



ä Kw ä™

Flawless. Ageless. Effortless.





äKwä™

ANCIENT KOREAN WATER APPROACH

Step away from your day and into your world with a skincare regimen designed to transform the appearance of your skin using nature-inspired, moisture-rich formulas and ancient Korean beauty techniques. Nourishing, smart, and natural, äKwä is the embodiment of effortless and ageless skincare.

Ancient green tea blends and ferments, aromatic rose water, and other precious water sources come together in perfected formulas that incorporate the simple science of renewal and act as a shield for everyday environmental stressors.

CREATING WAVES IN YOUR SKINCARE ROUTINE

Our ecosystem relies on water to survive. Water hydrates and restores, cleanses and purifies. Without the elemental presence of water, our planet would cease to exist. Water is to your skin as it is to our earth. Approximately 64% of your skin is made up of water, and how it looks largely depends on your ability to quench its ongoing thirst.¹ The art of maintaining and replenishing moisture is how we approached formulation

of äKwä, which combines a variety of specialty water sources and ferments to help bring skin back to its beginning. The ancient Korean technique of fermentation harnesses ingredients like green tea water into potent and powerful solutions that promote younger-looking skin and enliven the skin's surface environment. And it's not only about the ingredients. The power is in the process.

LESS IS MORE

Forget harsh ingredients that can compromise your skin's healthy long-term appearance for temporary results. The new wave in skincare is gentle, sustainable, and made up of smart materials that are kind to your skin and the environment. This line of products is paraben-free and cruelty-free, and it does not contain unnecessary ingredients. In other words, less is more. **Flawless. Ageless. Effortless.**

- Paraben-free, sulfate-free, and phthalate-free formulas
- Cruelty-free—never tested on animals
- Gluten-free formulas
- Vegan-friendly formulas
- Dermatologist-tested for mildness
- All-natural fragrances



1. https://www.usgs.gov/special-topic/water-science-school/science/water-you-water-and-human-body?qt-science_center_objects=0#qt-science_center_objects










RITUALISTIC MEETS REALISTIC

äKwä offers you the ritual Korean skincare experience through a compressed program that helps bring your skin to what Koreans call “chok chok”—a complexion that literally glows with luminosity—within your hectic lifestyle. We offer two simple regimens for you to follow.

- **REAL STEPS:** These are the products you will use every day, morning and evening.
- **RITUAL STEPS:** You'll incorporate two specialty masks into your morning or evening regimen, one to two times per week.

Our real steps uniquely address common challenges, while our ritual steps indulge the skin, prompting daydreams of island getaways and decadent milk baths.

	REAL STEPS (AM/PM)		RITUAL STEPS AM or PM
		+	Integrate into your Real Steps. Use each ritual one or two times per week for optimal results.
STEP 1	 Oil-to-Foam Cleanser	+	 Volcanic Mud Mask
STEP 2	 Four-Way Toner		
STEP 3	 Vitamin Serum	+	 Hydrating Sheet Mask
STEP 4	 Refining Eye Cream		
STEP 5	 Moisture Cream		

IMMERSE YOURSELF IN A DIFFERENT KIND OF SKINCARE

STEP 1

SPLASH. RINSE. REFRESH.



REAL STEP 1: OIL-TO-FOAM CLEANSER

As the first step in your skincare ritual, this cleanser offers a fresh start. Its gentle oils lift away debris before transforming into a foaming cleanser. Splash with water for a perfectly pristine and pleasantly soft finish.



Fermented green tea water and sea water are combined for a refreshing and effective cleanse; rice ferment refines pores and provides nourishing and skin-smoothing enzymes to moisturize and purify skin.

DIRECTIONS: Lightly massage one to two pumps onto dry skin, covering the entire face and avoiding the eyes. Add room temperature water, lather up, and rinse. Pat dry. Follow with Four-Way Toner. Use daily, morning and evening.

STEP 2

CLEAR. ILLUMINATE. PREPARE.



REAL STEP 2: FOUR-WAY TONER

Clarifying and illuminating, our toner is the perfect way to prepare your skin for additional cleansing and moisture, prime your skin for cosmetics, set your makeup look, or mist any time of the day so it can glow.



Fermented green tea water is combined with rose water to clear and brighten skin.

DIRECTIONS: Gently mist product on your face with eyes closed. Use to (1) tone, (2) prepare your skin for additional moisture, (3) set your makeup, or (4) refresh, settle, and hydrate any time of the day. You can also apply the product on a cotton pad and gently sweep across face to remove any residual makeup. Follow with Vitamin Serum. Use morning and evening, or anytime during the day.

STEP 3

NOURISH. FORTIFY. BRIGHTEN.

STEP 4

POLISH. INFUSE. FIRM.

REAL STEP 3: VITAMIN SERUM

With the luxury of the earth's offerings in a silky serum, this product infuses your skin with essential vitamins, ferments, and super-antioxidants for a nourished, more youthful-looking complexion.



Fermented green tea leaf water, red maple leaf extract, and *Saccharomyces lysate* extract nourish, moisturize, and sustain the skin's microbiome, while other ingredients protect skin against daily challenges, and soothe, calm, and brighten the complexion.

DIRECTIONS: After cleansing and toning, dispense a small amount onto fingertips and gently sweep over the face, neck, and around the eye area. Lightly pat onto skin until completely absorbed. Follow with Refining Eye Cream. Use daily, morning and evening.



REAL STEP 4: REFINING EYE CREAM

Moisturizers and decadent emollients are blended with botanicals that contain collagen boosting properties to promote a smoother, more refined, and more polished outer eye appearance.



Ancient fermented green tea water is infused with cucumber extract and bamboo juice to soothe puffiness around the delicate and thirsty eye area, the driest and most fragile skin on the face.

DIRECTIONS: Apply small amount onto entire eye area, taking care to avoid getting product into eye, and gently tap with fingertips until absorbed. Begin by testing with a small amount. Follow with Moisture Cream. Use daily, morning and evening.



REAL STEP 5: MOISTURE CREAM

This cream offers a surge of intense hydration in a light and airy, cloud-like formula. It's truly a drink for your skin.



Ancient fermented green tea water infused with birch tree sap juice and ginseng helps calm and reinvent skin to its younger-looking self, while honey and amino acid properties support the look of elasticity and luminosity.

DIRECTIONS: Both morning and evening, apply desired amount to cleansed and toned face, neck, and chest. Allow product to absorb.



RITUAL STEP: VOLCANIC MUD MASK

Like the geothermal waters that rise from volcanic beds, our volcanic mask renews, refreshes, and energizes the look of your skin. Volcanic properties cleanse the skin's surface for a purifying experience.



Fermented green tea water and soybean extract are intermingled with earth-hewn volcanic ash, creating a nature-rich, beautifying experience.

DIRECTIONS: After cleansing skin, apply to face, extending to neck and chest if desired. Avoid eyes, nostrils, and mouth. Let dry for 5 to 15 minutes. Then, add water and massage gently to exfoliate. Rinse clean. To use as a spot treatment, dab on problem area, allow to dry, and rinse. Follow with Four-Way Toner on a cosmetic pad, sweeping across treated area to remove any remaining mud.



RITUAL STEP

PLUMP. MOISTEN. SMOOTH.

RITUAL STEP: HYDRATING SHEET MASK

Decadent and delicate, this sheet mask allows you to experience a treat once only enjoyed by royals throughout history. Milk ferment and cow colostrum yield opulent, baby smooth skin.



This product includes hyaluronic acid, a naturally occurring substance found in skin that attracts many times its weight in water, making it the perfect ingredient for supporting optimal moisture levels. Additionally, this is the only sheet mask in the world that features 4Life Transfer Factor™!

DIRECTIONS: Complete this ritual step after using the Vitamin Serum. Remove mask from package and gently unfold. Carefully place into position on your face, avoiding eye and lip area, and ensuring even contact with skin. Leave on for 15–20 minutes to allow serum to penetrate your skin's surface. Remove mask and pat dry until absorbed. Follow with Refining Eye Cream.



BEFORE AND AFTER

In a pilot study conducted with women and men, 30 days of the äKwä regimen showed improvements in:

- Red spot count, representing a calming effect
- Porphyrin count, representing a cleansing effect
- Wrinkle score
- Appearance of fine lines
- Overall moisture



BEFORE



AFTER



BEFORE



AFTER

Improvement in the Appearance of Fine Lines and Wrinkles





THE RESULTS ARE IN.

Our moisture-enhancing formulas make a difference you can see and feel. Are you ready to drench your skin in nature's most honest and beneficial ingredients?

Try aKwä for yourself, and then post your "before" and "after" photos on social media using #aKwaskin.

For more information, please contact:



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