

The logo for Paul Penders is written in a dark green, cursive script. The word "Paul" is connected to "Penders", which has a long horizontal underline. A small registered trademark symbol (®) is located at the top right of the word "Penders".

Paul Penders®

*My way of life...naturally yours*

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## Paul's story

*"Over half a century ago I decided making the best botanical and organic cosmetics requires purity and love for the environment, and that perfection could only be achieved when grown and made in the most beautiful places in the world. So we moved to a beautiful rainforest island in Southeast Asia where we could grow our own herbs and have never regretted the move. In 2018, we have made another bold move, going to the Himalayas as well!"*

*We believe it is of the utmost importance to try to be the best. To use the highest quality ingredients, grown in the cleanest environments of the world. To ensure that our ingredients are safe and that the end products are extremely effective in delivering the best results.*

*To confirm and validate our claims, we hooked up with EWG (Environmental Working Group) in Washington DC to get safety certificates for all of our products and with AVA (American Vegan Association) in New York to certify that all our products are 100% vegan.*

*We were the first company ever to guarantee that never, ever was any animal hurt, tortured or killed in the name of beauty for those using our products.*



**Paul Penders**



# LevensESSENTIE Gold®

LevensESSENTIE Gold®, which means "Essence of Life" in Dutch, is a unique feature of our cosmetics. It is an intensely powerful herbal extract of 22 organically grown herbs, a tradition passed down from generation to generation, formulated by Paul's beloved grandmother some 100 years ago.

It brings balance to the skin and body, in a way similar to Ayurvedic principles. Ayurveda offers effective natural therapies by healing from the inside; it addresses the roots of imbalance and restores good health.

The 22 organic herbs of LevensESSENTIE Gold® are in ALL our products, including skincare, makeup and hair care, because when your skin is in balance it displays health and radiance and your skin feels soft and moisturized; truly, naturally beautiful.

## 22 organic herbs

- |                 |                     |
|-----------------|---------------------|
| 1. Angelica     | 12. Rosemary        |
| 2. Archangelica | 13. Gingseng Root   |
| 3. Lavender     | 14. Sage            |
| 4. Arnica       | 15. HoneySuckle     |
| 5. Lemon Balm   | 16. St. John's Wort |
| 6. Calendula    | 17. Hop             |
| 7. Nettle       | 18. Tumeric         |
| 8. Chamomile    | 19. Horse Tail      |
| 9. Pegaga       | 20. Witch Hazel     |
| 10. ElderFlower | 21. Juniper         |
| 11. Peppermint  | 22. Yarrow          |

*Discover The Real Botanical Goodness!*



## Our core values

- Purity and love for the environment, our people, and for every animal
- Highest quality ingredients
- LevensESSENTIE Gold®
- Basically free of animal testing
- Vegan, completely free of animal ingredients and additives
- The highest quality botanical ingredients
- No harmful chemicals
- no resin ingredients
- Environmentally friendly

# Paul Penders®

*My way of life...naturally yours*

BEAUTY  
organics





## Make-up

### *Make-up Colors The Natural Way*

Paul Penders natural color cosmetics are carefully made with natural and organic pigments and botanicals that nourish and protect skin as they accentuate your best features in gorgeous colors. They differ in that our dyes 'do not stain' but blend easily and naturally with your skin tone underneath and therefore enhance your natural color, without blocking pores.

Our makeup products contains LevensESSENTIE Gold®, a powerful concentrated extract of 22 organic herbs which is packed with enzymes, vitamins and antioxidants. Suitable for all skin types and safe for dry and sensitive skin.





## Skincare

Keeping the moisture locked into your skin is a vital part of your daily routine. Just as your body cannot function without water, your skin needs moisturizer. Moisturized skin looks fresher, plumper and more youthful.

Here at Paul Penders, we travel the world to bring you the finest, natural ingredients, and make it easy to find a skincare product which works with your skin.

Paul Penders has a unique range of care products that have all been developed with the necessary attention. Each product from the skincare collection has the LevensESSENTIE Gold® extract, a unique extract that contains 22 different kind of organic herbs.





## My Skin Fitness Complexion Booster

*The Power of Sea, Sun & Earth, The Secret of Radiant & Youthful-looking Skin*

For years Paul has searched for an anti-ageing product that would be 100% vegetarian and made with organic and natural ingredients to deliver almost immediate visible effects with long-lasting profound benefits.

This was achieved by leading a sailing expedition to study and experiment with red micro algae/seaweeds in the Caribbean Sea. He created a new 'dual approach' to combine the magical power of red micro seaweed and the miracle Mijonso plant mixed with his 100 year old family secret - LevensESSENTIE Gold® a mix of 22 different organic herbs.

The result was a powerful anti-ageing product, which perfectly restores SkinFitness. It is so illuminating and rejuvenating that 94% of the women in our test team raved about their increased softness and more radiant skin in only 2 weeks.





## Sun Care

Paul Penders Herbal Sun Prosperity provides protection when you are outside, including at the beach or swimming pool, that won't leave any residue. Sun protection is offered by zinc oxide and titanium dioxide, which are naturally occurring minerals. It offers SPF 22 protection against UV radiation. Provides the ideal protection against UV when you are outside.

Vitamin E and natural plant oils soothe and moisturize. This is a non-sticky formula with fine botanicals that absorb quickly into the skin. It is not greasy, and is very light-weight and unobtrusive after application. Herbal Sun Prosperity contains the goodness of Paul Penders botanical LevensESSENTIE Gold® a unique mix of 22 organic herbs.

A soothing after sun lotion; this gentle formula contains the finest organic herbs to nurture skin, while replenishing lost moisture.

Emollients derived from selected botanical cold-pressed plant oils help to calm skin, leaving it smooth and soft.



## Body care

### *Moisturize Your Skin With All Natural Ingredients*

Paul Penders body and sun care solutions contain the best active ingredients to care for your skin naturally. Each body care solution is cold-processed in small batches to preserve the active properties of carefully selected ingredients. All Paul Penders body care products are formulated with LevensESSENTIE Gold® a unique mix of 22 organic herbs.





## Hair care

Paul Penders once started with the shampoo Love in the Layers. 50 years ago he created Love in the Layers Shampoo by thoroughly testing its beneficial effects during weekly “shampoo parties” with his own clients in his salons in The Netherlands. Therefore Paul stands professionally, scientifically and proudly behind his Love in the Layers Shampoo!

The formula is made by mixing LevensESSENTIE Gold® 22 organic herbs, all haircare products contain this unique and organic formula. Because of all the natural ingredients, these hair products are very gentle for not only your hair but also for your scalp.

After the success of the Love in the layers shampoo, Paul continued to develop his product so that the power of the Love in the layers also came into its own in other hair products. This has resulted in a complete range of hair products, so that in every situation a desired product can be found.



## Love in the layers shampoo

*Amazing Fuller Hair With More Shine!*

Love in the Layers Shampoo combines the most pure, community-made coconut oil with Paul's intensely extracted LevensESSENTIE Gold® a exclusive mix of 22 organic herbs, resulting in a revolutionary BOTANICAL DOUBLE-LAYER FORMULA to wash hair and treat scalp.

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Due to its success, his unique formulation system is now used in many countries by people with all kinds of hair Love in the Layers shampoo promises fuller hair with more shine after only a few uses. The organic coconut oil moisturizes dry to very dry, fine, and long hair, making it much more manageable.





## Perfumes

Paul Penders signature botanical aromatherapy Eau de Perfumes are not your ordinary fragrances! Created from an extract of 22 organic and aromatic herbs (LevensESSENTIE Gold® ), combined with fine essential oils grown at various places in the world, these holistic fragrances are especially designed to revive body and mind.

Each aromatic and unique fragrance has its own specific personal note. The subtle light-yellowish color is not chemical coloring, as used in other perfumes, but the residue of non-filtered organic herbs.

The color depth may vary with each batch, since they are made by hand in small quantities. A slight residue at the bottom, or cloudiness of color, are perfectly normal occurrences due to the pureness of the natural and all-vegan ingredients.



*Eau de Perfumes... truly Botanical & Certified Vegan*

## Men's care

### *Unique Botanical Grooming*

Paul Penders Botanical Certified Vegan Men's Care contains LevensESSENTIE Gold® a unique extract of 22 herbs, together with plant oils and the finest natural fragrances. Natural vitamins and anti-oxidants enhance male grooming; this is a range that has more than its fair share of goodness to offer. Designed to soothe and protect all skin types; even the most sensitive skin.





## Baby care

### *Love Your Baby? Pamper Her Naturally!*

Your baby's skin is the largest and most delicate organ. Yet we regularly massage their skin with products loaded with petrochemical ingredients. Toxic chemicals in conventional baby products cause rashes and allergies.

The potential cancer causing agent 1,4 dioxane is also found in conventional baby products. Loving your precious baby means you'll pamper her with only the purest and gentlest of solutions.

Paul Penders natural organic baby care products are independently lab tested and guaranteed free of 1,4 dioxane. Our baby care range contains only organic herbs and the best plant-based ingredients and essential oils to gently soothe, nourish and protect your baby's sensitive skin.



## Paul Penders Europe

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