

Paul Penders

A L I F E T I M E O F B E A U T Y



100% CERTIFIED NATURAL SKINCARE
WITH *Levens*ESSENTIE Gold™

VEGAN • CRUELTY FREE • ORGANIC

WWW.PAULPENDERS.COM



Discover Botanical Goodness

Every Paul Penders product is enriched with *LevensESSENTIE Gold™*, a 100-year-old holistic infusion of 22 organic herbs, enzymes, vitamins and antioxidants which restores, rejuvenates, detoxifies and revitalizes the natural beauty of skin and hair.

Paul Penders' anti-aging skin care products now contain coconut water and natural enzymes as a base. Coconut water is loaded with vitamins, nutrients and minerals; helping the skin look young and supple.

Our products are certified by an international accredited laboratory to guarantee their freshness and efficacy. At Paul Penders we retain the unique healing properties of organic botanicals, which are found in the oldest rainforests of the world and combine it with our conventional cold-blended mixing technology which helps keep the bio-active ingredients at full-strength, while processing for maximum product potency.

Paul Penders range of products provide visible results. Along with many international awards, the company was in focus in 2001, when it received excellent ratings from Researchers David Steinman M.D and Samuel Epstein M.D in their book, *The Safe Shopper's Bible*.

A Lifetime of Beauty

Paul's fascination with cosmetology began at an early age. The foundation for his love was laid by his parents and grandmother who taught him their time-tested unique secrets.

An active environmentalist and ardent animal rights activist, Paul Penders incorporates these very beliefs in his products, today. His dedicated Philosophy of 'no chemical' and 'no animal testing' started with shampoos and later evolved into an award-winning Vegan skincare range of products for people of all ages, worldwide.



Penders

100 Years of Family Tradition

HISTORY

Our story began 50 years ago when our founder Paul Penders saw his grandparents run successful salons across the Netherlands. This encouraged his desire at a very young age to go beyond the chemical based beauty products and create natural, herbal, vegan and environmental friendly range of products, thereby making his name synonymous with natural herbal skincare. With the encouragement from the Dutch herbal master Herma Eeftink and natural healer Dr. Ab Steyn, Paul decided to incorporate a unique family recipe, an herbal extract, into his products called *LevensESSENTIE Gold™* (Dutch for "Essence of Life"), which was earlier used by his grandmother for extraordinary skin and hair care formulations. This very unique blend of *LevensESSENTIE Gold™* is used in our products even today.

LevensESSENTIE Gold™ - THE PRIDE OF PAUL PENDERS

Our *LevensESSENTIE Gold™* (meaning "Essence of Life") is formulated to balance the skin, hair and body using botanical ingredients found in Mother Nature to restore the balance and vitality of your skin. This 22-herbs extract is used in all our Paul Penders products and is a traditional family extract made by Paul's grandmother, who used it about 100 years ago for her salon customers.

In effect, the unique blend of *LevensESSENTIE Gold™* creates a balance for the skin and restores its health and vitality.

Our vision is similar to the traditional principle of Ayurveda. It is the science of life: the Sanskrit words 'Ayur' means 'life' and 'veda' means related to knowledge. Ayurvedic literature can be first found in the Vedic period of Ancient India. It's described as a natural medicinal system that treats and promotes a healthy mind, body and soul.





RESEARCH & DEVELOPMENT

Overview

In order to fulfil our customer expectations for high quality products, we have made a commitment to excellence in our manufacturing processes, under the guidance of trained professional herbalist and senior head R&D for Paul Penders: Dr. Vinod Kumar Tiwari. We maintain our own fully-staffed laboratory and regard this as the keystone of our company.

We have expert knowledge of plants and natural perfumery and research and develop new products ourselves. Paul Penders Co sets itself apart as we have full control over our own products and every ingredient is thoroughly researched and tested by us. We create our own formulations and do not buy ready-made formulations from private label manufacturers.



Recognition

In 2013 our complete product range received global certification from the prestigious AVA (American Vegetarian Association) in New York. In 2016 all our products were certified, world-wide, by EWG (Environmental Working Group) in Washington DC to guarantee all products are 100% safe for consumers. In addition we carry a Halal certificate and manufacture under strict World Health Organization- GMP license. Our products are suitable for vegetarians & vegans.

Our products are made with love and positivity; from the choice of ingredients until to the end of the manufacturing process. Proven effective, our anti-aging & treatment products detoxify, soothe and rejuvenate skin with advanced ingredients such as our proprietary patent approved *LevensESSENTIE Gold™* herbal extract; coconut water; anti-oxidants; vitamins A, B, C & E; tocotrienols; enzymes; liposomes and ceramides. Even our all-natural preservative system is organic.



SKIN CARE

NOURISH AND PROTECT YOUR SKIN NATURALLY

Paul Penders skin care solutions combine the purest ingredients from Mother Nature to restore balance, health and vitality to your skin. Paul Penders' products are well known for its Anti-Aging, natural skin treatments, which carefully crafted using a combination of fine herbs infused in botanical oils. Vitamins A, C and E provide antioxidant support against radical damage. We have a wide range of formulations for every skin type.



ROSEMARY & CALENDULA CLEANSING MILK

5.2 fl oz - 150 ml

For all skin types.

A herbal lightweight facial cleanser, formulated to gently remove dirt, makeup and impurities. Rosemary oil gently cleanses and nourishes the skin leaving it soft and radiant – just the way you want it. Also, acts as an effective makeup remover.

PLANTAGO ESSENTIAL EYE GEL

0.8 oz - 20 g

For reducing dark under eye circles.

A moisturising under eye cream that helps in reducing puffiness, dark circles, wrinkles and any other sign of fatigue and stress. With a combination of plantago, chamomile, aloe vera and organic herbs, it helps the circulation of blood and calms the delicate skin around the eye improving the texture and elasticity of your skin significantly.



MY SKIN FITNESS COMPLEXION BOOSTER

1 fl oz - 30 ml

For all skin types.

The world's first 100% vegan marine herbal technology is Paul Penders miracle serum. It helps to increase the skin's elasticity while reducing age spots and fights the discolouration of the skin. It hydrates the skin and protects it from sun damage and pollution, and improves its texture leaving the skin feeling firm and smooth.

MAGIC MINERALS

0.1 oz - 3 g

For minor imperfections and restoring balance.

This targeted corrective treatment helps clear blemishes and acne as it rapidly reduces the appearance of breakouts and fights impurities and quickly heals to restore balance to blemished skin.



JUNIPER & YARROW 24 HOURS MOISTURIZER

1 fl oz - 30 ml

For oily & combination skin.

A non-greasy hydrating moisturiser specially designed for oily skin. It provides 24-hour hydration and oil control. Contains natural herbs with vitamins to keep skin smooth, supple and resilient, without overloading or adding oil.



HYDRATING CONTROL SERUM

0.8 oz - 20 g

For all skin types.
A revitalising blend of vitamins, ceramides, liposomes and powerful antioxidants that reduces the appearance of fatigue and reverses the signs of ageing on your skin as it accelerates the formation of new skin cells while improving the skin's texture and radiance visibly restoring the skin's softness.

DRY SKIN RELIEF

1 oz - 30 g

For extra dry & dehydrated skin
Enriched with soothing herbs, this rich moisturiser helps by nourishing dry skin and to lock in hydration, making your skin feel soft and healthy with its creamy smooth texture.



CITRUS FRUIT EXFOLIANT

1 fl oz - 30 ml

For unclogging pores and removing dead skin cells. Suitable for all skin types.
Gentle herbal exfoliant for revealing fresher and healthier skin. Formulated with natural alpha and beta hydroxy acids to gently remove the outer layer of dead skin cells; this all-natural exfoliant aids in unclogging pores as well.

CHAMOMILE & MORINGA SKIN TONER

5.2 fl oz - 150 ml

For all skin types.
An effective, alcohol-free toner that will leave the skin feeling fresh and clean by purifying and restoring its natural balance. Suitable for all skin types.



CERAMIDE RECOVERY

0.8 oz - 20 g

For firming skin.
This natural treatment helps to visibly firm sagging skin and reduce the early signs of ageing for a more youthful appearance. Formulated with Vitamin A, C, E and herbs infused in botanical oil, this treatment hydrates and reforms the texture of the skin for a smoother and firmer appearance.

CALMING & SOOTHING MIST

3.4 fl oz - 100 ml

For all skin types.
An organic and herbal face mist infused with a Roman chamomile extract which provides a relaxing effect on all skin types as it replenishes the moisture level of the skin, leaving it fresh and relaxed.





AVOCADO & CRANBERRY NIGHT TIME MOISTURIZER

1 oz - 30 g

For dry and sensitive skin. For night use.

This night time hydrating face cream is formulated with avocado and cranberry and contains natural vitamins that deeply hydrates dry and sensitive skin, replenishing the skin's moisture while you sleep.



ALPINIA & TEA TREE CLEANSING WASH

5.2 fl oz - 150 ml

For normal to oily skin.

This gentle face cleansing wash infused with anti-bacterial action of alpine extract and potent tea tree oil effectively removes blemishes, impurities and excess oil, while regulating sebum production.



AQUALUNA ILLUMINATING CREAM

0.8 oz - 20 g

For lightening age spots and evening out skin tone. For all skin types.

A natural and efficient dark spot corrector that brightens the skin without bleaching while visibly diminishing skin discoloration. Its infused with chamomile, green tea, rice fermentation extract and Vitamin C that help to purify and clean the skin, leaving it feeling fresh and radiant.

ACTIVE GLOW FACIAL SCRUB

2.4 oz - 75 g

Suitable for all skin type.

The Active Glow Facial Scrub gently exfoliates the skin and removes dead skin cells while promoting new cell growth as it contains natural botanical ingredients that work together to reveal soft and cleansed skin.



ALOE & LAVENDER ALL DAY MOISTURIZER

1 oz - 30 g

For dry and sensitive skin. For day use. With SPF.

A light daily moisturiser that offers replenishment to dry and sensitive skin against dehydration. It's formulated with nature powered ingredients like avocado and jojoba plant oil that helps to keep the skin soft, smooth and healthy. It also includes natural vitamins, ceramides and liposomes.

ICT (INTENSIVE CLEANSING THERAPY)

4.2 oz - 110 g

ICT deeply cleanses face & body for glowing results. For all skin types

Over the years, dermatologists and skin specialists across the world have loved ICT.

It deeply cleanses the face and body, which results in a glowing and radiant skin, and detoxifies the skin intensively, leaving it healthy. ICT promotes the skin's natural elastin and collagen production, thus helping in preventing lines and wrinkles, and reversing the early signs of ageing. This unique skin treatment contains 22 organic herbs, essential oils, ceramides and vitamins to improve the skin's texture.

When the 2 product components are mixed together the ICT mixture becomes active and ready to be applied. Regular use of ICT smoothens and softens the skin for a healthy and glowing complexion.



BODY CARE

MOISTURIZE YOUR SKIN WITH ALL NATURAL INGREDIENTS.

Paul Penders body care solution contains active ingredients which take care of the skin naturally. Each body care solution is cold pressed in small batches to preserve the active properties of selected ingredients.



LA VENDER BODY LOTION

8.4 fl oz- 250 ml

For all over body moisturizing

A rich and calming body lotion infused with pure lavender essential oil to keep the skin soft, smooth and beautifully moisturized. It contains fine cold-pressed plant oils, natural vitamins, ceramides, and liposomes.

HERBAL MOISTURE SHOWER GEL

8.4 fl oz- 250 ml

For body cleansing. For all skin types.

A refreshing deliciously scented shower gel, that will leave the skin feeling fresh and clean. It contains a blend of premium essential oils and organic olive oil. It does not contain any harsh detergents to strip the skin off its natural oils.



MARIGOLD HAND CREAM

2.4 oz - 75 g

For all skin types.

A light daily moisturiser that offers replenishment to dry and sensitive skin against dehydration. It's formulated with nature powered ingredients like avocado and jojoba plant oil that helps to keep the skin soft, smooth and healthy. It also includes natural vitamins, ceramides and liposomes.



SUN CARE

EFFECTIVE PROTECTION UNDER THE SUN

These Sun Care products contain Titanium dioxide and zinc oxide, which are the best, natural ingredients for sun care. They help to protect against the sun's harmful rays.



HERBAL SUN PROSPERITY

3.5 oz - 100 g

For outdoors protection. For all skin types.

This rich non-sticky formula contains zinc oxide, titanium dioxide and fine organic herbs to help protect and nurture skin. Botanical emollients derived from selected cold-pressed plant oils, leaves skin smooth, soft and moisturized. Use at any outdoor place.

HERBAL AFTER SUN LOTION

5.2 fl oz - 150 ml

For all skin types.

This gentle formula contains the finest organic herbs to nurture skin. Emollients derived from selected botanical cold-pressed plant oils help to calm skin, leaving it smooth, soft and moisturized.



MAKEUP RANGE

SAY HELLO TO THE WAVE OF VEGAN MAKEUP REVOLUTION

Paul Penders natural color cosmetics are carefully made with organic and herbal pigments, which nourish and protect the skin, thereby highlighting your best features. They differ from other cosmetic products in the sense that the dyes do not stain, rather they blend naturally your natural skin tone, without blocking the pores. Suitable for all skin types, including sensitive skin.



AVAILABLE IN 6 CLASSIC SKIN TONE SHADES.



HAND MADE MOISTURE FOUNDATION

1.oz - 30 g

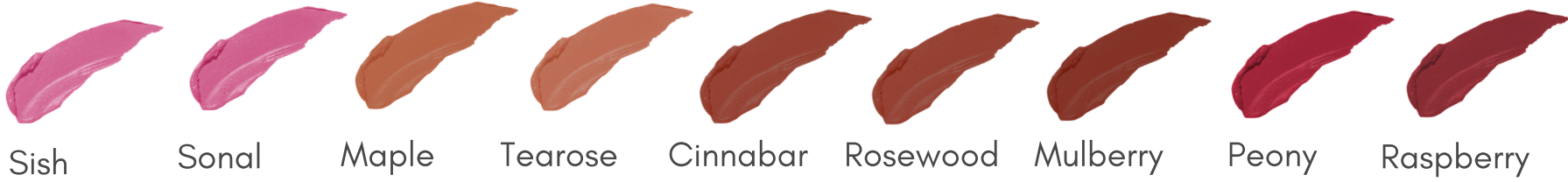
A Natural and non-greasy foundation made with LevensESSENTIE Gold® - 22 organic herbs and antioxidant vitamins, it contains mineral pigments which provide a sheer, oil-free coverage as it is lightweight with a fluid texture builds that blends easily into the skin, giving the skin a dewy look and blurring imperfections. This is a long-lasting foundation which gives medium to full coverage.



HAND MADE PERFECTING BB CREAM

0.7 oz- 20 g

A lightweight and multi-benefit 4-in-1 Vegan BB Cream - it perfectly balances the goodness of a foundation while moisturising. It contains effective sun care protection and powerful anti-ageing properties, providing non-greasy hydration and instantly colour-correcting the skin for a more radiant and flawless skin tone.



HAND MADE CREAM LIPSTICKS

0.15 oz - 4 g

Our exquisite variety of cream lip shades made are with natural and organic pigments. This lipstick pops with a high dose of colour which does not contain any chemical colours or pigments. It's made with LevensESSENTIE Gold® and natural plant oils for extra moisture and glides on comfortably to give you a satin cream finish.

HAND MADE NOURISHING MASCARA

0.2fl oz - 6 ml

The perfect volumizing and lengthening mascara contains Panthenol to thicken lashes. With one application your lashes are guaranteed to look fuller, darker and gorgeous. Its paraben and alcohol free.



SERUM FOR NATURAL LUCIOUS LASHES

0.2fl oz-5 ml

A powerful formula that helps strengthen frail and brittle eye lashes as it includes coconut oil, panthenol and LevensESSENTIE Gold® which helps boost the growth of healthy lashes. Visible improvements can be seen in 4-8 weeks.



HAIR CARE

FULLER HAIR WITH MORE SHINE

An extensive hair care collection ranging from Shampoos, Conditioners, and Hair Therapy Solutions; Paul Penders has got you covered. Our products feature the pride of Paul Penders – *LevensESSENTIE*Gold™. Paul Penders’ award-winning Love in the Layers Shampoo combines the purest, community-made coconut oil resulting in a revolutionary **BOTANICAL DOUBLE-LAYER FORMULA** to wash hair and treat the scalp.



LOVE IN THE LAYERS SHAMPOO

10.3 fl oz-300 ml

For all hair types.

This natural herb shampoo was first formulated by Paul Penders himself, around 50 years ago. Chemical foaming agents in a shampoo often dry out the scalp and strip the hair of natural beneficial oils causing the hair to lose its natural shine. This results in an itchy scalp and causes dandruff. Our Love in the Layers Shampoo guarantees a mild and gentle wash with an exceptional cleansing power without stressing your beautiful hair. It contains no emulsifiers. The shampoo contains coconut oil that gently cleanses and washes away dirt, leaving the hair soft and shiny.

LOVE IN THE LAYERS CONDITIONER

10.3 fl oz-300 ml

For all hair types.

A conditioner full of botanical and herbal goodness, this product effectively untangles hair, leaving it feeling smooth and silky. It’s best for strengthening brittle hair.



TIME RELEASE JASMINE SHAMPOO

8.4 fl oz- 250 ml

For taming flyaway hair.

Time Release Jasmine Shampoo is designed to first cleanse the scalp to prevent hair fall and ensure a healthy foundation for beautiful hair. Unlike commercial chemical shampoos, Paul Penders Time Release Jasmine Shampoo suds come from extracted coconut oil, which leaves hair clean, soft and shiny.

HERBAL LEMON CONDITIONER

8.4 fl oz- 250 ml

For shiny, silky hair.

Herbal Lemon Conditioner is particularly designed to add shine, restore balance and harmony for all hair types. Leaves hair silky smooth and never weighted down. Lemon essential oil and organic apple cider eliminate build-up, leaving hair and scalp feeling fresh and clean.



INTENSIVE HAIR REPAIR THERAPY

2.4 oz - 75 g

For dry, damaged, permed or color-treated hair.

An intensive hair repair treatment for dry, damaged and coloured hair that revitalizes and restores the natural lustre of the hair while targeting and repairing split ends. It’s infused with plant extracts and essential oils, combined with fatty acids to restore balance and life to the hair, resulting in glowing and healthy hair.

LEAVE IN DEFRIZZING BALM

0.8 oz - 20 g

To tame frizzy hair.

Our versatile Leave in De-Frizzing Balm soothes and tames even the most dry and frizzy hair. It is infused with pure plant, essential oils, vitamins, and minerals to protect, moisturise and restore your hair, and transform it into marvellously manageable and smooth hair.



BABY CARE

A BEAUTIFUL TREAT FOR YOUR BABY'S SKIN

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



NATURAL BABY BODY LOTION

5.2 fl oz - 150 ml

A mild baby lotion that moisturizes and soothes the baby's delicate skin while nourishing and hydrating it to make it soft and supple.

NATURAL BABY SHAMPOO

5.2 fl oz - 150 ml

A mild and gentle gel shampoo with the iconic *LevensESSENTIE Gold™*, that gently cleanses the baby's scalp and delicate hair. The shampoo contains moisturizing and softening properties to prevent dryness and minimize cradle cap.



NATURAL BABY SHOWER GEL

5.2 fl oz - 150 ml

A mild nourishing shower gel which gently cleanses the baby's skin to keep it moisturized and clean.

EAU DE PERFUME

PAMPER YOUR SENSES WITH SCENT OF PERFECTION

Paul Penders' signature botanic aromatherapy Eau De Perfumes are created from an extract of 22 holistic and aromatic herbs combined with fine essential oils grown at various places in the world. Unique flower compositions especially designed to revive the body and mind. Each aroma has its own specific personal note. A slight residue left behind is a testament to the perfect natural occurrences due to the pureness of its subtle natural and all-vegan ingredients.



RAIN FLOWER (JASMINE)

1 fl oz - 30 ml

This delicate floral and feminine Eau de Perfume scents your skin with beautiful jasmine notes.



FREEDOM (CITRUS)

1 fl oz - 30 ml

A bright and zesty Eau De Perfume with scents of fruity citrus and fresh floral notes. It's a blooming and energizing perfume.



STAR SENSE (SENSUAL)

1 fl oz - 30 ml

A scented symphony of spicy and warm notes, Star Sense is an exquisite and comforting Eau De Perfume.

MEN'S CARE

GROOMING, THAT YOU DESERVE

Natural vitamins and anti-oxidants enriched male grooming products, desired to soothe and protect all skin types.



MEN'S BEST AFTER SHAVE LOTION

4.3 fl oz - 125 ml

A refreshing, lightweight after shave lotion that soothes and protects the skin, it's formulated with organic herbs, plant oils, natural vitamins and anti-oxidants which will leave the skin feeling fresh without the use of any harsh chemicals. Suitable for all skin types.

MEN'S BEST CLEANSER

4.3 fl oz - 125 ml

An energising and effective face cleanser for men, it efficiently removes dirt and excess oil, leaving the skin feeling fresher and giving it a healthier appearance. It contains organic herbs, plant oils, natural vitamins and anti-oxidants.



MEN'S BEST TONER

4.3 fl oz - 125 ml

An energising and efficient facial toner that helps the skin look fresh and healthy, as it contains organic herbs, plant oils, natural vitamins and anti-oxidants.

MEN'S BEST SHOWER & SHAMPOO

4.3 fl oz - 125 ml

An all in one energising and fresh body wash and shampoo, that will leave the skin and scalp nourished. It contains organic herbs, natural vitamins and anti-oxidants.



LevensESSENTIE Gold™

- Herbal Extract of 22 Organically Grown Herbs

LevensESSENTIE Gold™, which means "Essence of Life" in Dutch, is a unique feature of our products. 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.



**ANGELICA
ARCHANGELICA
(ANGELICA)**

Mild anti-microbial herbs to soothe irritation.



**CALENDULA
(CALENDULA
OFFICINALIS)**

Antibacterial, anti-inflammatory and anti-oxidant.



**ARNICA (ARNICA
MONTANA)**

Promotes healing, stimulates circulation and as a natural anti-irritant.



**ELDERFLOWER
(SAMBUCUS
NIGRA)**

Stimulating and antiseptic.



**CHAMOMILE
(MATRICARIA
RECUTITA)**

Calming quality, improved tissue regeneration and soothes skin.



**GINGER
(ZINGIBER
OFFICINALIS)**

Stimulating and cleanses.



**GINSENG ROOT
(PANAX
QUINQUEFOLIA)**

Improves elasticity of aging skin. Stimulates production of collagen.



**HONEYSUCKLE
(LONICERA
JAPONICA)**

Strong anti-inflammatory effect on skin.



**HOP (HUMULUS
LUPULUS)**

Calms the nervous system and strengthens the skin.



**JUNIPER
(JUNIPERUS
COMMUNIS)**

Stimulates and strongly purifies.



**HORSE TAIL
(EQUISETUM
HYEMALE)**

To add colour. Antibiotic antiseptic and anti-inflammatory properties.



**LAVENDER
(LAVANDULA
VERA)**

Characteristic fresh fragrance, used to soothe, strengthen and balance mood.



**LEMON BALM
(MELISSA
OFFICINALIS)**

Used to tone and improve circulation.



**NETTLE
(URTICA DIOICA)**

Used to tone and improve circulation.



**PEGAGA
(CENTELLA
ASIATICA)**

Cleanses skin impurities and improves blood circulation.



**PEPPERMINT
(MENTHA
PIPERITA)**

Purifies with antiseptic, anti-inflammatory, cools and soothes.



**ROSEMARY
(ROSMARINUS
OFFICINALIS)**

Stimulating circulation, metabolism & hair growth.



**SAGE (SALVIA
OFFICINALIS)**

Effective for skin disruptions and treats hair imbalances.



**ST. JOHN'S
WORT
(HYPERICUM
PERFORATUM)**

Used to tone, strengthen, heal and calm the skin..



**TURMERIC
(CURCUMA
LONGA)**

Natural antibiotic with fungicide, stimulates circulation.



**WITCH HAZEL
(HAMAMELIS
VIRGINIANA)**

Soothes, also as astringent for smooth skin.



**YARROW
(ACHILLEA
MILLEFOLIUM)**

Used to stimulate and tone. Antiseptic. Also used for its astringent action.

Natural Ingredients

All our ingredients are carefully chosen and tested before we use them. To make sure we make the safest cosmetics, they are tested to comply with the strictest international regulations worldwide.

- **Herbal Ingredients**- We carefully choose the best quality of herbal ingredients from around the world.
- **LevensESSENTIE Gold™**- Intensely powerful herbal extract of 22 organically grown herbs, present in all our products.
- **Essential Oils**- We use the purest Essential Oils that helps to sooth & balance your skin.



**PAUL PENDERS PRODUCTS
ARE BACKED BY AN EXCEPTIONAL
HISTORY AND TRUE COMMITMENT TO
HEALTH AND BEAUTY.**

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