

MÁDARA
organic skincare

With kindness towards skin

NEW ADDITIONS

ACNE SEBUM CONTROL CLEAR SKIN WASH
ACNE HYDRA-DERM BALANCING FLUID

This autumn, MÁDARA reveals new innovations that marry science with nature to provide gentle yet effective everyday solutions for oily, acne-prone complexions using a unique juniper plant stem cell technology.

Natural certified | Dermatologically tested | Vegan | Cruelty-free





EMBRACING SKIN-POSITIVITY FOR CLEAR SKIN DAYS

Organic skincare brand MÁDARA introduces two natural and innovative everyday skincare staples – a non-drying face wash and microbiome-balancing moisturiser – specifically designed to provide gentle care for acne-prone complexions.

Taking care of acne-prone skin can be challenging at any age, but it can be particularly confusing for teenagers who are just starting to learn how to navigate their skincare routine. The new ACNE products have been created with this mind, providing straight-forward and effective solutions for good skincare habits without compromise.

The latest innovations join the breakthrough ACNE collection based on biotechnologically derived juniper stem cells, to now offer a complete anti-acne skincare routine. Alongside antibacterial juniper stem cells, the new formulas feature an antioxidant complex of extracts of lichen and maté tea, as well as sebum-regulating fermented polysaccharides to balance the skin's microbiome, helping to improve the condition of acne-prone skin.



GENTLE TO THE SKIN, TOUGH ON BLEMISHES

ACNE SEBUM CONTROL CLEAR SKIN WASH

Based on plant-derived ingredients without harsh surfactants, this non-drying face wash purifies and regulates sebum production without compromising the skin's natural balance. Helps improve the condition of oily, acne-prone complexions by minimising the appearance of blackheads and blemishes. Suitable for both teenagers and adults, the dermatologically tested formula balances the skin's microbiome for a clear, fresh and healthy-looking complexion.

**IMPROVES THE
APPEARANCE OF
BLEMISHES AND
BREAKOUTS**



**+ EFFECTIVELY
CLEANSES WITHOUT
CAUSING
DRYNESS**

**+ REGULATES SEBUM
PRODUCTION AND
BALANCES
MICROBIOME**

"Taking care of acne-prone skin requires a gentle approach, as harsh cleansers can damage the skin's barrier by stripping away moisture, which may cause irritation and inflammation. The non-drying formula of ACNE face wash will deliver an effective yet gentle cleanse without stripping the skin of its natural moisture while helping to regulate sebum."

Dr Aleksejs Zavorins

Board Certified Dermatologist



GENTLE TO THE SKIN, TOUGH ON BLEMISHES

ACNE HYDRA-DERM BALANCING FLUID

Non-comedogenic and lightweight, this face moisturiser delivers deep and balanced hydration to ensure lasting comfort and maintain healthy sebum levels. Enriched with hyaluronic acid to boost moisture, the microbiome-balancing formula targets both teen and adult acne, tightening the pores and reducing excess oil. Improves the condition of oily, acne-prone skin by helping to minimise the appearance of breakouts and prevent future ones.

**IMPROVES THE
APPEARANCE OF
BLEMISHES AND
BREAKOUTS**



**SOOTHES, BALANCES
AND MOISTURISES IN
ONE**



**REGULATES SEBUM
AND TIGHTENS PORES**

"Oily and acne-prone skin types require lightweight moisture that won't clog pores, which can be one of the main causes of breakouts. The non-comedogenic formula of ACNE Hydra-Derm fluid delivers necessary hydration and comfort without blocking pores, helping to prevent future blemishes."

Dr Aleksejs Zavorins

Board Certified Dermatologist

BETTER TOGETHER

Both formulas can be used separately to improve the condition of oily, acne-prone skin and maintain a healthy skin microbiome but will provide the most effective results if used in combination with the rest of the ACNE range.

DERMATOLOGICALLY TESTED FOR REAL RESULTS*

92%

say the condition of their skin
has improved

92%

agree their skin felt hydrated
and comforted

92%

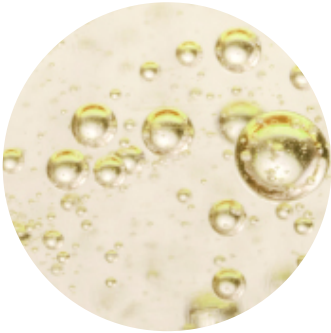
confirm reduced appearance
of pores

*Dermatological trial, 13 acne patients, 4 weeks of using both products simultaneously alongside a topical retinoid medication, known to possibly cause irritation and dryness.



CLEAR SKIN HEROES, **POWERED BY NATURE AND BIOTECHNOLOGIES**

The ingredient complex found in the new ACNE products is the ultimate combo for soothing, balancing and improving the appearance of acne-prone complexions – all while being gentle to the skin.



FERMENTED POLYSACCHA- RIDES

Help regulate the microbiome to improve the skin's appearance, and have calming and anti-inflammatory properties that are extremely beneficial to acne-prone skin.



NORTHERN JUNIPER STEM CELLS

Derived through innovative biotechnologies, juniper plant stem cells boast strong antimicrobial and blemish-soothing properties that help inhibit the growth of acne-causing bacteria. These unique plant stem cells are also rich in antioxidants, effectively scavenging free radicals and protecting the skin against oxidative stress, which makes it a multifunctional ingredient both for teenage and adult acne.



EXTRACTS OF LICHEN AND MATÉ TEA

This powerful combination delivers strong soothing and antioxidant benefits.

FUTURE-FORWARD, **SUSTAINABLE SOLUTIONS**

Obtained through sustainable biotechnologies, plant stem cells allow us to enjoy the skincare benefits of endangered plant species without doing any harm to the plants or their natural habitat. We use this innovative stem cell technology to harness the good-to-skin qualities of Northern Juniper, creating natural yet highly effective solutions for acne-prone skin.

On top of that, the packaging for the new ACNE products is 100% recyclable and utilises post-consumer recycled plastics (PCR) to give a second life to plastic pollution – the bottle for Sebum Control Clear Skin Wash is made from 100% PCR, while the tube for Hydra-Derm Balancing Fluid is around 50-55% PCR.

COMPLETE ANTI-ACNE ROUTINE FOR CLEAR, BALANCED SKIN

NEW

ACNE Sebum Control Clear Skin Wash

Based on gentle plant-derived ingredients to cleanse the skin without stripping it, this non-drying daily face wash leaves the complexion fresh, purified and balanced. Regulates sebum production and balances microbiome, reducing excess oil and helping to prevent future blemishes for a healthy, clean skin.

Clarifying Toner

Launched more than a decade ago, this well-loved clarifying toner exfoliates and purifies the skin, helping to restore its natural balance. Enriched with salicylic acid, it minimises the appearance of enlarged pores and blemishes while controlling oil to leave the skin clean, fresh and matte.

NEW

ACNE Hydra-Derm Balancing Fluid

Delivers lightweight yet deep hydration and balances the skin's microbiome to ensure lasting comfort. The non-comedogenic formula helps tighten pores and improve the condition of acne-prone skin, minimising the appearance of breakouts.

ACNE Acute Spot Roll-On

This powerful, concentrated treatment attacks blemishes on contact – a customer favourite for unexpected spots that's always in their beauty emergency kit. Applied directly to spots, the innovative formula helps improve the condition of acne-prone skin by soothing inflammation and minimising the appearance of breakouts.

ACNE Intense Blemish & Pore Treatment

Designed to be used on blemish-prone areas, this concentrated emulsion helps keep the complexion pure and balanced. Enriched with exfoliating and clarifying salicylic acid to minimise the appearance of blackheads and breakouts, improving the condition of oily, clogged and acne-prone skin.

DETOX Ultra Purifying Mud Mask

Deeply purifies, cleanses and revitalises skin, leaving it fresh and matte. The detoxifying formula with white clay binds and draws out impurities, refining pores, absorbing excess oils and helping to reduce breakouts.



MÁDARA

organic skincare

ABOUT MÁDARA

GOOD TO KNOW

MÁDARA skincare and makeup is Natural & Organic certified by ECOCERT/ Cosmos, free from parabens, silicones, mineral oils, synthetic fragrances, artificial colourants, chemical UV filters, microplastics and other questionable ingredients.

The products have been exclusively developed at the company's own laboratories and produced at the AS MADARA Cosmetics factory in Riga, Latvia, which gives us 100% control over all stages of product development, production and quality control. Our products undergo extensive testing and dermatological trials to ensure maximum effectiveness and safety.

The company has received numerous product, company and design awards, both locally and internationally. AS MADARA Cosmetics exports to more than 30 countries and is a Nasdaq listed company.

MADARACOSMETICS

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