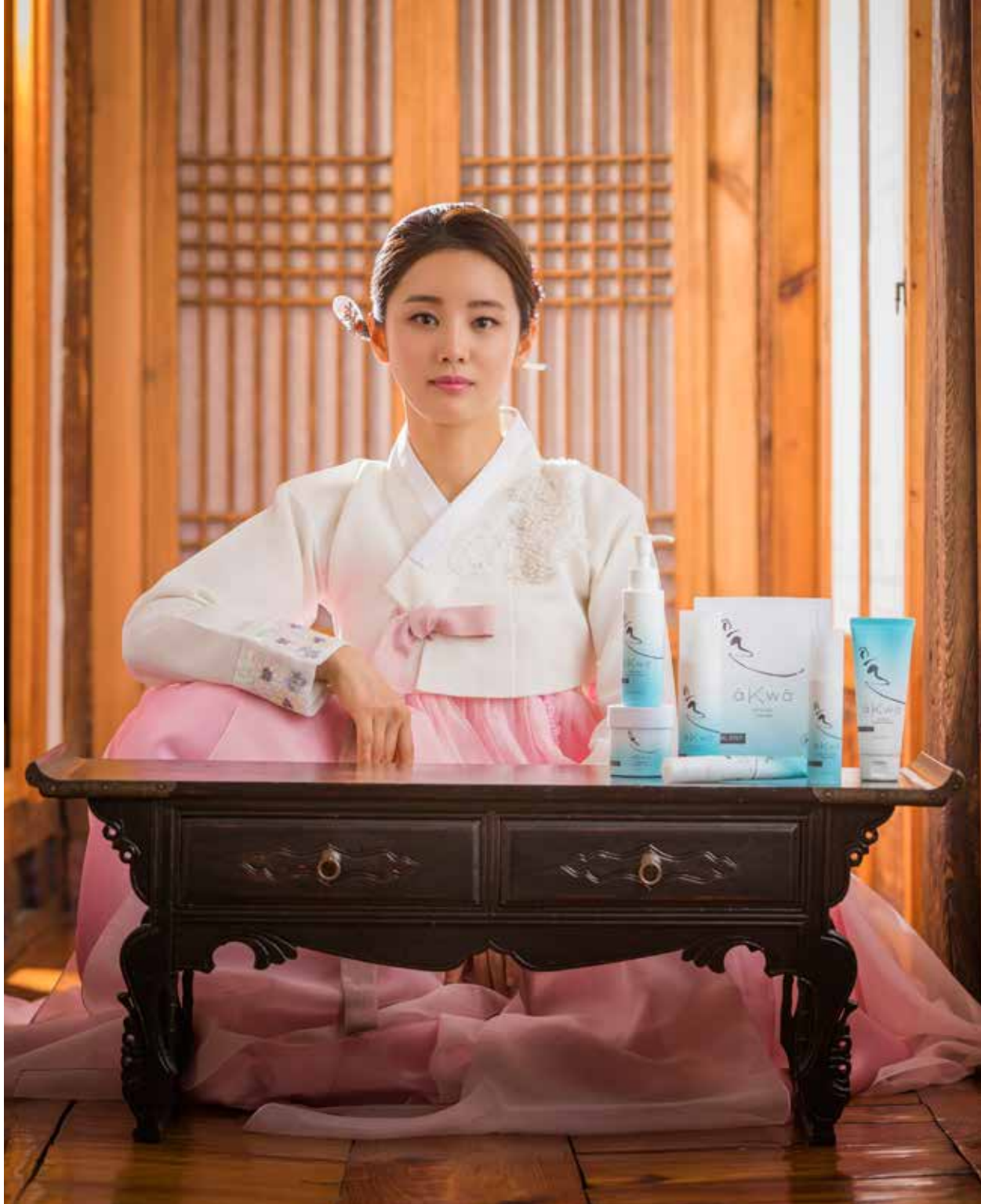




ä Kw ä™







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.<sup>1</sup>

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.



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](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)

## 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





## 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	First Wave Oil-to-Foam Cleanser	
RITUAL		LavaPure Volcanic Mud Mask
STEP 2	Glacier Glow Four-Way Toner	
STEP 3	Precious Pool Vitamin Essence	
RITUAL		Royal Bath Sheet Mask
STEP 4	Ripple Refine Eye Cream	
STEP 5	RainBurst Moisture Cream	
STEP 6 (AM)	DayStar Shade SPF 40 Moisturizing Sunscreen	



äkwä  
PRECIOUS POOL  
Sun Esters

äkwä  
RAINBURST™  
Moisture Cream  
2.5 oz (70 g)

äkwä™  
FIRST WAVE™  
Oil-to-Foam Cleanser  
STEP 1

3.4 fl oz (100 ml)

äkwä™  
RIPPLE REFINE™  
Eye Cream

äkwä™  
Sun



## äKwä SKINCARE SYSTEM

- Real Step 1: 1—First Wave™ Oil-to-Foam Cleanser
- Real Step 2: 1—Glacier Glow™ Four-Way Toner
- Real Step 3: 1—Precious Pool™ Vitamin Essence
- Real Step 4: 1—Ripple Refine™ Eye Cream
- Real Step 5: 1—RainBurst™ Moisture Cream
- Real Step 6: 1—DayStar Shade™ SPF 40 Moisturizing Sunscreen
- Ritual Step: 1—LavaPure™ Volcanic Mud Mask
- Ritual Step: 1—Royal Bath™ Sheet Mask (5 ct set)

IMMERSE YOURSELF IN A DIFFERENT KIND OF SKINCARE

STEP 1

SPLASH. RINSE. REFRESH.



## REAL STEP 1: FIRST WAVE

*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 Glacier Glow Four-Way Toner. Use daily, morning and evening.

## STEP 2

CLEAR. ILLUMINATE. PREPARE.



### REAL STEP 2: GLACIER GLOW

*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 like a glistening glacier on a sapphire sea.



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 Precious Pool Vitamin Essence. Use morning and evening, or anytime during the day.

## STEP 3

NOURISH. FORTIFY. BRIGHTEN.



### REAL STEP 3: PRECIOUS POOL

*Vitamin Essence*—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 Ripple Refine Eye Cream. Use daily, morning and evening.

## STEP 4

POLISH. INFUSE. FIRM.



### REAL STEP 4: RIPPLE REFINE

*Eye Cream*—Moisturizers and decadent emollients are blended with an ancient mushroom that's naturally rich in plant-derived collagen to promote a smoother, more refined, and more polished outer eye appearance.



Ancient fermented green tea water is infused with cucumber and bamboo juice extracts 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 RainBurst Moisture Cream. Use daily, morning and evening.

## STEP 5

QUENCH. CORRECT. FIRM.

### REAL STEP 5: RAINBURST

*Moisture Cream*—Like a rain cloud ready to burst, 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. Morning: Follow with DayStar Shade SPF 40 Moisturizing Sunscreen.



## STEP 6

## SHIELD. SHADE. REPEL.



### REAL STEP 6: DAYSTAR SHADE

*SPF 40 Moisturizing Sunscreen*—The sun brings us life and light, but when it comes to skin, too much of a good thing can be damaging. DayStar Shade combines SPF 40 sunscreen and other fortifying, nutrient-rich ingredients formulated to protect and replenish.



pH-neutral, purified water is combined with vitamins E and C, sumptuous oils, emollients, and unique protectants to brighten and shield skin against sun damage, support against modern urban stressors, and maintain skin's moisture levels for up to 48 hours after application. DayStar Shade does not contain oxybenzone or octinoxate, which are ingredients known to harm ocean reefs.

**DIRECTIONS:** As the last step of your morning skincare regimen, apply desired amount to your fingertips and evenly distribute across your face, neck, chest, and the tops of your hands to achieve uniform coverage. Follow with makeup as desired and re-apply throughout the day as needed.

RITUAL STEP

PURIFY. SUSTAIN. REFINE.



## RITUAL STEP: LAVAPURE

*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 black 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 Glacier Glow Four-Way Toner on a cosmetic pad, sweeping across treated area to remove any remaining mud.



RITUAL STEP

PLUMP. MOISTEN. SMOOTH.

## RITUAL STEP: ROYAL BATH

*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, Royal Bath is the only sheet mask in the world that features 4Life Transfer Factor™!

**DIRECTIONS:** Complete this ritual step after using the Precious Pool Vitamin Essence. 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 Ripple Refine 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

## Improvement in the Appearance of Fine Lines and Wrinkles



BEFORE



AFTER



BEFORE



AFTER



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

For more information on our products and business opportunity, visit [4life.com](http://4life.com).



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