



ABSOLUTELY  
N A T U R A L<sup>®</sup>

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*Luxurious Skincare*

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# ABSOLUTELY NATURAL

## OUR MISSION AND HISTORY

Absolutely Natural pioneered the original 100% natural, chemical-free skincare in the early 1990's and has set the same exacting standards for our organic spa care. All of our unique formulas are carefully selected from nature's most nutrient- and vitamin-rich plants, minerals, and renewable sources.

From the premier sun and spa resorts of Spain to the Hawaiian Islands, Absolutely Natural provides unparalleled products and services to the most discriminating clients. We have built our company and reputation on excellent products and partnering with our clients to design products and services around their unique preferences. We continue to expand our product lines and programs toward an ever-increasing market demand for unique, quality and signature products.

Absolutely Natural of California continues the tradition set forth by the parent company with their office and warehouse in San Diego. This enables California resorts to get next day service for our all natural skincare line as well as personal attention to their unique needs.



# WHAT WE CAN DO FOR YOU

## OFFER OUR ALL NATURAL PRODUCTS AT YOUR SPA/SHOP/POOL DECK

The pool and/or beach area of a resort is often overlooked, and yet among the most important areas of a resort for guests.

Absolutely Natural of California not only can provide the world's best, eco-friendly, 100% natural suncare for your resort, but also help plan and execute a comprehensive program for your pool and/or beach areas.

The number one reason for missed vacation days at a resort is because of sunburn, and our training will elevate your attendants to "skin care consultants", and they will be able to serve your clients much better armed with our information. And, at the same time you provide superior service, revenue from suncare sales can help offset the expense of these areas.

We can also implement sales in the gift shop, spa and other hotel areas. Our very

popular in-room sales program can increase revenue significantly, and again be of great service to your guests. Often the full effects of a day in the sun aren't felt until after a shower, and having our famous burn relief and aloe lotions in the room for purchase is a great service.

Also extremely helpful for hotel guests and very popular at our Hawaiian resorts is our educational clinics held weekly or even more often, if desired. The clinics are 15-20 minutes and emphasize safe sun tips, evaluate skin types, recommend products and demonstrate proper application methods.

Absolutely Natural of California has the superior product, along with the expertise to make your resort pool and/or beach area an asset to your guests, and a positive source of revenue.

For boutiques, tanning salons, fitness centers and shops:

Absolutely Natural has been the number one selling suncare products at resorts in Hawaii since 1992. Californians have been traveling to the Aloha state, and have been educated about our 100% natural suncare by trained consultants at the resort hotels, and will recognize Absolutely Natural in your stores.

With that invaluable exposure combined with significant points of difference in our product, the retail sales can be excellent. Your personnel can take advantage of the famous 3-P's training to make the sale of our products easy, fun and profitable.

# OUR CLIENTELE

## SPAS AND RESORTS AROUND THE WORLD

Our roots are firmly planted in the luxury resort industry, particularly island locations. We began in 1992 by offering our sunscreens, lotions and aloe on many of the finest pool decks and beaches in the world. When our resort clients began to add spa services, they came to us for products that would have the same quality and integrity, and are formulated with the same passion as our sun care. Absolutely Natural Spa was born with just two products. We now have more than 250!

Throughout our 17-year history, we've never compromised on the integrity of our ingredients/formulations, and have sought only to provide the finest natural products available anywhere, consistent with the 4 and 5 star quality our clients must uphold.

We are most proud to be associated with some of the finest resorts in the world through our signature products, private label, and professional treatment products. We are now ready to build upon our rich history by extending our offering to broader markets across the mainland United States.

### *A Sample of Our Prestigious Clients:*

- Agave Spa at Westin
- Almond Beach Resorts
- Beaches Resorts (Caribbean)
- Gaylord Opryland Nashville
- Golden Door Spa
- Grand Sierra Resort & Casino
- Halekulani
- Kauai Marriott
- MGM Hotel
- Ritz Carlton
- Sanctuary on Camelback Mountain Resort
- Sandals Resorts (Caribbean)
- South Seas Resort
- Spa Grande at The Grand Wailea Resort
- The Grand Del Mar
- The Kahala Hotel & Resort
- The Lodge at Torrey Pines
- Rancho Valencia Resort and Spa



# ABSOLUTELY NATURAL INGREDIENT GUIDE

## KEY INGREDIENTS AND BENEFITS

### **Almond**

Contains vitamins A, B1, B2, B6 and E, as well as, manganese, magnesium, copper, riboflavin and phosphorous.

### **Aloe Vera**

Has 75 nutrients including 8-essential amino acids and vitamins A, B1, B2, B6, B12, C and E. Noted for its healing properties.

### **Celtic Sea Salts**

Harvested on the coast of Brittany and are created by the natural evaporation of sea water, preserving the balance of minerals essential to the skin's healing and rejuvenation process.

### **Cranberry**

Contains one of the highest amounts of vitamin E, which helps to slow the aging process and helps to protect skin from sun exposure.

### **Coconut**

Rich in vitamins and minerals, coconut oil and coconut milk exhibit excellent compatibility to the skin.

### **Dead Sea Salts**

Contains the highest concentration of minerals found in sea salt, including magnesium, calcium, sulfur, bromide, iodine, sodium, zinc and potassium. These minerals are known for their

beneficial healing and antihistamine properties.

### **Epsom Salts**

Is a pure mineral compound (magnesium sulfate). Magnesium helps the body regulate the activity of more than 325 enzymes, orchestrating many functions, including muscle control and detoxification.

### **Grape Seed**

Contains one of the highest concentrates of the bioflavonoid proanthocyanidin, an antihistamine. Improves circulation, inhibits collagen breakdown, and functions as an internal sunscreen.

### **Green Tea**

Contains EGCG, one of the most potent antioxidants. Recent studies found that topically applied green tea extracts helped prevent skin inflammation and cell division associated with DNA damage from ultraviolet radiation.

### **Jojoba Seed**

Composed of liquid wax esters, jojoba seed oil is remarkably akin to the restorative natural oils found in the body. Jojoba seeds contain alpha, delta and gamma vitamin E.

### **Lime**

Clears congested and oily skin while

providing an excellent source of minerals and vitamins, A and C. Lime also has excellent antiseptic qualities, thus making it an effective remedy to help alleviate blemishes and help fight infection.

### **Mango**

High in antioxidants and healing qualities. Additionally, mangos provide a remarkably high content of beta carotene and vitamin C, as well as impressive numbers for vitamins B1, B2, B3 and B6.

### **Natural Vegetable Emulsifiers**

Provide a rich texture that allows for quick absorption and delivery of antioxidants and nutrients into the skin.

### **Pacific Sea Salts**

Derived directly from the Pacific Ocean enabling the unique combination of minerals and trace elements to remain intact.

### **Rice Bran Oil**

Rich in Vitamin E, gamma-oryzanol, and tocotrienols, Rice Bran Oil helps fight signs of aging and skin damage, deeply nourishing skin and reducing fine lines and blemishes.

### **Rose Hips**

Rich in vitamins C, D and E, essential fatty acids, and antioxidant flavonoids.

Restores firmness to skin by nourishing and tightening tissue.

### **Shea Butter**

Pure organic raw shea butter has a wide range of healing and preventive benefits, stemming from its high content of vitamins A and E. Increasingly popular among massage therapists, shea butter will leave skin soft, supple and healthy.

### **Squalane**

A natural emollient, it creates a lush, creamy texture in skincare products that leaves skin feeling soft and conditioned without being greasy.

### **Sunflower Seed**

Sunflower seed oil is high in oleic acid, very rich in vitamins A and D, supplies more vitamin E than virtually all vegetable oils, and is especially beneficial for mature skin.

### **Vegetable Glycerin**

A highly versatile skin conditioner, further softens and soothes skin, while promoting moisture retention.

### **Virgin Fiji Oil of Coconut**

The high saturated fatty acid content of coconut oil gives it a significantly longer shelf life.







FOR THE BODY





Time tested and proven effective, aroma therapy benefits not only the mind, but the body as well. Our nutritive blends of antioxidant rich oils create a unique vibrancy in the aromas, while benefitting the skin and body. Whether you're seeking relief from the day's stresses or deep, indulgent skin treatments, this line has everything you need.

# TRANQUILITY ORGANIC SERIES

N O U R I S H , S O O T H E , I N D U L G E

Our spa-quality aroma therapy Tranquility products have been expertly blended in order to bring the experience and benefit of the spa to your home. Whether you're seeking relief from muscle pain, a refreshing foot massage or a calming soak, these products will arouse your senses, ease your muscles, and restore your skin's texture.

## BATH SALTS

Sourced from the Celtic, Pacific, and the Dead Seas, our bath salt blend benefits from the unique mineral deposits of each region. The minerals and antioxidants combine to ease muscle pain and congestion, stimulate circulation, soften skin, and detoxify the body; while the blend of aroma-therapy, and essential oils eases away the day's stresses.

## BODY BUTTER

Indulge your skin with our ultra rich Shea Mango Body Butter. Ideal for dry winter weather, or year round for skin that needs an extra boost. Smooth and soothe away rough, dry skin while the bright tropical aromas of coconut and refreshing mango will have you thinking of the tropics.

## TRANQUILITY OILS

Our bath and body oils are 100% organic, and fortified naturally with nutritive vitamins and antioxidants. Soothe your body and mind, and find the blend that's right for you. Add the oils to a hot bath, relieve sore muscles and tension with a deep tissue massage, or simply massage into skin after a hot shower daily to smooth and deeply moisturize skin.

## PEPPERMINT FOOT CRÈME

Wake up tired, sore feet with a refreshing and invigorating foot massage treatment. The essential oils combine for an ultimately indulgent experience. A cool tingle and vibrant peppermint aroma will have you making this treatment a part of your daily routine. Rich and thick, this formula quickly absorbs into skin, soothing stubborn dry skin with ease, making it ideal for rough feet, dry elbows, and other resistant dry skin.

# TRANQUILITY

SPA QUALITY ORGANIC INDULGENCE

## SHEA MANGO BODY BUTTER

1027

Organic Oils of: Grapeseed, Sunflower, Jojoba and Cranberry Seed. Green Tea, Vitamins A, C and E, Essence of Coconut and Mango.

## MINERAL BATH SALTS

1026

Celtic, Pacific, and Dead Sea Salts, Green Tea, Essence of Rose Hip.

## PEPPERMINT FOOT CRÈME

1028

Shea Butter, Grapeseed, Jojoba, Sunflower and Raspberry Seed Oils. Essential Oils of Peppermint and Green Tea.





# TRANQUILITY

SPA QUALITY ORGANIC INDULGENCE

## TRANQUILITY OILS

### Arnica Muscle Relief

0019

Green Tea Extract and Essential Oils of Arnica, Camphor, Bay Laurel, Mint and Rosemary.

### Calming Comfort

0018

Grapeseed Oil and Essential Oils of Lavender, Orange, Geranium, Cedarwood, Marjoram, Frankincense and Rose.

### French Lavender

0021

Grapeseed Oil, Jojoba Oil and Essential Oil of French Lavender.

### Ruby Grapefruit

0020

Cranberry Seed Oil, Green Tea Extract and Essential Oil of Ruby Grapefruit.

### East Indian Lime

0017

Coconut Oil, Green Tea Leaf Extract, Grapeseed Oil, Organic Essential Oils of Lime, Tangerine, Ginger and Sandalwood.

### Mint and Citrus

0016

Coconut Oil, Grapeseed Oil, Jojoba Oil, Organic Essential Oils of Spearmint, Peppermint, Rosemary, Orange, Grapefruit and Lemongrass.







Use frequently to reduce the appearance of fine lines, wrinkles, scarring, sun damage and more. This ultimately healing and nutritive blend was carefully developed over numerous years until perfected. Available in both an oil and an oil crème, this high-end, luxurious line offers unparalleled vitamins and nutrients to restore vibrant, supple, smooth skin.

# OIL CRÈME & ORGANIC OIL

A GENEROUS BLEND OF POTENT NUTRIENTS AND ANTIOXIDANTS

Years of meticulous testing and development resulted in our most luxurious and potent skincare line to-date, our Organic Oil and Beauty Crème. The oils were carefully chosen for their unique abilities to replenish vital nutrients, and repair and prevent skin damage. Daily use will result in the noticeable reduction of surface blemishes such as fine lines, wrinkles, scarring and acne. Furthermore, the skin will become more supple, firm and silky to the touch over time.

## ORGANIC OIL CRÈME

Pure organic Jojoba Oil is renowned for its restorative, age-fighting qualities, and smooth glide. Our Jojoba is carefully blended with vitamin rich essential oils for excellent moisturizing and antioxidant benefits.

KEY INGREDIENTS: *Jojoba Seed Oil, Sunflower Seed Oil, Grapeseed Oil, Ricebran Oil and Green Tea Extract.*

## CRÈME

1024

## ORGANIC OIL

Featured in this exquisite blend is our *specially processed*, fractionated Coconut Oil. This expensive, time-consuming process renders oil that is high in saturated fatty acids, and one that most closely resembles the natural make up of human skin.

As an added bonus, it has remarkable clarity, and allows blended essential oils to retain their full aroma, all the while resisting oxidation, giving our Signature Blend a notably long shelf life.

KEY INGREDIENTS: *Fractionated Virgin Fiji Oil of Coconut, Ricebran Oil, Cranberry Seed Oil and Green Tea Extract.*



## OIL

1010

# PERSONAL CARE

## DEEP HEALING MOISTURE FOR YOUR HAIR AND BODY

Our proprietary Rose Hip blend has long been popular in our Aloe Crème. Bring the aromatic experience, soothing moisture, and antioxidant benefits to your daily routine with our Personal Care line. Hand soap, shower gel, shampoo and conditioner combine to make a complete set. The refreshing scent of our Rose Hips blend will stay with you throughout the day, and our formulas are gentle for all types of skin.

### SHAMPOO

1011

Rose Hips Oil, Sweet Almond, Jojoba and Ylang Ylang.

### CONDITIONER

1012

Aloe extract, Hawaiian Awapuhi and Rose Hips.

### SHOWER GEL

1013

Green Tea Extract, Vitamin A, Aloe and Rose Hip.

### HAND SOAP

1014

Chamomile, Green Tea, Jasmine and Rose.



Known for its effective management for moderate to severe dry skin, and even eczema, this product line naturally brings back balance and moisture to the skin, without the harsh chemicals and side effects of main-stream treatments. Gentle and nutrient rich, all skin types will benefit from the addition of this product line, even if they aren't in need of a major moisture boost.







FOR THE SUN





# ABOUT OUR ALL NATURAL SUNCARE

## A WORD FROM OUR FOUNDER, CHARLEY RICHARDS

Back in 1992, we didn't purposefully start out to be the world's most unique suncare company. It just happened along the way to achieving our goal of being the world's best.

How unique is Absolutely Natural Suncare?

- We use only cosmetic grade raw materials.
- Absolutely no chemicals are used in processing or manufacturing.
- Our educational system is unique to our company and very informative.
- We are cruelty free and never test our products on animals.
- Our best selling product, Rose Hip Aloe lotion, doubles as an exceptionally gentle and effective year-round moisturizer.

We were "green" way before other companies even thought about it. To this day, our company provides the only suncare in the industry that is truly chemical free. Absolutely Natural never uses petro-chemicals, silicones, petroleum distillates, or cheap fillers like lanolin and mineral oils. Our formulas are excellent for the skin, and easy on the environment. There is no chemical run off after production, so nothing pollutes our streams, rivers, wells or Mother Earth.

We have been exclusive to fine resorts for nearly twenty years, so there is a good chance your clientele will be familiar with our products, and appreciative of our all natural difference.



*Charley Richards,  
Founder and Owner*

# OUR SUNCARE PRODUCTS

Some suncare companies have dozens and dozens of different products. Our philosophy is to keep it simple and offer what people need. We then concentrate on education, including the proper products for the skin type (the 3-P's), and proper application. The 3-P's (Protect, Promote, Prolong) is a system developed by Absolutely Natural, and ensures proper product choice and a safe experience in the sun.

## SPF 4, SPF 8, SPF 15, SPF 25 1004, 1005, 1003, 1008

(6 oz.), (6 oz.), (4 oz.), (4 oz.) All sunblocks are based on our Rose Hip Aloe lotion. Titanium Dioxide added; provides UVA & UVB protection.  
*Aloe, Rose Hips Oil, Shea Butter and Squalane.*

## Lip Balm 0015

(.15 oz.) Our SPF 30 Lip Balm helps heal dry, chapped, sun or wind-burned lips. *Beeswax, Shea Butter and Aloe.*



## Kid's SPF 25 1008-K

(4 oz.) Maximum protection with a fresh, strawberry fragrance.

*Zinc and Titanium Dioxide sunscreen blend, Rose Hips Oil and Sunflower Oil.*

## Travel Pack 001

Includes: 2oz. bottle of Rose Hip Aloe, 2oz. bottle of Pure Aloe & Tea Tree Oil, 2oz. bottle of SPF 15, 2oz. bottle of SPF 8 and .15 oz. SPF 30 Lip Balm in a vinyl pouch.



*All products available in Back Bar Professional Sizes.*

# ALOE

USE ONE WHEN YOU NEED IT, AND THE OTHER EVERYDAY

Our pure aloe soothes bug bites to sunburns. Unlock the secret to a long lasting tan and softer smoother skin with our daily use Rose Hip Aloe Lotion.



## Rose Hip Aloe

1001

(9 oz.) Our most important product for use after sun exposure, and as a daily moisturizer and tan extender. *Aloe, Rose Hips Oil, Shea Butter and Squalane.*

## Pure Aloe and Tea Tree Oil

1002

(6 oz.) Medicinal combination used for sunburn, kitchen burns, insect bites, and jellyfish stings. *Pure Aloe, Tea Tree Oil and Eucalyptus.*

# SUNCARE COMPANIONS

## ADD-ON PRODUCTS TO DEEPEN COLOR

Add these companions to your tanning regimen and personalize your sun care experience. Our Tattoo Stay Nu product protects priceless tattoo artwork from damaging UVA and UVB rays, preserving ink's colors and restoring brilliance to faded, aged tattoos. Use our Platinum and Professional Tanning Oils to achieve your most brilliant deep tan. Only use this if you already have a good base tan. Since fine oils like these do not incorporate sunscreens, pair it up with our SPF 4 or 8 for your sun-sensitive areas. Always follow up after sunbathing with our Aloe products (Pure Aloe Gel and Rosehip Aloe) when using this oil.

### Platinum Tanning Oil

1007

(6 oz.) For the ultimate tan; keeps skin hydrated with essential vitamins and nutrients.

*Rose Hips Oil, Squalane, Kukui Nut Oil and Macadamia Nut Oil.*

### Professional Tanning Oil

1006

(6 oz.) Nut-free formula for those with sensitivity.

*Sunflower Oil, Safflower Oil and Ricebran Oil.*



Our sunscreens start with the same moisturizing base as our Rose Hip Aloe, making them good for your skin, while in the sun. Compare this to other companies that use the cheapest fillers, mineral oils, lanolins, etc. Apparently, their philosophy is the lotion's only job is to bring the sunscreen to your skin.



# TATTOO STAY NU

## ADD-ON PRODUCTS TO PROTECT YOUR INK

Comprised of natural emollients and anti-oxidants, our Tattoo Stay Nu serum actually reflects damaging UVA and UVB rays, protecting your skin and your ink. Use frequently to protect your ink from fading and give color a noticeable boost making your ink appear more vibrant and rich.

### Tattoo Stay Nu

0029

*(2.5 oz.) Zinc Oxide, Shea Butter, Aloe Vera, Green Tea,  
Bay Leaf and Vitamins A, C and E.*









FOR THE FACE





Our Facials system combines all natural botanicals, amino acids, and organic ingredients into a complete skincare system. Our Facials system is unlike any other available on the market or by prescription. We are certain you'll love the results.

# FACIALS SKINCARE SYSTEM

COMPREHENSIVE AND VITAMIN RICH

## INDIVIDUAL PRODUCTS

### Gentle Cleanser (step 1)

1019

(4 oz.) Use daily as part of your regular facial regimen. This gentle cleanser refreshes and prepares skin for the rest of the skincare system.

*Organic Aloe, Vitamin E, Extracts of Calendula, Chamomile, Bee Pollen and Witch Hazel. Organic Essential Oils: Pink Grapefruit and Peppermint.*

### Energizing Astringent (step 2)

1023

(4 oz.) Opens pores, gently cleans away impurities and revitalizes skin.

*Witch Hazel and Ginkgo Bilboa Extract, Calendula Extract, Willow Bark Extract, Camphor, Menthol and Essential Oil of Tea Tree.*

### Purifying Toner (step 3)

1020

(4 oz.) Refines skin and shrinks the appearance of pores.

*Organic Aloe, Essential Amino Acid Complex, Superoxide Dismutase, Extracts of Licorice, Bee Pollen, Calendula, Papaya, Vitamin E and Green Tea.*

### Calming Lotion (step 4)

1018

(2.5 oz.) Vitamin rich and packed with antioxidants, our finishing lotion will leave skin smooth, soothed and supple. *Organic Aloe Leaf Extract, Shea Butter, Organic Oil of Coconut, Jojoba, Squalane, Essential Amino Acid Complex, Co-enzyme Q-10, Organic Rose Hips Seed, Extracts of Chondrus Crispus Seaweed, Cranberry and Bilberry, Organic Tea Tree, Peppermint, Grapefruit and Ylang Ylang.*

### Bamboo Exfoliator

1021

(2.5 oz.) Use 1-3 times a week. Refine skin's texture and restore a healthy glow. Ideal for all skin types. The bamboo crystals slough off dry skin gently, without causing irritation.

*Aloe Vera, Bamboo Crystals, Italian Pumice, Essential Amino Acid Complex, Algae (Cellulose), Fractionated Coconut Oil, Bamboo Extract, Mandarin and Peppermint.*

### Facials System 2-Month Kit

1024

includes all products above in handsome wooden gift box.



*All products available in Back Bar Professional Sizes.*

# TOM HEATH

## OUR CALIFORNIA TEAM



Born and raised in the “Sunshine State” of Florida, Tom proudly earned his Bachelor of Arts from The University of Florida. Go Gators!

In 1981, Tom moved to San Diego, CA, where he worked for a Fortune 100 company in the financial markets. Years later, a near-fatal staph infection motivated him to embrace a more natural way of living. His passion for the outdoors has brought him to Absolutely Natural and their all natural, biodegradable sun blocks. A fan of the product line and longtime friend of the company, he is now working with Absolutely Natural as their exclusive California wholesale distributor.

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