



# OUR KIND

Embrace your authentic self, naturally.

Discover our skincare and haircare essentials, made for everyone.

# Skincare and Haircare – Made for All

## Inclusive by nature

We're not following the norm - we're redefining it. Each product is crafted with intention and purpose, because everyone deserves the best. We've taken a conscious approach to create fragrance-free formulas for all skin and hair types, and help you build your perfect self-care routine, so you can be the best version of yourself.

## Powered by science

We've combined science-backed superfood and plant-based ingredients, with clinically proven actives to give your skin and hair what they need to thrive. Dermatologist recommended, our products are designed to compliment your lifestyle with minimal effort, so you can spend less time on your routine and more time on what matters.

# Tried and Tested: Top Picks, Just for You

## Refreshing Cleanser

Gently cleanses and removes dirt without stripping the skin from moisture, leaving you feeling fresh and hydrated . For normal to dry skin.

## Nourishing Moisturizer

Lightweight formula with essential ceramides, protecting the skin's natural barrier and retaining moisture. Suitable for all skin types.

## Revitalising Hair Oil

Leave-in oil which adds shine, helps to reduce breakage and promotes healthier-looking hair. Suitable for all hair types.



# Skincare Simplified: Build Your Perfect Routine

1

## Cleanse

Start with our Refreshing Cleanser to remove any dirt and impurities from the skin.

2

## Moisturise

Massage a pea-sized amount of our Nourishing Moisturiser into your skin for essential hydration and protection.

Applied best on slightly damp skin.

*Optional: if you have specific skin concerns, apply a serum or treatment that targets the issue. Make sure to check if it should be used before or after moisturising.*

3

## SPF

Finish off with our Daily Lightweight SPF, infused with anti-ageing ingredients, to protect your skin from harmful UVA and UVB rays.

# Haircare Simplified: Build Your Perfect Routine

## 1 Shampoo

Use our Detoxifying Shampoo to remove dirt and product build up, leaving your scalp and strands feeling fresh and clean.

If needed, apply a pre-shampooing treatment before the process. We have a wide selection of products to cater to all haircare needs.

## 2 Condition and Nourish

Add nourishment and hydration into your hair with our Superfood Conditioner, and follow the steps according to your hair type.

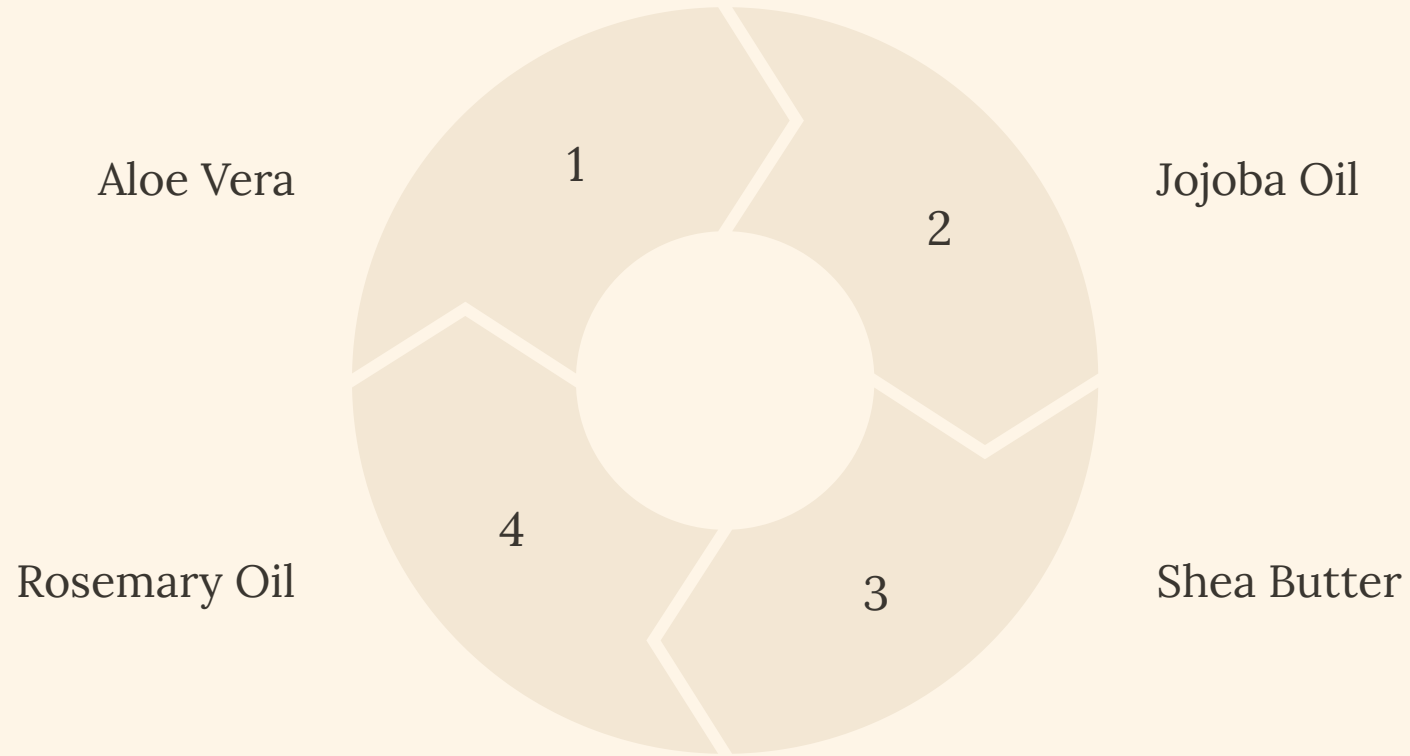
If needed, follow up with a deep conditioner or bonding treatment for targeted hair concerns, and a leave-in conditioner for added replenishment.

## 3 Style

Choose the best styling products for your hair type, and style as desired.

Got wavy, curly or afro hair? We've got you covered. Our styling range includes products that are designed to enhance your natural pattern, so you can enjoy lasting hold and definition.

# Ingredients We Love



These natural ingredients are definitely Our Kind of vibe - pure, powerful, and packed with all the good stuff for your skin and hair.

# Real People, Real Results

See what our customers have to say

"My skin has never looked better!"

- Alex

"I love that every Our Kind product I've tried works well on my sensitive skin!"

- Sam

"My curls look amazing. I've had so many compliments!"

- Sarah

# Join our Community

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