

Editors Note: Please note that the *Nourishing + Revitalizing Moisturizer* will launch online in the US and Canada on September 1, 2022.



Reinvigorate your skin with Province Apothecary's updated **Nourishing + Revitalizing Moisturizer** formula

Enriched with potent peptides, antioxidants, and collagen-boosting ingredients, [Province Apothecary's](#) new innovative formula for their *Nourishing + Revitalizing Moisturizer* is clinically proven to give you noticeable results. Not only will it help you achieve a dewy glow, but its high performance ingredients will tone and firm your skin as well. Also reducing the formation of free radicals and the appearance of fine lines and redness, you can get radiant and younger looking skin in no time.



Discover the new key ingredients!

- Harvested manually by local communities in the northern Canadian Prairies, this moisturizer now contains powerful **Canadian Willowherb**. This antioxidant and free radical scavenger reduces redness within 30 minutes and blemishes within 4 weeks of use.
- Formulated with **Quinoa Peptides**, you will notice a reduction in puffiness and your under eye bags after 28 days. They're packed with Vitamin C, Vitamin E, and EFAs to keep your skin soft and hydrated.
- Keeping anti-aging in mind, the product features **White Lupin Peptides** as well to restore skin's elasticity and tone. It's a protein-rich ingredient that stimulates the production of the dermis's key molecules like collagen in 10 days.

Province Apothecary's roots are important to them, so you will still receive the benefits of the ingredients in their original formula. Carrot Oil is rich in vitamins A, E, and C to help protect, firm, and revive skin. Rosehip Seed Oil is a natural alternative to retinol that is high in Vitamin A to reduce the appearance of sunspots and age spots for long-term correction.

The Origin Story

Julie first formulated the *Nourishing + Revitalizing Moisturizer* for a friend who was going through chemotherapy.

Her friend shared that her skin felt extremely dry and damaged and she experienced a lot of hyperpigmentation. In hopes of restoring and soothing her skin, this product was born.

Julie selected ingredients like Apricot, Evening Primrose, and Rosehip that were rich in omegas and antioxidants to deeply hydrate and soften the skin. Rose Water and Lavender Essential Oil were also used to cool and calm redness and irritation. By combining myrrh, Immortelle, and frankincense, she created a rejuvenating concoction that reduces hyperpigmentation and repairs the skin.

Nourishing + Revitalizing Moisturizer - \$79



Use morning and evening. Apply a thin layer of moisturizer to your face, around your eyes and neck in circular motions.

For additional hydration, apply to your skin before adding our oil-based Face Serums (Clear Skin Advanced Face Serum or Rejuvenating + Hydrating Face Serum), and/or Vital Nutrient Face + Eye Balm.

Follow PA's 6 step routine for healthy and radiant skin:

Step 1. Cleanse with Moisturizing Oil + Makeup Remover

Deeply clean and hydrate without irritating the skin. Rich in antioxidants, vitamins A, E and omega-3. *Apply to damp skin. Massage into the face and neck in a circular motion. Remove cleanser with a damp face cloth.*

Step 2. Balance with Invigorating + Balancing Toner

With botanical scents of Rosewater and Geranium, the Invigorating + Balancing Toner is a vital part of your daily skincare routine. It helps enhance the absorption of oil serums into the skin. *Shake the bottle before use and spray 1 to 3 times to cover the face and neck.*

Step 3. Replenish with Nourishing + Revitalizing Moisturizer

We've improved our moisturizer's longevity and hydrating properties by adding more organic ingredients and a new fast-absorbing delivery system.

Step 4. Hydrate with Rejuvenating + Hydrating Serum

This powerful blend of plant oils effectively replenishes moisture without clogging pores. It smoothes the look of fine lines, prevents signs of ageing and promotes skin elasticity. *Apply 6-8 drops to the face, following the toner. Massage into the face and neck.*

Step 5. Treat with Vital Nutrient Face + Eye Balm

Our new Vital Nutrient Face + Eye Balm is the ultimate all-in-one hydrator! This blend of antioxidant rich oils hydrates and softens even the driest skin for a healthy glow.

Step 6. Depuff with Dual-Action Jade Facial Roller

This unique Dual-Action Jade Facial Roller features a smooth, polished end and a textured, studded end crafted from high-quality Xiuyan Jade. The jade facial roller comes with both a *studded end* to reduce the look of fine lines and plumps to smooth deep wrinkles, and a smooth end to reduce the appearance of puffiness and under-eye bags.



About: Province Apothecary is a holistic skincare and wellness brand recognized both for its effective natural skincare products and custom organic facials. PA is leading the way in green beauty with a unique blend of 100% active plant-based, synthetic-free ingredients, establishing itself as a brand focused on a whole-body approach to beauty.

Owner and founder Julie Clark's journey into natural skincare developed out of her own struggles with allergies and eczema. Unable to find products that were pure and effective enough to heal her sensitive skin, she began blending her own. Now an accredited Holistic Health

Practitioner and Aromatherapist, Julie continues to develop new products drawing inspiration from her facial clients, the weather and the seasons.

Province Apothecary sources the highest quality organic, wildcrafted ingredients from each Canadian Province and hand-blends these ingredients in small batches to create skincare that will nourish + balance skin. Julie's favorite ingredients include: seaweed from Nova Scotia, maple syrup from Quebec, organic sunflower oil from Ontario, organic beeswax from Alberta, organic lentil flour from Manitoba, and organic raspberry oil and glacial clay from British Columbia. PA is blending the wilds of Canada into nourishing and balancing skincare.

All products are free from: petroleum, parabens, synthetic fragrances and ingredients, endocrine disruptors, carcinogens, dyes, alcohol, solvents, pesticides, genetically modified organisms (GMOs), palm oil or derivatives, cosmetic grade ingredients and toxins of any kind.

Stockists: 175 Canadian + USA retailers including [CAP Beauty](#) in both NYC and Los Angeles, [Follain](#), [Free People](#), [Whole Foods Market](#), [The Detox Market](#), [The Vitamin Shoppe](#), [Rexall](#), [Well.ca](#) and [Credo Beauty](#). **All products can be ordered online both in Canada and the US - and can be shipped nationally.**

Visibility: Province Apothecary PA has been featured internationally in print and online by [Vogue](#), [W Magazine](#), [Huffington Post](#), [InStyle.com](#), [Allure](#), [Brides](#), [Byrdie](#), [Well and Good](#), [Garance Doré](#), [Wallpaper](#), [Cool Hunting](#), [Protein](#), [Refinery 29](#), and [Our Body Book](#). In addition, a number of Canadian publications including: [Canadian Living](#), [Fashion Magazine](#), [EnRoute Magazine](#), [Chatelaine](#), [Flare](#), [Elle Canada](#), [Today's Parent](#), [Toronto Life](#), [Globe and Mail](#), [The Toronto Star](#) and [Fashion Magazine](#).

For more information, images, or to arrange an interview with Julie, please contact: michelle@lucidcommunications.ca or call 323.348.6412

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