*



## PERFECT PICK-ME-UP JUICE

The 'Green Fizzer' is a great pick-me-up. Whizz together a handful of baby spinach leaves with half a cucumber (keep the skin on for its chlorophyll), two stalks of celery, one large carrot and an apple. Don't just knock it back in one go, but savour every sip, almost chewing the juice, which makes digestion easier.



## FOCUS ON THE POSITIVES IN LIFE

As they say, the best things in life are free and there is much truth in this. Think of the things that are most important to you and what makes you smile: spending good times with family, the camaraderie and support that true friendship brings, the buzz you get from helping others, giving and receiving hugs and, last but not least, laughing out loud several times a day. All of these wonderfully uplifting things have no cost and yet are priceless beyond measure.

For a more in-depth version of Liz's article, visit [lizearle.com/letterfromliz](http://lizearle.com/letterfromliz)





# Botanical bites

FROM JENNIFER HIRSCH

Deciding between an organic or a local ingredient is just one of the challenging decisions we make when it comes to selecting the best botanical to do a job. Take the borage seed oil we incorporate across our range for its moisturising properties and high levels of GLA.

The borage seed oil used in Intensive Nourishing Treatment Mask and across Liz Earle Naturally Active Skincare is grown in Shropshire, where the seed is sown in April and harvested in July of the same year. The distinctive bright blue flowers of borage that give it its common name 'star flower' appear in profusion in the summer months. The bee- and insect-pollinated flowers are hermaphrodite, meaning each has both female and male parts. Pollinated flowers produce fruit, which ripen from midsummer until the first frosts. Each fruit contains several shiny, oblong, brown seeds with a white spot



at one end. When they are ripe, the fruits split open and expel the seeds with enough force to project them outside the immediate area of the parent plant. Combine the ease with which borage is grown from seed, flowering and seed ripening extending over several months, with the distance which seeds are spontaneously expelled from the parent plant, and it can be hard to keep borage just where you want it.

“The distinctive bright blue flowers of borage give it its common name ‘star flower’.”

Jennifer Hirsch,  
our In-house Botanist

“Borage seed oil is one of the richest sources of the essential fatty acid gamma linolenic acid (GLA), which helps to lock moisture into the skin.”

Jennifer Hirsch, our In-house Botanist

As borage's flowering period extends over several months, with seeds on the same plant ripening and being expelled at different times, it is impossible to mechanically collect all the seeds at maximum ripeness before they are expelled from the plant. Commercially, a judgement is made as to the optimum time and the crop is swathe cut.

Using a crop from Shropshire makes the journey borage takes from seed to bottle as short as possible. Buying organic would mean shipping it from eastern Europe or Africa - incurring a carbon footprint that would undo all of the benefit to the environment of using an organic ingredient. So sometimes it makes more sense to buy a locally grown ingredient rather than shipping an organic one long distances. And, of course, buying locally also means we support the custodians of the countryside, British farmers.



Borage (*Borago officinalis*)

## DID YOU KNOW?

### ONE

It takes around 500 borage seeds to make each 50ml tube of Intensive Nourishing Treatment Mask.

### TWO

The ancient Greeks and Romans called borage 'the herb of gladness', and its consumption was prescribed to lift the spirits in cases of what we would identify today as depression.

### THREE

The bright blue flowers, long used in drinks or as a salad garnish, produce an edible blue dye.

# STEP INTO SERENITY

Hidden underneath our tranquil King's Road store is a beauty-lovers' paradise: our relaxing Treatment Rooms.



We chat to Astral, one of our Beauty Therapists, to find out more about the Liz Earle Treatment Rooms experience.

## What are the benefits of a Liz Earle massage?

Not only does it give your mind time to switch off, but it also helps to improve circulation, lymphatic drainage and helps ease away aches and pains.

## And what about a Liz Earle facial?

Our Healthy Beautiful Skin Facial uses massage to aid lymphatic drainage and help sculpt and lift facial muscles, to

make skin appear firmer. Our Signature Facial is completely tailored to your skin's needs, ensuring we help resolve your personal skincare concerns.

## What's special about the Liz Earle Treatment Rooms?

They're tucked away from all the hustle and bustle, so you'd never believe you were in central London! The rooms are simply beautiful - they have been carefully designed to transport you to a corner of our island home for total relaxation.

## What is your favourite product to work with?

Superskin Moisturiser. It is an amazing moisturiser and fragrance-free, so it can be used on sensitive skin.

## WIN A SIGNATURE FACIAL!

An ideal gift for Mother's Day or the perfect chance to treat yourself - win the ultimate facial experience with one of our expert therapists at our King's Road store\*.

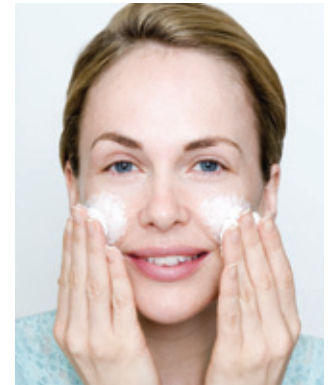
Visit [lizearle.com/serenity](http://lizearle.com/serenity) to enter our prize draw.

\* Terms and conditions apply.

# SPA-WORTHY SKIN at home

Set aside a few minutes as Jo Givens, our Treatments Expert, shares her wisdom on at-home facials to leave you restored, renewed and revived.

- 1 Make cleansing a ritual.** Massage **Cleanse & Polish Hot Cloth Cleanser** into your face and neck and remove using a pure muslin cloth rinsed in hand-hot water. For a more luxurious experience, try a classic beauty trick - the 'double cleanse' - and repeat this step again.
- 2 Brighten up.** Sweep away dead skin cells by gently massaging **Gentle Face Exfoliator** using a circular motion. If you have rosacea, skip this step.
- 3 Add a little TLC.** Smooth the mask we suggest for your skin type onto your face (take a look at my guide below) and allow the botanicals to work their magic.
- 4 Bring back the sparkle.** Dot **Smoothing Line Serum** around your eye contours. Then, place two cotton pads soaked with **Eyebright Soothing Eye Lotion** over your eyes and relax while your mask gets to work.
- 5 Refresh and soothe.** To soften your mask, use our heavenly-scented **Instant Boost Skin Tonic** and remove any residue with a sponge or pure muslin cloth soaked in hand-hot water. Pat your skin dry with a towel.
- 6 Dreamy eyes.** If it's morning, apply **Daily Eye Repair** to help reduce dark circles. In the evening, use **Smoothing Line Serum** to visibly firm. If your skin is more mature, use **Superskin Eye & Lip Treatment** to plump and smooth.
- 7 The finishing touch.** Massage in the recommended moisturiser for your skin type (take a look at my guide below) to combat dryness and help lock in moisture.



## JO'S GUIDE TO MASKS & MOISTURISERS

### OILY

Deep Cleansing Mask  
Skin Repair *Light* Moisturiser Combination/oily

### NORMAL/COMBINATION

Brightening Treatment Mask  
Skin Repair Moisturiser Normal/combination

### DRY

Intensive Nourishing Treatment Mask  
Skin Repair Moisturiser Dry/sensitive

### MATURE

Intensive Nourishing Treatment Mask  
mixed with Brightening Treatment Mask  
Superskin Moisturiser

# Your February SKINCARE ESSENTIALS REGIME



New



## Reasons to love Intensive Nourishing Treatment Mask?

**INDULGE.** This creamy mask melts into your skin, making it perfect for a ten minute pampering boost, or ideal as an overnight intensive treatment.

**HYDRATE AND MOISTURISE.** The blend of specially selected ingredients intensively hydrate and moisturise winter-worn skin.

**ENHANCE.** The West African shea and borage seed oil in this mask enhance the barrier function of the epidermis, helping skin retain moisture.

**SOOTHE.** All skins, even sensitive ones, will love the effects of this mask. High performance botanical ingredients, such as comfrey, help to tone and soothe.

**IMPROVE WELLBEING.** The balancing fragrance of rose-scented geranium essential oil aids relaxation.

## £41.00\*

Normal retail value £55.50 based on individual item prices.

Enjoy **free p&p<sup>†</sup>** with your daily essentials and receive a **complimentary Intensive Nourishing Treatment Mask 50ml worth £12.75** to soothe and calm parched winter skin.

\*† Terms and conditions apply, please see page 19.

## LOVE SUPERSKIN?

For skin that looks smoother, plumper and rejuvenated, upgrade to our Superskin essentials for £56.70\*, ideal for more mature or very dry skin.





# Weather warning

Don't let harsh winds and dull days do their worst. Keep your skin looking healthy, hands moisturised and hair hydrated with our essential winter protectors.

## CLEANSE AWAY THE DAY

During the chillier months, we put our skin through extreme changes in temperature every time we step from the cold outside into a warmer environment. This can cause flushing and irritate more sensitive skin, so to help soften, soothe and calm skin, and to combat the drying effects of the winter weather, start and finish each day with Cleanse & Polish Hot Cloth Cleanser. It gently cleanses and exfoliates without stripping the skin of its natural oils.



## SOLVE WINTER HAIR WOES

Wind and rain are the enemy of glossy locks. Our Botanical Shine Shampoo, Conditioners and Treatment are bursting with the finest botanicals to give just the right amount of hydration for your hair type. They truly are all you need for touchably-soft,

ultra-smooth hair that shines with health every day.

## HAND HEAVEN

They're one of the most expressive parts of our bodies, but often we don't take enough care of our hands, which can leave them dry and dehydrated. Hand Repair is a deliciously scented cream for both hands and nails, enriched with natural skin moisturisers and anti-oxidants to rehydrate dry and chapped skin. As the finishing touch, massage a little Superbalm onto your nails and cuticles to gently soften, calm and condition for perfectly polished hands.

**Cleanse & Polish Hot Cloth Cleanser**  
100ml pump starter kit £13.75  
+ 2 pure muslin cloths and zip-up kit bag

**Hand Repair**  
150ml pump £20.25

**Botanical Shine Shampoo**  
200ml tube £8.00

**Botanical Shine Treatment**  
150ml tube £14.00

**Superbalm**  
30g jar £15.75

Shea nuts  
(*Vitellaria paradoxa*)



# JUST FOR HIM

There are significant differences between men's and women's skin, not just the obvious contrast of facial hair.

Men's skin is up to 30% thicker than women's, contains around 24% more collagen and, due to the large number of hair follicles within the beard area, they produce more sebum, so tend to have oilier skin. This is why it needs its very own skincare, containing specific botanicals to target common problems such as rough skin, ingrowing hairs and razor burn. So what better time than Valentine's Day to treat him to the gift of great skin?

Shave grass  
(*Equisetum arvense*)

## WASH

Face and Body Wash leaves skin feeling super clean and refreshed. Using only natural foaming agents, it doesn't dry skin out and contains essential oils to invigorate and uplift.

## SHAVE

A little Sensitive Shave Cream goes a long way and ensures an effortless shave. Shave grass and clary sage help to soothe and calm.

## MOISTURISE

Use After-Shaving Moisturiser, containing natural source vitamin E to help protect and borage to moisturise skin.

## ONCE A WEEK

In addition to this three-step regime, use our Face Scrub once or twice a week after cleansing or shaving. Containing exfoliating pumice and jojoba beads, it helps unclog pores and discourages ingrown hairs.



**New** **MEN'S EVERYDAY SKINCARE £38.80\***

Clear, smooth skin is easy to achieve. Enjoy **free p&p+** and receive a **complimentary Face Scrub 75ml worth £12.75** when you purchase our three grooming regime favourites.

Normal retail value £52.00 based on individual item prices.  
\*† Terms and conditions apply, please see page 19.



# BEHIND THE SCENES

When we outgrew our former island home at Biskra in 2007, we set about building a bigger space to work in - phase one of The Green House. Now at the start of 2012, we're just completing phase two, doubling the size of our office. With the environment in mind, we've continued with ground source heating and rainwater harvesting, and have added further improvements to help us on our journey to be a greener business.



## OUR GREEN HOUSE TAKES ADVANTAGE OF THE LATEST ENVIRONMENTAL INNOVATIONS.



Our new office overlooks our woodland, which we have been developing and nurturing as a sustainable retreat and education area.

Red squirrel, native to the Isle of Wight.

Photo credit: Alison Batenson

The green wall at the front of our new building will be in beautiful full leaf very soon, but you can already make out the Union Flag design that celebrates our heritage.

There's a staff allotment area that not only allows them to grow their own food, but will also be fed with compost created from our canteen waste.



## Top facts

- 1** The heat from our computer server rooms is used to heat our water.
- 2** We have solar panels to generate electricity, which will further lower our energy usage.
- 3** We've invested in a new LED lighting system that gives as much light as we need for a fraction of the energy of even a compact fluorescent bulb.
- 4** A closed loop recycling system ensures minimum canteen and woodland waste leaves our site.
- 5** Outside, we have a patio with decking made from recycled HDPE (the same plastic we use for our Sheer Skin Tint tubes). The company that produces this buys back any offcuts for recycling themselves!



# Meet the team



**SARAH FERRARI** Customer Centre Manager

YOU MAY WELL HAVE CHATTED TO SARAH - SHE'S JUST CELEBRATED 11 YEARS IN OUR CUSTOMER CENTRE.

## What do you most enjoy about your job?

I'm a troubleshooter, which I love - sorting out customer questions and helping find a solution. The variety of requests that come in means every day is different. I also love the team; we're very positive and supportive of one another, and the amazing customer feedback makes us feel very proud.

## What's your favourite product?

I couldn't be without Skin Repair Moisturiser Dry/sensitive or Superskin Eye & Lip Treatment. I'm also a huge fan of our Energising Body Lotion - moisturising and toning all in one!

## What do you enjoy in your spare time?

My friends and family call me the 'Queen of Shopping' as I do love a bargain hunt! I also enjoy cinema, music and a good sci-fi or biographical novel. And holidays - my husband is from The Gambia so we try to visit family out there at least once a year.

# OVER TO YOU

If you've got a question, we'd like to help! We always love hearing from you, so please get in touch by emailing [ccare@lizearle.com](mailto:ccare@lizearle.com). Here are a few of your recent letters.



**ANDREA PAGE** is our Customer Care Manager. Her top priority is to ensure you receive the very best service and advice possible.

I'd like to try your hair products as I know people rave about them. I'm nearly 50 and have chemically treated hair, but not sure what hair type I am. It tends to be frizzy at the ends and a little oily from the roots. What type of shampoo and conditioner should I use?

Thanks  
Jayne Cox

Hi Jayne. Our Botanical Shine Shampoo is suitable for all hair types and, from the information you have provided, it sounds like you have normal hair so we'd recommend our Botanical Shine Conditioner for normal hair. Apply it to just the mid-lengths and ends and it should leave your hair glossy and hydrated. Our Naturally Active Haircare range is colour safe too - we hope you enjoy trying it out.

Thank you for sending the samples of the new Sheer Skin Tint. However, I'm not really sure how I should use it. As a tinted moisturiser after you cleanse and tone? Or should it be applied on top of your moisturiser?

Thank you  
Lindy Noble

Thanks for your query, Lindy. We recommend you cleanse, tone and moisturise as usual, allowing enough time for your moisturiser to sink in before applying Sheer Skin Tint. Then dot a little Sheer Skin Tint onto your forehead, nose, cheeks and chin and blend with your fingertips. If you need more coverage, simply apply a second thin layer.

"Sheer Skin Tint really evens out your skin tone and hides little imperfections. I'm seriously impressed."

Joanna Farrer, The Netherlands



No matter what I do for my dry skin, my cheeks and nose always have little flakes by lunchtime. I started using Superskin Moisturiser this year which helped, but now the Scottish weather is cooling down, the tiny dry flakes are back. I drink lots of water and eat a healthy diet, and I'm not sure what else I can try. Would Superskin Concentrate be of any use?

Thanks in advance  
Shauna Reid

Thanks for your email Shauna. We'd certainly recommend Superskin Concentrate. It's light, non-greasy and can be used as often as required, on its own or under your moisturiser, to help balance your skin. You may also like our Intensive Nourishing Treatment Mask, to help soothe and rehydrate your skin, as it contains borage - which is a source of the essential fatty acid GLA - to help lock in moisture.



# Read all about it!

HERE'S WHAT THE PRESS HAVE BEEN SAYING ABOUT SOME OF OUR RANGE AND TREATMENTS.

## About new Sheer Skin Tint:

"It plumps, it protects and it perfects. No make up bag should be without this glow-giving super tint."

Grazia, November 2011



"INFUSED WITH BORAGE AND AVOCADO OIL FOR ENVIABLE RADIANCE."

Vogue, November 2011



## About new Botanical Shine Treatment:

"**Treat dry, coarse, frizzy hair with Liz Earle's new shine treatment, packed to the brim with botanical goodness.**"

Your Hair, February 2012

## ABOUT CLEANSE & POLISH HOT CLOTH CLEANSER:

"With its creamy formula, this was by far your favourite cleanser. Use with the muslin cloth for brighter, glowing skin."

Woman's Own, December 2011



## SOME RECENT ADDITIONS TO OUR AWARDS CABINET...



### SHEER SKIN TINT:

'No-Trace Base' in *Grazia* in November 2011.

'Best Tinted Moisturiser' *Red* Magazine in January 2012.

### ENERGISING BODY LOTION:

'Best New Bodycare Product - Luxury Brand' at the UK Beauty Awards in December 2011.



### CLEANSE & POLISH

#### HOT CLOTH CLEANSER:

'Best Cleanser - Platinum' at the Zest Beauty Awards in September 2011.

'Best Cleanser' at the *Yours* Beauty Awards - 50+ in September 2011.

'Best Cleanser' at the *Woman's Own* Beauty Awards in December 2011.



# AT YOUR SERVICE

## By phone

Call us for expert one-to-one help, personal service, or to place an order. Our team of professionally trained advisors are at the end of the phone six days a week waiting to give you bespoke beauty advice and help with your questions. As our customer centre is based at the heart of our business on the Isle of Wight, the answer to any query you have is never far away.

8.30am - 10.00pm Monday to Friday.

9.00am - 4.00pm Saturday.

01983 813913

## Auto re-order

Our simple, speedy service ensures you never run out of your Liz Earle favourites. Let us know which products you'd like us to deliver to your door and how often, and we'll do the rest. It's as easy as that and takes just a few minutes to set up.

## Online

Shop for exactly what you want, whenever you want, quickly, easily and securely, and enjoy a wealth of beauty advice through videos, blogs, tips and articles. Read customer feedback and reviews and join our online community via Facebook and Twitter - we always love to hear from you.

[lizearle.com](http://lizearle.com)

## Our stores

Step into our tranquil stores in Leeds, London, Guildford and the Isle of Wight to receive face-to-face, personalised skincare advice, explore our entire range, indulge in a bespoke treatment\* and enjoy regular in-store events.

\*Available in our London and Guildford stores.

## \*TERMS AND CONDITIONS

### YOUR FEBRUARY SKINCARE ESSENTIALS REGIME

What's included? Cleanse & Polish Hot Cloth Cleanser 100ml, 2 pure muslin cloths, Instant Boost Skin Tonic 200ml bottle, Skin Repair Moisturiser 50ml select from normal/combination, dry/sensitive or combination/oily skin, Intensive Nourishing Treatment Mask 50ml.

Normal retail value with Superskin Moisturiser £71.75 based on individual item prices.

Offers available until 29th February 2012, subject to availability, while stocks last. Terms and conditions apply.

### MENS EVERYDAY SKINCARE

What's included? Face and Body Wash 200ml, Sensitive Shave Cream 100ml, After-Shaving Moisturiser 50ml, Face Scrub 75ml. Offer available until 28th March 2012, subject to availability, while stocks last. Terms and conditions apply.

†Free p&p offer applies to your entire order when you purchase one of our skincare essentials regime offers through our website and Customer Centre only, subject to availability, while stocks last. Free p&p is UK, ROI, Channel Islands and Isle of Man standard delivery only. No cash or other alternatives. Liz Earle reserves the right to amend or withdraw this offer at any time.

We donate a percentage of our profits to selected charities. A list of the charities that benefited in 2010 is available from Liz Earle Beauty Co. Limited.

All items are subject to availability. Offers available only through our customer centre, our UK websites and in our Isle of Wight, Leeds, Guildford and London stores.

Product descriptions and prices (including VAT at 20% but excluding delivery charges) were correct at time of going to press 06/01/12 and are subject to change without notice.

We recommend you seek medical advice before taking any supplements.

All Liz Earle Naturally Active Skincare products mentioned in this newsletter are trademarks of Liz Earle Beauty Co. Limited.

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Registered address: Nunn Mills Road, Northampton NN1 5PA.



# ENJOYED THIS ISSUE?

We've really enjoyed working on this first edition and would love to hear what you think. Email us at

**[beautyinsider@lizearle.com](mailto:beautyinsider@lizearle.com)**

You can also read Beauty Insider online at

**[lizearle.com/beautyinsider](http://lizearle.com/beautyinsider)**

LOOK OUT FOR  
NEXT MONTH'S  
BEAUTY INSIDER

# YOUR FEBRUARY SKINCARE ESSENTIALS REGIME



## £41.00

Normal retail value £55.50 based on individual item prices.

Enjoy **free p&p** with your daily essentials\* and receive a **complimentary Intensive Nourishing Treatment Mask 50ml worth £12.75** to soothe and calm parched winter skin.



## Why Intensive Nourishing Treatment Mask?

**INDULGE.** This creamy mask melts into your skin, making it perfect for a 10 minute pampering boost, or ideal as an overnight intensive treatment.

**HYDRATE AND MOISTURISE.** The blend of specially-selected ingredients intensively hydrate and moisturise winter-worn skin.

**ENHANCE.** The West African shea and borage seed oil in this mask enhance the barrier function of the epidermis, helping skin retain moisture.

**SOOTHE.** All skins, even sensitive ones, will love the effects of this mask. Gorgeous ingredients, such as comfrey, help to tone and soothe.

**IMPROVE WELLBEING.** The balancing fragrance of rose-scented geranium essential oil aids relaxation.



## LOVE SUPERSKIN?

For skin that looks smoother, plumper and rejuvenated, upgrade to our Superskin essentials for £56.70\*\*.

Including our rich, luxurious Superskin Moisturiser instead of Skin Repair Moisturiser, this is ideal for more mature or very dry skin.

## A little prior notice

Due to an increase in ingredient costs, our products will be slightly more expensive from Thursday 1st March.

Offering you excellent value for money and an affordable daily skincare regime remains a priority. So we're delighted that the price of our monthly essentials offers (including Men's and Superskin) will stay the same and that these offers will also now be delivered to your door with free p&p on your entire order.

