

PRESS RELEASE

Winter 2016

LOGONA
NATURKOSMETIK

Facial care by LOGONA Natural Cosmetics

New concept, new design, innovative new products

Brown algae, salicylic acid from willow bark, bamboo powder, echinacea — the new LOGONA facial care products not only shine with their aesthetic streamlined design, but also offer innovative formulas. The 30-product cleansing and care line offers active natural formulas for six skin types and their individual needs. New products: a micelle toner, a 3-in-1 cleanser, nurturing care for couperose skin, an anti-fatigue liquid and revitalising facial oil with organic avocado, a lip balm with hylauronic acid that meets the standards for natural cosmetics, and a rhassoul mask. The new facial care products by LOGONA Natural Cosmetics will be available in stores beginning 01 March 2017.

Individual skin types are placed under the labels “moisture” for dry and normal skin, “purify” for problem skin, “balance” for combination skin, “calm&protect” for sensitive skin, “nourish” for supplemental care, and “med” for couperose skin. LOGONA Natural Cosmetics follows the layering principle for its cleansing routine with four major steps: remove, cleanse, clarify and care. For the last stage, care, the pioneering company from Salzhemmendorf offers additional products that supplement the daytime and nighttime care products depending on the user’s skin condition at the moment; these supplemental products include a facial oil with organic avocado and an anti-fatigue liquid with organic caffeine. Layering allows users to react to changing skin-care needs and conditions in a personalised way and usefully combine products with each other.

The whole richness of nature can be found in LOGONA Natural Cosmetics products. From organic Damascus rose to organic witch hazel and bamboo or organic carrots and avocado – the contents are from natural sources, and the extracts and oils are of organic quality whenever possible. Some of the ingredients are even prepared directly from the herb meadows of Salzhemmendorf using a decades-old method.

The proven LOGONA quality promise also applies for facial care: No silicone, sulfates, parabens, synthetic dyes or preservatives,

mineral-oil based materials or nano-particles are used. Instead, the products use natural scents, mild skin-friendly emulsifiers, self-produced extracts and ingredients with proven effectiveness whose skin compatibility has been dermatologically tested. LOCONA facial care products are NATRUE certified and are vegan, all the way up to the Lip Balm with Organic Calendula.

The facial care products will be available in organic markets and health-food stores beginning March 2017. The LOGONA Natural Cosmetics products can also be found in the online shop at www.shop.logona-and-friends.de.

Overview of the product line



Cleansing products for all skin types

CLEANSING FOR ALL SKIN TYPES WITH ALOE VERA
AND MICELLE TECHNOLOGY

The cross-series cleansing products are suited to all skin types and promote clean, refreshed skin that is optimally prepared for later care. In addition to Damascus rose, the main ingredient is aloe vera.

This extract is drawn from the water-storage tissues of aloe leaves and delivers extra moisture, nurtures irritated skin and also heals wounds. Micelle technology is also being used for the first time in the LOGONA product range.

LOGONA Mild Eye-makeup Remover 100ml MRP 6.95 €

NEW - LOGONA 3-in-1 Cleansing Milk with Micelle Technology 100ml, MRP 6.95 €

LOGONA Revitalising Cleansing Gel 100ml, MRP 6.95 €

NEW - LOGONA Cleansing Micelle Toner 125ml, MRP 6.95 €

Moisture – Dry and normal skin

PROTECTS AGAINST MOISTURE LOSS AND FREE RADICALS
WITH ORGANIC DAMASCUS ROSE

In addition to organic Damascus rose, which not only smells great but also provides intense moisture, soothes and balances, Kalpariane™, an active ingredient made from brown algae, is also used in the moisture product line.



It stimulates, is an antioxidant and protects skin's firmness and elasticity. The highlight product is the active smoothing day cream. It is suited to daily use, strengthens skin's natural protection and provides it with intense moisture. It also protects against free radicals and environmental influences.

LOGONA Rich Cleansing Milk 125ml, MRP 9.95 €

LOGONA Refreshing Facial Toner 125ml, MRP 9.95 €

LOGONA Active Smoothing Day Cream 30ml, MRP 10.95 €

LOGONA Regenerating Night Cream 30ml, MRP 11.95 €

LOGONA Active Smoothing Eye Cream 15ml, RRP 12.95 €

LOGONA Active Smoothing Moisturising Mask 2x 7.5ml in double packet, MRP 2.45 €

LOGONA Active Smoothing Serum 30ml, MRP 12.95 €

NEW - LOGONA Moisturizing Lip Balm with Hyaluron 4.5g, MRP 2.95 €

The new lip balm with hyaluronic acid, an innovation in natural cosmetics, gently smooths lip wrinkles and complements the series. A precious formula with polyunsaturated fatty acids from skin-soothing vitamin F and hyaluronic acid replaces oils, promotes moisture retention and revitalises delicate lip skin.



Purify – Blemished skin

CLEAR SKIN THANKS TO ORGANIC MINT AND SALICYLIC ACID FROM WILLOW BARK

The purifying care from the LOGONA Purify series is made for skin that tends to become blemished (again) even in adulthood. Organic mint cleanses and is also anti-microbial and anti-fungal.

Natural salicylic acid is derived from willow bark and not only improves cell regeneration but also has anti-inflammatory and anti-bacterial properties, which improves the complexion.

LOGONA Clarifying Cleansing Foam 100ml, MRP 8.95 €

LOGONA Clarifying Facial Lotion 125ml, MRP 8.95 €

LOGONA Clarifying Peeling Gel 100ml, MRP 8.95 €

LOGONA Clarifying Cleansing Mask 2x 7.5ml in double packet, 2.45 €

LOGONA Clarifying Cleansing Gel 30ml, MRP 9.95 €

LOGONA Active Acne Stop 6ml, MRP 5.95 €

Balance — Combination skin

BAMBOO POWDER BALANCES AND MATTES

Powder made from bamboo can bind 200% of its own weight in sebum. So it is perfect as the main ingredient in a matte care product. In addition to bamboo, this series also uses hamamelis, which refines the complexion and helps retain moisture.



LOGONA Matte Day Fluid, 30ml, MRP 10.95 €

LOGONA Pore Care Night Fluid, 30ml, MRP 11.95 €

NEW - LOGONA Matte Rhassoul Mask 2x 7.5ml in double packet, MRP 2.45 €

The Rhassoul Mask is brand new to the series. Rhassoul, a classic at LOGONA, is not only suited to shampooing. In an innovative mask, it helps to absorb and bind excess skin oil like blotter paper.



Calm & protect – Sensitive skin

SOOTHES AND PROTECTS WITH ORGANIC ECHINACEA AND TIGER GRASS

The pH-neutral cream soothes stressed skin. The main ingredient, organic echinacea, promotes skin-cell regeneration and the natural protective properties of skin. Tiger grass promotes collagen formation in the skin so it can regenerate and remain fortified against daily stress.

LOGONA Protective Day Cream, 30ml, MRP 10.95 €

LOGONA Soothing Night Cream, 30ml, MRP 11.95 €

Nourish – Supplemental care

SPECIALTY PRODUCTS TO SUPPLEMENT THE CARE ROUTINE

These products provide a bit of extra care. Some special highlights are the new products: revitalising facial oil with organic avocado & Inca inchi and the anti-fatigue liquid with organic caffeine. The series also includes a “modern” version

of traditional carrot cream – an intense moisturising cream with organic carrots and vitamin F, which optically reduces small wrinkles with a delicate glimmer. The finely textured cream is slightly tinted and ensures an even complexion.



LOGONA Complexion Optimising Vitamin Cream 30ml, MRP 12.95 €

LOGONA Cell Regenerating 24h Vitamin Cream 30ml, MRP 12.95 €

NEW - LOGONA Anti-fatigue Liquid 30ml MRP 12.95 €

NEW - LOGONA Revitalising Facial Oil 30ml 12.95 €

LOGONA Enriching Lip Balm 4.5 g, 2.95 €



Med – For couperose skin

THE LOGONA INNOVATION WITH RED ALGAE

The active ingredient SILIDINE® made from red algae has proven effects in this innovative LOGONA product. The active ingredient made from red algae counteracts irritation and redness, strengthens blood vessel walls and improves the elasticity of the vessels. Couperose-stressed skin needs products without alcohol or other irritating ingredients as well as low-oil care that still moisturises. With LOGONA couperose care,

the skin's lipid balance is regenerated and strengthened. The first medical skin-care line by LOGONA is recommended by the German Rosacea Help Association.

NEW - LOGONA Couperose Cream Day & Night 30ml, 14.95 €

NEW - LOGONA Couperose Moisturising Serum Day & Night 30ml, 14.95 €

LOGONA Natural Cosmetics

LOGONA stands for certified natural cosmetics that meet the highest German standards. It also has extensive experience with in-house plant extraction and the development of effective natural cosmetics since 1978. As a pioneer in natural cosmetics, LOGONA Natural Cosmetics also stands for innovative ideas: In the 1980s, LOGONA developed the first 100% natural hair dye, which is available today in thirteen individual tones. Its development of the first natural cosmetics for people with allergies was also revolutionary. Through constant research, development and improvements, LOGONA developed a complete line of strictly tested natural cosmetics. In addition to hair, facial and body-care products for him and her, its wide range of products also includes decorative cosmetics as well as a baby and kids line. The certified products have an authentic, down-to-earth and subtly elegant image. And the products are always environmentally and civically responsible.

The products are available in well-stocked organic markets with natural cosmetics, health-food stores and in the online shop at www.shop.logona-and-friends.de. Further information about the company and its products, and the LOGONA Natural Cosmetics shop finder can be found at www.logona.de.

We are always available for questions, sample requests or arranging interviews.

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sieben&siebzig is a PR and marketing firm located in Berlin and Munich. It was established in 2004 and specialises in ecological, fair and sustainable products.