

EMORA

Purifying Mud

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EMORA'S Purifying Mud is exactly that: *Purifying*. Our potent blend of cleansing clays, aromatic spices and restorative enzymes draws out impurities and buffs away years of built-up dead skin cells, leaving your skin refreshed and ready for complete hydration. Because EMORA Purifying Mud is a dry blend of ingredients, you can mix the Purifying Mud with your choice of water, avocado, yogurt, honey, vinegar or any other base ingredient that addresses the specific needs of your skin. This DIY approach lets you completely customize how you use EMORA Purifying Mud, because only you know how to best treat your skin. When followed with our EMORA Essence Toner and EMORA Rejuvenating Serum, expect to uncover your skin's true beauty.



TARGET AUDIENCE

Women and men over the age of 30 who want to combat the impact of aging, environment and genetics on their skin. Those under the age of 30 can use the Mud to take a proactive approach to skincare, slowing age related skin concerns, and alleviating skin conditions ranging from dryness to acne and oily skin.

BENEFITS

- Smooths and polishes the skin by buffing off built-up dead skin cells.
- Prepares the skin to maximally absorb EMORA Rejuvenating Serum and Essence Toner by bringing the blood to the skin's surface and opening pores.
- Draws out impurities to reveal your skin's youthfulness.
- DIY flexibility that allows you to choose the base ingredient that works best with your specific skin type and address your specific skin problem areas.

KEY INGREDIENTS

KOALIN CLAY—Cleanses the skin by exfoliating dead cells, while absorbing excess oils. Overall, an excellent way to purify, detox and soothe irritated skin.

PAPAIN—Rich in enzymes, vitamins and antioxidants. Lightens, exfoliates, and moisturizes the skin.

HONEY—Anti-bacterial and anti-inflammatory ingredient. High in multiple minerals and Vitamins B and C.

CLOVE—Contains minerals and vitamins that stimulate re-growth of healthy, new skin cells. Also an anti-bacterial and antiseptic, helping to soothe and heal broken skin.

COCOA POWDER—Rich in antioxidants that protect the skin from free radicals and other environmental skin damage. Also an anti-inflammatory, soothing redness and increasing blood flow back into the cells, promoting a radiant complexion.

CINNAMON—Antibacterial and antiseptic properties that smooth complexion and eliminate the growth of bacteria. Also a calming exfoliant that brightens and enhances complexion.

RHASSOUL CLAY—Absorbs excess dirt and oil while also nourishing the skin.

WITCH HAZEL—Hydrates, stabilizes, and reduces inflammation and redness of the skin.

SLIPPERY ELM BARK—Draws impurities out of the skin for a smoother, clearer complexion.

CARROT—Draws impurities out of the skin for a smoother, clearer complexion.

ALOE—Soothes, hydrates, and heals broken and irritated skin.

CALENDULA—Heals and soothes irritated and broken skin.

USAGE

Activate your preferred amount of Purifying Mud with equal parts water (or alternate base of your choice) to form a wet paste. Paste should be wet enough to spread easily, without crumbling. Massage into face and neck, avoiding contact with eyes. Rinse with warm water, pat dry. For optimal results, follow with EMORA Essence Toner and EMORA Rejuvenating Serum. Use two to three times per week.

COMPLIMENTARY PRODUCTS

EMORA ESSENCE TONER—A lightweight, rice water ferment that is rich in vitamins, minerals, and amino acids that prepares the skin after exfoliation and before treatment for faster absorption and higher penetration of any additional treatments while reducing the appearance of pore size.

EMORA REJUVENATING SERUM—A concentrated blend of active ingredients combined to bring forth a brighter complexion, while smoothing, plumping and toning away discolorations.

FAQS

What skin types can benefit from using Emora Purifying Mud?

All skin types can benefit from using EMORA Purifying Mud. It was formulated as a dry powder to allow users to select the liquid base most appropriate for their skin type and desired experience. We recommend experimenting with water, liquid cleanser, avocado, yogurt or any other base that you find works best with your skin type and desired experience with EMORA Purifying Mud.

What is the best base ingredient to mix with Emora Purifying Mud?

We recommend starting with water and branching out to other bases that help you achieve your desired results and experience.

How often should I use Emora Purifying Mud?

We recommend purifying your skin with EMORA Purifying Mud 2-3 times weekly. However, it can be used more frequently if desired.

INGREDIENTS

Bentonite, Kaolinite (White Clay), Zea Mays (Corn) Starch, Aloe Barbadensis Leaf, Carrot (Daucus Carota) Root Powder, Calendula Officinalis (Calendula) Flower, Papain, Sodium Bicarbonate, Camellia Sinensis Leaf (Green Tea) Extract, Cucurbita Pepo (Pumpkin) Seed Extract, Tocopherol Acetate (Vitamin E), Phenoxyethanol, Ethylhexylglycerin, Theobroma Cacao (Cocoa) Seed Powder, Cinnamomum Cassis (Cinnamon) Leaf Oil, Eugenia Caryophyllus (Clove) Leaf Oil, Myristica Fragrans (Nutmeg) Oil, Cardamom Seed Oil, Zingiber Officinale (Ginger) Root Oil.