

# AMETHYST

ENERGETIC SKIN CARE



THE GEOLOGICAL WONDER ROCK



ROXO

## A Source of Captivating Beauty

**Amethyst Energetic Skin Care** is the House of Roxo's luxurious, highly effective skin care collection. This exclusive comprehensive range draws on the unique anti-aging properties of the Amethyst gemstone, appreciated since ancient times for its calming, beautifying and energizing properties.

Its enticing purple color is as unique as it is seductive and for many thousands of years this most striking representative of the quartz family has been a jewel coveted by princes and priests.

In the Bible, an Amethyst is said to have been worn on the breastplate of Aaron, the high priest of the ancient Hebrews. In Greek mythology, Artemis the goddess of virginity and the hunt, transformed a beautiful maiden named Amethyst into a white stone, thereby saving her from death at the hands of Dionysus, the god of wine and song. When Dionysus saw what had happened, he repented and poured wine over the stone, staining its top purple and leaving the bottom white.

In folklore the Amethyst is reputed to contain many super-natural powers; it is believed to bring luck, ensure constancy, and protect against magic and home-sickness, among other attributes. Leonardo da Vinci wrote that the gem dissipates evil thoughts and quickens the intelligence, and the Russian Empress, Catherine the Great sent thousands of miners into the Urals to dig for it.

Apart from these powers, gemstone therapists claim that the Amethyst has a sobering and cleansing effect. Amethyst is also said to combat insect bites and beautify the skin.

The Amethyst has its hardness (7), its moderate refraction and its weight in common with the other quartzes, but the crystal structure is different and most unconventional. The construction is stratified, as a result of which areas and levels of varying color intensity are often observed. Only in the past few years have scientists found the real cause of the color attributing it to certain iron constituents in connection with natural activity.



## The Ultimate Indulgence

Now, The House of Roxo has captured and distilled the attributes of the stunning purple Amethyst within the luxurious **Amethyst Energetic Skin Care** collection. Developed by a world-leading team of scientists, dermatologists and gem specialists, all Amethyst skin care products feature Silicium, the main structural component of Amethyst, an oligo-element naturally present in skin that plays a fundamental role in the integrity of the skin supporting structure.

Protecting skin from glycation, free radicals and inflammation, Silicium also boosts natural skin moisture for a comprehensive anti-aging effect.

The Amethyst range is a superbly sophisticated formulation that infuses energy to release your own captivating inner beauty.

Rejuvenating and regenerating, this stress-defying, anti-aging treatment protects facial skin damage caused by environmental and natural stresses. An exotic composition of natural minerals, powerful antioxidants, organic oils and exotic extracts from the Amazon infuses long lasting moisture, relaxing agents and beautifying energy. Skin of most types appears softer, smoother, firmer and youthfully radiant.

Enjoy the secrets of antiquity encapsulated in an exclusive range developed with today's advanced technology; Amethyst, from the House of Roxo.

Sincerely,  
Dr. Fred Rosengart  
CEO / Managing Director  
Roxo Ltd.



# ACTIVE INGREDIENTS

This unique Amethyst-enriched blend of highly effective active ingredients infuses a unique balance of long-lasting moisture, elasticity and compelling age-defying impact. Amethyst Energetic Skin Care complex triggers the skin's natural production of collagen. It mobilizes skin's natural regeneration resources to reduce wrinkles and to leave a soft fresh, silky and supple skin with a healthy, youthful glow.

## AMETHYST

The main structural component of Amethyst is Silicium, an oligo-element naturally present in skin that plays a fundamental role in the integrity of skin supporting structure. Protecting skin from glycation, free radicals and inflammation, Silicium also boosts natural skin moisture for a comprehensive anti-aging effect. As skin ages, the natural Silicium content drastically reduces. Skin becomes thinner and loses elasticity. Skin discoloration and hyper-pigmentation sets in, wrinkles and mottles appear and skin begins to sag around the eyes and cheeks.

Amethyst skin care products are infused with bio-available Silicium to compensate for its reduced presence in aging skin. The result is a slowing or reversal of skin tissue degradation, minimized appearance of wrinkles among other signs of aging skin, and general anti-aging impact.

## HYALURONIC ACID

Hyaluronic acid exists naturally in the skin to maintain the moisture reservoir in deeper skin layers. This skin function is reduced with age. All Amethyst skin care products therefore feature hyaluronic acid to lock moisture and promote long-lasting elasticity and suppleness.

## CAFFEINE

Caffeine delivers a compelling anti-aging impact with unparalleled reduction in puffiness and dark circles around the eye contour.

## PHYTOFLEUR FRANGIPANI

The Frangipani tree is native to tropical areas of the Pacific Islands, the Caribbean, South Africa and Mexico. Its flower is a symbol of women's freshness and beauty, and the fragrant white flowers are also used to make colorful Hawaiian leis, often worn as a hair adornment. Rich in flavonoids and essential oils, frangipani is known for its soothing effect on stressed, irritated skin and is used to help cleanse and soothe tired and swollen eyes.



## ANTI-WRINKLE

Our Amethyst wrinkle and fine line minimizer promotes visible light diffusion and offers instant optical blurring. This is an elegant option of perceivable aesthetic enhancements to personal facial skin care, by improving slip, smoothness and softness, leaving behind an elegant consumer-desirable attribute during product application.

## POWERFUL ANTIOXIDANTS

A rich complex of potent antioxidants including Tocopherol, Ascorbyl, Palmitate and Acai oil provide comprehensive protection from environmental and natural stresses and oxidative attacks of damaging free radicals. These powerful antioxidants featured in all Amethyst skin care products, prevent collagen breakage and DNA damage while protecting the skins elasticity and firmness. Acai, a small Amazonian berry with a deep purple color is a potent source of antioxidants and is present in all Amethyst products.

## HYPOALLERGENIC

All Amethyst skin care products are hypoallergenic and free of parabens, formaldehyde and allergens all for optimal dermatological safety and effectiveness.





# AMETHYST

ENERGETIC SKIN CARE



ROXO



# PRODUCTS

For Most Varying Complexions And Skin Concerns

## DAY CREAM 50 ml

Amethyst Energetic Skin Care complex provides 24 hours of intensive moisture and comprehensive protection from skin damage caused by personal and environmental stresses. Featuring Silicium, the main structural component of Amethyst, known for its regenerating and firming properties, this exotic composition of natural minerals, antioxidants, oils and Amazonian extracts, soothes and firms stressed skin. Tired skin is energized and rejuvenated. Facial complexion appears more youthful, radiant and generally healthy.



**Directions:** Apply to cleansed skin every morning.

For optimal results apply the Amethyst Day Cream after using the Amethyst Face Serum. Then apply the hypoallergenic Amethyst Eye Cream. Enhance results with the use of Amethyst Beauty Mask twice weekly.

## GEL CREAM SPF 15 50 ml

This exotic Amethyst Gel Cream pampers while it protects to accentuate and maintain youthful beauty. Featuring Silicium, this Gel Cream boosts the skin's natural moisture, elasticity and supporting structure to prevent premature wrinkles and protect skin from damage caused by free radicals. Indulged skin exudes freshness and radiance as this mineral and antioxidant rich formula infuses long-lasting moisture and intensive nutrition for an age-defying, stress resistant complexion.



**Directions:** Apply to cleansed skin every morning after using Amethyst Face Serum. Enhance results with the use of Amethyst Beauty Mask, applied twice weekly.



## NIGHT CREAM 50 ml

A potent formula of advanced nourishing agents replenishes fatigued skin overnight. Featuring Silicium to boost the skin's natural moisture, elasticity and supporting structure, Amethyst Night Cream prevents premature wrinkles and protects skin from damage caused by free radicals. Highly active rejuvenating minerals and oils enhance the natural healing process during sleep to maximize skin recuperation. Tired skin is energized and rejuvenated over night. The next morning begins with a fresh, revitalized complexion with ample moisture and elasticity to embark on a confident new day.



**Directions:** Always apply the Night Cream on cleansed and toned skin using Amethyst Toner to remove any excess oil, dirt or makeup residue. Let your face dry for a few minutes before you apply the cream. Always wash your hands before applying any skin product or makeup to prevent infection. Take an appropriate amount of the cream and apply it to the face, avoiding the eye area. Start with the centre of your face applying the Night Cream up and out to give your face a lift. Apply evenly and massage it very lightly. Never rub the cream.

## EYE CREAM 15 ml

Deeply moisturize and protect the delicate eye area from daily environmental stress with Amethyst Eye Cream. Featuring Silicium to boost the skin's natural moisture, elasticity and supporting structure, this exotic composition of natural minerals, antioxidants, oils and Amazonian extracts prevents premature wrinkles while soothing and firming the tell-tale eye contour. The result is a softer, relaxed and more youthful appearance.



**Directions:** Contains caffeine. Apply to cleansed eye area every morning and evening. May be used as a mask for intensive revitalizing. Make-up may be applied immediately.



## EYE SERUM 15 ml

Beauty begins in the eyes. Infuse the eye contour with intensive moisture and age-defying nutrition. This charming ophthalmology-approved antioxidant rich formula combines an exotic selection of natural minerals, oils and Amazonian extracts together with trace elements of the exotic Amethyst gemstone, known for its energy infusing properties. Featuring Silicium to boost the skin's natural moisture, elasticity and supporting structure, Amethyst Eye Serum prevents premature wrinkles and protect skin to deeply moisturize and protect the delicate eye area. The tell-tale eye zone is calmed, smoothed and firmed for a youthfully soft and radiant appeal.



**Directions:** Apply to cleansed eye area every morning and evening. Makeup may be applied immediately.

## FACE SERUM 30 ml

Energize, moisturize and protect fatigued skin with Amethyst Face Serum. Featuring Silicium to boost the skin's natural moisture, elasticity and supporting structure, this intensive formula prevents premature wrinkles and protects skin from damage caused by free radicals. Pampering and potent, this luxurious serum stimulates collagen and elastin synthesis for age-defying skin elasticity and resilience. Visible signs of aging are reduced. Tired skin is energized and rejuvenated. Stressed skin is calmed and soothed. Facial complexion appears more youthful, radiant and generally healthy.



**Directions:** Apply morning and evening to cleansed skin before moisturizing.

## BEAUTY MASK 100 ml

Exotic yet powerful, this luxurious mask intensively moisturizes, soothes, smoothes and firms tired skin for a radiant, youthful complexion.

Amethyst, known for its healing and skin-firming properties, replenishes the skin's natural healing properties within an innovative composition of natural minerals, oils and Amazonian extracts. Also featuring Silicium to boost the skin's natural moisture, elasticity and supporting structure, Amethyst Beauty Mask prevents premature wrinkles and protects skin from damage caused by free radicals. Skin is left radiant, soft and youthful after indulging in this energizing and pampering mask.



**Directions:** Apply twice weekly to cleansed skin. Leave for 10 minutes and remove with a soft tissue. Do not rinse as trace elements of the mask continue to moisturize skin after removal with tissue.



## CLEANSING GEL 200 ml

Amethyst Cleansing Gel gently removes excess oil and impurities of the day, without drying skin. Featuring Silicium to boost the skin's natural moisture, elasticity and supporting structure, this Cleansing Gel prevents premature wrinkles and protects skin from damage caused by free radicals. Enriched with Amazonian minerals, oils and extracts, and infused with trace elements of the Amethyst gem known for its detoxifying properties, skin is left beautifully clean and calm.



**Directions:** To remove excess oil and impurities of the day gently massage Cleansing Gel on slightly wet skin around the delicate area of the eyes, face and neck. Rinse thoroughly with tepid water. Follow with Amethyst Toner.

## TONER 200 ml

Amethyst Toner gently cleanses and calms without disturbing the skin's natural moisture balance. This delicate soap-free toner gently dissolves makeup and dirt residue to cleanse skin without irritation, while trace elements of the energy-rich Amethyst gem combined with natural Amazonian minerals, oils and extracts soothe and rejuvenate for a radiantly clean complexion.



**Directions:** Gently apply Amethyst Toner with a cotton pad. Massage gently into skin until all impurities and makeup residue are removed.

## MAKEUP REMOVER 150 ml

Amethyst Makeup Remover gently removes makeup residue from the entire face including the delicate eye contour. Effective cleansing agents enriched with Amazonian minerals, oils and extracts, and infused with trace elements of Amethyst known for its detoxifying properties, wash away impurities without irritating sensitive skin.



**Directions:** To remove makeup residue of the day gently massage Amethyst Makeup Remover on slightly wet skin around the delicate area of the eyes and face. Rinse thoroughly with tepid water. Follow with Amethyst Toner.

**ROXO**

[www.roxo.cc](http://www.roxo.cc)  
[info@roxo.cc](mailto:info@roxo.cc)  
T: +972.9.8855440  
F: +972.9.8652485