

CATALOGUE





WOACA — Women Of A Certain Age

WOACA is a celebration of women in peri-menopause, menopause and post-menopause — a stage of life defined not by age, but by confidence, strength, wisdom and self-care.

Phaurema Pure Skin is created for the changing needs of skin during this chapter, helping women feel confident, comfortable and radiant in their own skin.



SKINIMALIST PHILOSOPHY

A considered approach to skincare: fewer, purposeful products designed to support an effective and uncomplicated routine.



NATURE MEETS BIOTECHNOLOGY

We combine carefully selected botanical ingredients with advanced biotechnology and innovative cosmetic actives to create sophisticated, targeted skincare formulations.



TARGETED SKINCARE

Each formula is developed with the evolving needs of skin during peri-menopause, menopause and post-menopause in mind, with a focus on hydration, skin comfort, radiance and the appearance of firmness.



AN ESSENTIAL COLLECTION

A streamlined range of cleansing, exfoliating, moisturising and targeted serum products, allowing you to build a purposeful skincare routine without unnecessary steps.



PURE BY NATURE. PRECISE BY SCIENCE.

South African skincare that brings together nature, biotechnology and formulation expertise to create modern skincare for women embracing every stage of life.



STRONG. RADIANT. UNAPOLOGETICALLY YOU.

Phaurema Pure Skin is skincare for the WOACA woman — confident in who she is, comfortable in her skin and embracing this chapter on her own terms.



LUXE MOUSSE

Rich Foam Wash
100ml

SUPPORTS THE MENOPAUSAL SKIN BARRIER

During peri-menopause, menopause and post-menopause, declining estrogen causes the skin to become more alkaline, weakening its natural protective barrier and increasing dryness and sensitivity.

IN HARMONY WITH THE SKIN

Formulated within a pH range designed to work in harmony with the skin's natural acidic environment, our rich foam wash gently cleanses while helping to maintain the skin's



natural moisture balance and support a healthy, resilient skin barrier.

GENTLE. COMFORTING. EFFECTIVE.

Formulated with a blend of mild surfactants, our rich foam wash gently removes daily impurities while helping to maintain the skin's natural moisture balance. Skin is left feeling soft, comfortable and clean — never tight.



REVIVE

Exfoliating Scrub Mask 30ml

INTELLIGENT EXFOLIATION FOR MENOPAUSAL SKIN

During peri-menopause, menopause and post-menopause, skin cell renewal slows, allowing dead skin cells to accumulate. The result is dullness, rough texture, dryness and wrinkles that appear more pronounced.

SMART BY NATURE

REVIVE combines gentle exfoliation with the biotechnology-derived enzyme Mucor Miehei—one of the most intelligent ingredients in our range. The enzyme is naturally active only on the skin's slightly acidic surface, where exfoliation is needed.



Should it penetrate into the deeper living layers of the skin, where the pH is closer to neutral, it automatically becomes inactive. This remarkable pH-dependent mechanism creates a natural self-limiting safety system.

GENTLE RENEWAL. VISIBLE RADIANCE.

REVIVE selectively removes dead surface cells to reveal smoother, brighter-looking skin while helping to minimise the risk of over-exfoliation, redness and barrier damage associated with stronger exfoliating acids. The result is softer, more radiant skin, perfectly prepared for the products that follow.



RENEW

Anti-aging Crème
30ml

PROTECTING SKIN FROM THE EFFECTS OF EMOTIONAL STRESS

During peri-menopause, menopause and post-menopause, hormonal changes and emotional stress can accelerate visible signs of skin ageing.

INSPIRED BY THE OCEAN. PROVEN BY SCIENCE.

At the heart of RENEW is Micrococcus Lysate, a remarkable marine ferment derived from a microorganism originally collected from the sea breeze surrounding the island of Tonga, Fiji.



This biotechnology ingredient was specifically developed to help protect the skin against "emostress"—the biological effects of emotional stress on the skin.

COMFORT. RESTORE. RENEW.

By helping to defend the skin from daily stress while supporting its natural resilience, RENEW leaves skin feeling nourished, smoother and visibly healthier-looking.



BOTANILIN

**Advanced Serum
for Expression Lines
20ml**

SOFTENING EXPRESSION LINES NATURALLY

During peri-menopause, menopause and post-menopause, collagen declines rapidly, leaving the skin thinner and less resilient. Expression lines that once disappeared after smiling or frowning can gradually become permanent.

A SMART NEUROCOSMETIC

BOTANILIN is an advanced neurocosmetic peptide that works before and after muscle activity, gently helping to reduce the nerve signals responsible for repetitive facial expressions.



This dual-action technology helps soften expression lines while preserving the skin's natural movement and expression.

SMOOTH. RELAX. REFRESH.

The result is smoother-looking skin and a naturally refreshed appearance—never stiff or overdone, simply beautifully confident.



MENOFIRM

**Advanced Plant Stem
Cell Serum for
Menopausal Skin
20ml**

CREATED SPECIFICALLY FOR MENOPAUSAL SKIN

During peri-menopause, menopause and post-menopause, declining estrogen reduces the skin's cellular activity, slowing repair, weakening collagen production and leaving the skin thinner, drier and less resilient.

ADVANCED PLANT STEM CELL TECHNOLOGY

MENOFIRM is powered by plant stem cells derived from the Wild Olive tree, selected to help support cellular vitality during menopause. By energising the skin's natural renewal processes, it helps maintain strength, resilience and the skin's ability to repair itself.



STRENGTHEN. RESTORE. PROTECT.

MENOFIRM helps strengthen and thicken the skin barrier, improving resilience against moisture loss and external irritation. The result is skin that feels firmer, healthier and better equipped to navigate the unique challenges of menopause.



LIFT

Rejuvenating Oil Serum 15ml

RESTORING LOST FACIAL VOLUME

During peri-menopause, menopause and post-menopause, the skin loses more than collagen. The gradual loss of facial fat pads can leave cheeks looking hollow, soften facial contours and make deeper lines, such as nasolabial folds, more noticeable.

ADVANCED VOLUME- RESTORING TECHNOLOGY

LIFT features innovative wrinkle-filling technology that helps restore the skin's underlying support structure.



By encouraging the formation of new fat cells while increasing the lipid content of existing fat cells, it helps gradually restore facial volume from within.

PLUMP. CONTOUR. REJUVENATE.

Working beyond the skin's surface, LIFT helps soften deeper folds, improve facial contours and restore the fuller, more youthful appearance often diminished during menopause.



GLOW

Advanced Super Serum 20ml

THE FOUNDATION OF HEALTHY SKIN

Healthy skin begins with a strong, resilient skin barrier. GLOW provides the essential daily support that complements the rest of the range.

POWERED BY A SOUTH AFRICAN BOTANICAL COMPLEX

GLOW features a South African-developed botanical complex containing nine carefully selected botanical extracts to help strengthen the skin barrier, boost hydration and provide powerful antioxidant protection.



HYDRATE. DEFEND. STRENGTHEN.

The result is healthier, more resilient skin—creating the ideal foundation for your targeted menopausal skincare routine.



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