



Why Balance Me?

Balance Me is a natural yet sophisticated British body and skincare range that provides skin-boosting benefits and therapeutic properties to protect precious skin from daily wear and tear. **The days are long gone when a brown gloopy cream was the best you could expect from a natural product. With Balance Me customers not only benefit from the fantastic results our products provide, they are also making a lifestyle choice based on their well being. In a nutshell, they can enjoy a no-nonsense, effective range that has everything skin might need, and nothing it doesn't.**

Why we chose natural

- ☛ We are extremely passionate about natural skincare! Our products are bursting with pure natural actives and extracts as well as skin enhancing and aromatic blends of essential oils, to optimise wellbeing and natural beauty. **Where you have them, encourage your customers to try the testers to experience the addictive aromas and sample the benefits!**
- ☛ In simple terms we work as hard as possible to ensure that our natural skincare and body care products contain ingredients that are naturally derived and are not synthetic. **Balance Me makes this really clear to our customers by using a Balance Me Promise stamp that clearly states what % of our products are natural.**
- ☛ We do not use chemicals such as paraben preservatives, sulphate foaming agents or primary petrochemicals such as mineral and petroleum oils. **Look at the Balance Me Promise for more ingredients we avoid!**
- ☛ **And of course Balance Me products are of NOT tested on animals.**



Balance Me fans

- ☛ We are a multi-award winning brand. Our most recent wins are two beauty "Oscars" in May 2011, bringing our total number of accolades to 19. **Awards are a great selling tool to aid customers to make their choice of product. We have highlighted which product has won which award in this guide.**
- ☛ We come highly recommended by beauty editors, industry experts and celebrities and we have been featured extensively in the press. **Look inside to see some recommendations that your customers may have seen!**

Balance Me range

- ☛ We have made our range luxurious, yet affordable because we believe daily use is more beneficial for your customer's skin. **Explain to customers that a little goes a long way. Our products are not only great for their skin but last a long time, i.e. true value for money!**
- ☛ Our established body range features some of our best-selling, award winning products such as the **super moisturising hand cream** and the **super toning body oil** and offers top to toe, high performance skincare solutions. **We have highlighted which products are our heroes and best sellers in this guide.**
- ☛ Our a multi-tasking face range launched in June 2011 featuring nine natural, high performance products to cleanse, moisturise, treat and protect the skin daily according to the customer's skincare needs. **These products deliver guaranteed natural radiance. To see who has recommended Balance Me skincare look inside the guide!**

Balance Me customer

- ☛ We find most people are suited to Balance Me products due to their gently effective natural formulations.
- ☛ **Beauty product addicts** insist on our anti-ageing, solution-orientated products such as **super toning body oil** that works to plump and smooth skin or **radiance face oil** that delivers a dewy glow.
- ☛ **Natural product fans** believe in our multi-tasking 100% natural range such as the all-rounder **stellar face balm** and our **shiny clean haircare**.
- ☛ **Busy mums and kids** love no fuss, gentle but effective formulations that are safe to use on babies and children, such as our **rose otto wash**.
- ☛ **Pregnant mums-to-be** are dedicated to our **super moisturising oil** to keep skin supple and stretch mark free.
- ☛ **Sensitive or compromised skins** crave our calming **rose otto body balm** or our **moisture-rich face cream**.
- ☛ Whilst **compromised, dry or more mature skins** are hooked on the soothing boosting benefits of the **super moisturising range**.
- ☛ **Teenagers and guys** benefit from the gentle anti-bacterial **citrus and spice range** to balance, cleanse and moisturise.
- ☛ And don't forget our travel and discovery sets make **special gifts and perfect holiday treats**.

daily essentials

Selling hook: We are taking the mystery out of high performance skincare. A simple, highly effective, two-step regime. Mix and match our cleansers and moisturisers for the perfect combination.

Top Tips We are firm believers in treating oil with oil therefore our 100% natural **cleanse and smooth face balm** works equally well on a combination as well as a more dry/sensitive complexion.

Perfect for: The beauty of our daily essentials range is that it is perfect for all skin types! Customers can choose the type of cleansing and moisture level that suits them based on skin type, texture or season.

Recommended by **Edwina Ings-Chambers**, Beauty Editor *Style* magazine "Hurray! Finally, it's here - a skincare line for the face from our favourite natural brand, Balance Me. Our new essentials include Radiance Face Oil, Moisture-Rich Face Cream and Radiance Face Mask. Who are we trying to kid? We want it all."



cleanse and smooth face balm
pure skin face wash
moisture-rich face cream
balancing face moisturiser

extra care

Selling hook: These products give your customers the extra skincare boost that they are looking for. They help keep visible signs of ageing at bay, encourage rejuvenated-looking complexions and restore skin's natural lustre. And they last and last!

Top Tips Our 100% natural **radiance oil** is like nectar for the skin. Customers can use in the evening for a rejuvenating night treatment, apply under make-up for an intense boost or massage into the skin for a dewy glow and an anti-ageing plumping effect.

Perfect for: Both eye cream fanatics or first time users will be convinced of the power of our **wonder eye cream** for its anti-ageing, non-puffy action.

Recommended by **Kate Shapland**, *Telegraph* magazine "Balance Me Radiance Face Oil. The heroine of a new skincare line by Balance Me. Active and absorbant, it rebalances and restores lacklustre skin and works well on all skin types, so don't be afraid to try it if your skin is oily."



wonder eye cream
radiance face oil
natural protection daily-moisturiser spf (coming soon)

skin solutions

Selling hook: Recommend to keep spots, pimples and congested skin at bay! A one-stop soothing treatment for those moments when skin appears in distress. The non-greasy gel cools, reduces redness and restores the skin's natural balance without drying it out!

Top Tips For areas that are prone to breakouts, recommend customers to apply a thin layer daily to act as a preventative measure. Congestion can be triggered by certain conditions; stress, periods and pollution. Encourage customers to take charge and treat skin before breakouts occur!

Perfect for: Suitable for all ages and skin types who suffer from unwanted blemishes. Ideal for teenagers upwards, because let's face it, we all get a breakout from time to time!

Recommended by *instyle* magazine "Balance Me body products have been top of our lust-list for years and now the luxe-but-affordable brand has branched into skincare."



congested skin serum

treatments

Selling hook: When customers need some extra TLC there are Balance Me treatments at hand. **Stellar face balm** for its intense smoothing moisturisation or the **radiance face mask** for its triple brightening action. Great as a quick fix or to maintain skin weekly.

Top Tips: **Stellar face balm** is an amazing multi-tasking handbag essential that is great as an anti-ageing face mask, insect bite reliever, cuticle moisturiser, fizzy hair smoother and dry skin patch resolver. Basically it provides everything your customer needs in a single pot!

Perfect For: Both products are great for anyone that loves an intensive treatment but who is time poor. Let's be honest, who has the time for hour long face masks when our radiance mask delivers in 5 minutes flat!

Recommended by *Red* magazine "(Stellar face balm) For lips, cuticles, elbows and knees - basically anywhere that needs a little TLC"



stellar face balm
radiance face mask

super moisturising family

Selling hook This is our award winning, best-selling, skin-queaching and ultra-moisturising collection to keep very dry skin at bay whilst minimising the visible signs of ageing and scarring. A great entry range into the brand and a guaranteed gift pleaser!

Top Tips These are seriously multi-tasking products that can deal with any forms of dry skin and scar tissue all over the body. Customers can treat stretch marks on the tummy, stubborn dry patches on the body, crepey skin on the legs and even wispy hair ends.

Perfect for Customers wishing to prevent dry skin and signs of daily wear and tear. Perfect for mums and hard-working hands! Ideal thank-you gift or stocking filler!

Recommended by Claudia Schiffer "I do like to put a lot of cream on my tummy as long as it's natural, I think it really works to help stretchmarks and make my skin nice and soft. (Balance Me's) Super moisturising oil is really good."



super moisturising body wash
super moisturising body oil
super moisturising hand cream

super toning family

Selling hook Oozing super smoothing goodness this range is a natural way to deal with areas prone to cellulite and dullness. It features our very first bespoke blend created by co-founder Clare to effectively tone your customer's skin day after day after day.

Top Tip A truly effective and achievable way to deal with dimples! Dry body brush towards the heart before applying all over the body to max the effects and gain a sexy summer glow (with the added bonus that it helps to prevent in-growing hairs after shaving and waxing!).

Perfect for Customers who want, plumping and toning results, including new mums wanting to regain their shape, and women of all ages who want to maintain a smooth body, naturally.

Recommended by Nicola Moulton. Vogue Beauty Director "It takes a lot for me to rave about a product but this is one that definitely deserves the name super without a shadow of a doubt."



super toning body wash
super toning body oil
super toning body cream

rose otto family

Selling hook Exquisitely luxurious and delicately fragranced rose otto is hard to resist making it a constant favourite with customers. Gentle, calming and supportive this richly hydrating range will envelope skin in silky softness and richly hydrating goodness.

Top Tips For customers wanting a naturally relaxing bath time, advise to empty a capful of **rose otto wash** into the water for a luxe soak. The **rose otto body balm** acts as a natural after-sun for sun-kissed skin and even helps to prolong faux tans!

Perfect for Protecting mature, sensitive, allergy-prone and very young skins, skin-queaching rose otto is so gentle and soothing that it is perfect for all of the family.

Recommended by Kate Shapland, Beauty Editor *Telegraph Weekend* "As a rose connoisseur only the best rose scents and products get into my house or on my body. Some sublime loves: the fresh, rose-scented lip and body balms by Balance Me,"



rose otto body balm
hydrating rose otto lip salve
rose otto body wash
rose otto body cream

citrus and spice family

Selling hook This zing-ily fresh hand and body wash and lotion is perfect for sinks, showers and baths! The zesty duo is refreshing and uplifting, and best of all is naturally and gently anti-bacterial, so keeps customer's skin clean and balanced.

Top Tips Use the wash on tired legs with a puffy sponge to energise and boost circulation. Follow on with the lotion for totally re-energized, revitalised pins! Great too for anyone suffering with blemishes as it deeply cleanses without stripping the skin's natural oils.

Perfect for Unisex appeal; the uplifting aroma and gently anti-bacterial properties mean guys, teenagers and families all love it- a real crowd pleaser.

Recommended by Shenim Mehmet - Balance Me Customer "I use citrus and spice wash and lotion everyday in the shower and downstairs by the kitchen sink! The wash is great for summer mornings when I need a refreshing wake up, but also provides the perfect antibacterial wash when I'm cooking."



citrus and spice hand and body wash
citrus and spice hand and body lotion

skin brightening exfoliation body polish

Selling hook Treat customers' skin to the "glow" factor with our mint-ily fresh, skin-buffing polish to enhance skin's natural lustre and encourage a super smooth body. A seasonal saviour to slough off winter skin or to get beach ready for the sun.

Top Tips Relieve tired limbs and pep up aching feet after a hard day; with a quick application customers are party prepared and evening ready. Recommend using on dry skin for an intensive foot scrub or on wet for an all over body buff.

Perfect for Busy customers looking for an efficient and invigorating skin 'pick-me-up' as our 3 in 1 polish will buff, tone and moisturise in no time at all!

Recommended by *Anti-ageing Beauty Bible* tester "Texture is perfect and skin felt fabulous, moisturized and smooth with no stickiness or irritation. The best exfoliating polish I have ever used, didn't need a cream after."



skin brightening body polish

shiny clean hair

Selling hook A natural shampoo and conditioner that actually works; we developed it because we couldn't find a natural haircare range on the market that did the job! Helps to reveal the customer's naturally strong, healthy hair by removing build up without the need for chemical nasties.

Top Tips Recommend using the creamy rich conditioner as a two minute treatment to encourage tangle-free tresses and to enhance hair's natural glossy sheen.

Perfect for Those looking to cleanse and condition their hair the natural way with our new and improved sophisticated blend of honey-based conditioning agents, black pepper, jasmine and grapefruit essential oils.

Recommended by *Now Celebrity Special* "Hair heroes, this delightful duo will soothe a sensitive scalp."



shiny clean shampoo
shiny clean conditioner

gifts and sets

Selling hook A perfect intro to Balance Me at a great entry price point, handily-packaged and hand-luggage friendly collections! Customers can try our award winners, get top to toe cleansing and moisturising solutions or pick up the perfect gift to suit all occasions.

Top Tips These miniatures are big enough for a week away (a little goes a long way), and yet are small enough to fit in your customer's bag. Perfect for travelling, whether that's abroad or just to the gym!

Perfect for Thank-you presents, holiday goers and kit bags. Plus use to help customers sample the range or up-sell to the full size product.

Recommended by *Womens Running magazine* "Travel sized organic aromatherapy treats from Balance Me. We love Shiny clean shampoo and conditioner with Jasmine and grapefruit."



discovery set
travel set

contact details

Head Office, 3rd Floor
9 Marshalsea Road
London
SE1 1EP
UK

+44 (0)207 089 6303

info@balanceme.co.uk

