



HOUSE OF LIFE

LONDON

ORGANIC

21st Century Organic Skin Wellbeing
Medicinal Plants Science



OUR STORY



Honest, Proven, Simple, Natural

LONGEVITY
WITHOUT
COMPROMISE

More than natural, it's progress. . . .

House of Life was born out of necessity for a new approach to skincare in the 21st Century. Created by Debrah Craven, an innovator and entrepreneur at heart, who spent over 2 decades in global product innovations, and after experiencing an episode of top-to-toe toxics overload and an extreme skin reaction, sparked by a 'trusted' sun-care brand.

Working with top skincare scientists, and discovering the secret blends of medicinal herbs, proven to contain powerful skin healing compounds and used over 3000 years to heal skin & wounds in the Colchis region, now backed by science, she created and launched her exclusive science-backed organic skincare range, delivering a holistic SKIN HEALTH routine, that aims to build skin resilience and an effective solution against faster skin ageing caused by UV and 21st Century lifestyles, replacing 100% synthetics with purest best-in-class organic actives, through her ON-SKIN-IN BODY and LESS IS MORE concepts, to help others.

With an active wellness program, she hopes to share her experiences, and ongoing insights in the field of organic science and living, combining ancient knowhow, best-practices, and latest science, to help people thrive in 21st Century changing environments.





WE
ARE

THE new standard.....

House of Life is an innovation-led, multi awards-winning British skincare brand, leading in science-backed multi-tasking anti-ageing organic skincare.

We pride ourselves on our expertise in medicinal plants knowhow combined latest science, creating transformative world class organic skincare that is backed by science to deliver a holistic skin health routine, suitable for 21st Century lifestyles.

We aim to substantially improve skin health, helping people to balance and thrive changing lifestyles, bringing pleasures & the purest most innovative organic beauty to more lives.

by founder Debbrah Craven

We're excited to welcome you into our house

HOUSE OF LIFE

OUR PURPOSE

A 21st Century approach.....

- **Faster skin ageing:** Rising skin dryness, sensitivity, blemishes & skin conditions caused by UV, Pollution, Screen time, Lack of Nutrients, and Stress.
- **More than hydration:** our skin needs more than just hydration.
- **Personalised approach:** different skin types and fast changing environments need different approach.
- **Busy modern lifestyles:** rising demands for a less is more, simplified skincare routine, with higher concentrated active ingredients,
- **Sustainability movement,** rising demands for ethical environmental conscious sustainable skincare.
- **Educated customers:** rising demands for healthier, toxins-free, natural, high performing skincare that is backed by science,



Did you know that according to Skin Cancer Foundation, 90% of visible skin ageing is caused by sun and pollution!

OUR PURPOSE

What science shares ...

- On average a woman is exposed to 551 chemicals (Reuter),
- A typical moisturiser contains over 30 synthetic chemicals & 400 in perfume (Reuter).
- Chemicals can penetrate the body and skin through respiratory system (Reuter)
- Up to 60% of chemicals can penetrate through the skin (British skin cancer)
- INFLAMMATION is key contributor to premature ageing.
- UV contributes to over 95% of the reasons why skin age faster.
- INFRARED represents over 50% of harmful UV rays & penetrates further A+
- INFRARED fastens early skin-ageing when comes into contact with POLLUTION.
- Acne, rosacea, eczema is caused by INFLAMMATION
- 1.5 billion people suffers from some form of acne
- 1 in every 10 people in the world suffer from rosacea
- In every 3 cancers diagnosed is skin cancer
- There are thought to be 3000 or more skin diseases
- Skin cancers are mainly caused by excessive UV exposures & tanning parlours



Did you know that according to Skin Cancer Foundation, 90% of visible skin ageing is caused by sun and pollution!

WE
INNOVATE

Not just from a lab, but over 3000 years of knowhow combined!

Medicinal Plants Knowhow + Breakthrough In Science

*Secret recipes discovered in the Colchis region of Ancient Goergia,
Antioxidants blend; Anti-UV, Inflammations, Microbial
Powerful nutrients blend, +190 types, feeding skin
Peptides blend , enhance penetration & self-heal*

Exclusive In-house Formulation

*Intelligent in-house extracts & blending technology;
Highest concentration of actives allowed
Purest best-in-class ingredients &
Luxury absorbance application*

Intelligent Clinically Proven Organic Formula

*Clinically proven to reverse multiple signs of ageing 100% naturally,
Streamlined, personalised and targeted total defence all-in-one bottle,
A wide selection of organic treatments solution*

Honest, Proven, Simple, Natural



OUR
PHILOSOPHY

Transforming life through skincare...

ON-SKIN-IN-BODY

What you put on skin get through

LESS IS MORE

Overload skin with less toxins & products and more nutrients

YOU ARE YOUR SKIN

Your health & happiness shine through your skin

HAPPY SKIN HAPPY ME

When my skin shines, I shine, I am at my best, I thrive when my skin does

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HOUSE OF LIFE

OUR
VALUES

Innovations & knowhow.....

EXPERTISE

KNOWHOW+SCIENCE

We share the knowledge of our herbal doctors and the expertise of our scientists.

SELF-CARE

Our solutions are cutting edge, innovative, value add and curated on all aspects,
Our ingredients, products and solutions are science based with proven results.

PURITY

Our ingredients, products and solutions are of purest and highest organic quality.

LEGACY

We transform health, beauty and happiness.
We build global communities and we leave a positive legacy.

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WE
CARE

Progress & transparency...

HONEST

We are what we say

PROVEN

We innovate and our solutions are proven

SIMPLE

We make life easy

NATURAL

We only use purest best-in-class ingredients & are sustainable

Honest, Proven, Simple, Natural



HOUSE OF LIFE

Our Solution

'21 Century Skin Resilience'

21st Century Organic Skin Wellbeing
Medicinal Plants Science

Honest Proven Simple Natural



OUR UNIQUE VALUE PROPOSITION

Honest, Proven, Simple, Natural

All Around Anti-aging Organic Skincare, Streamlined & Tailored for you!

House of Life is the FIRST to launch a range of multi-facets anti-ageing organic skincare, streamlined and personalised to skin needs, delivering a holistic approach to Skin Health. Building skin resilience and targeting skin inflammations and conditions, caused by UV & 21st Century changing lifestyles, while repair and care for its foundation.

It is clinically proven to reverse multiple signs of ageing 100% naturally; targeting over 90% of the signs of faster skin ageing, delivering results fast conveniently.

- ☀ *Multi-facets anti-ageing all-in-one*
- ☀ *Personalised & streamlined*
- ☀ *Clinically proven*
- ☀ *Effective daily UV and inflammation defence*
- ☀ *Highest possible actives (o/w ratio)*
- ☀ *Purest clinically proven & certified ingredients*
- ☀ *100% natural, plants-based, zero toxins*
- ☀ *Organic and luxurious applications*



OUR PROVEN RESULTS



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CLINICAL RESULTS & TRIAL & TESTED

Our formulas are have shown incredible results on both clinical and customers studies against natural, photo-aging and skin conditions.

Also tested on 364 people with sensitive skin, yielding excellent positive results.

- Clinically proven medicinal plants
- Clinically proven products and solutions
- Customers trialed and tested luxurious formulas
- Targeted & streamline routine

STREAMLINED SKINCARE ROUTINE

Designed For Your Skin Needs in 21st Century

1. Daily Targeted Defence

All-in-1 targeted daily defence

2. Overnight Targeted Treatments

Targeted treatment boosters

3. Skin Enhancer

*Skincare tools and
targeted facial gym*

Honest, Proven Simple, Natural 100%



Honest, Proven Simple, Natural 100%

INDUSTRY ADVOCATES

WHO LOVES OUR BRAND

- HRH PRINCESS TESSY OF LUXEMBOURG
- NICKY SUMMER - FORMER BOND GIRL
- FLORIE WHITE - TOP UK MAKE-UP ARTIST
- KIM BROWN - TOP UK MAKE-UP ARTIST
- EMMA WHITE TURTLE - TOP UK MAKE-UP ARTIST
- KATE COOK - TOP UK NUTRITIONIST
- HALEY PEDRICK - TOP HARLEY STREET NUTRITIONIST
-

THE SUNDAY TIMES
STYLE

YOU
MAGAZINE

Good Housekeeping

London
Evening Standard

The Herald

THE Sun

TOP Santé
GOOD HEALTH STARTS HERE

Natural Mumma



USP MATRIX

	 HOUSE OF LIFE <small>LONDON ORGANIC</small>	 TATA HARPER ™	Jurlique	CAUDALIE ® <small>PARIS</small>	MAULI	ROMILLYWILDE
MEDICINAL PLANTS SCIENCE	✓	X	X	X	X	X
ANTI PHOTO-AGEING (UV+IR) INFLAMMATION	✓	X	X	X	X	X
ALL-IN-1 ANTI AGEING	✓	X	X	X	X	X
CLINICAL RESULTS	✓	X	X	X	X	X
FULL TREATMENT RANGE	✓	X	X	X	X	X
FULL ORGANIC RANGE	✓	X	X	X	X	X
100% NATURAL & CRUELTY FREE	✓	✓	X	X	✓	✓
FULL LUXURY RANGE	✓	✓	✓	X	X	✓



Our Products Range

Organic Skincare Science-Backed

Skin Herbology

Medicinal Plants Science

Honest Proven Simple Natural



Skin Herbology

Daily Total Defence

Completeskin® All Around Age Defence



ALL SKIN 1-STEP

N°31 Face Repair Cream

Organic Bioactive Blend
Day/Night 360° Defence & Repair,
Targeting UV+Pollution
for All and Sensitive Skin
£85.00 / 50ML



SENSITIVE 1-STEP

N°30 Face Repair Cream

Organic Bioactive Blend
Day/Night 360° Defence & Repair,
Targeting UV+Pollution
for Hyper Dry Cracked Skin
£85.00 / 50ML



OIL BALANCE 1-STEP

N°32 Face Repair Cream

Organic Bioactive Blend
Day/Night 360° Defence & Repair,
Targeting UV+Pollution
for Hyper Oily Skin
£85.00 / 50ML



BODY ULTIMATE

N°13 Intense Body Repair

Organic Bioactive Blend
360° Boosting Defence & Repair
£69.00 / 100ML

Skin Herbology

Instant Treatment Boosters

Completetreat® Targeted Treatments



INSTANT LIFT

N°20 Intense Face Repair

Organic Bioactive Blend

Lift and Repair Complexion

Total repair cracked, tired, lifeless skin

All skin oil concentrate

£49.50 / 15ML



INSTANT FIRM

N°14 Intense Wrinkles Repair

Organic Bioactive Blend

Plump and smooth

Smooth deep lines and strengthen skin

All skin oil concentrate

£49.50 / 15ML



INSTANT RESCUE

N°11 Intense Age Spot Repair

Organic Bioactive Blend

Perfect texture and complexion

Repair deep dark spots, redness, outbreak

All skin oil concentrate

£65.00 / 15ML



INSTANT GLOW

N°7 Intense Radiance Boost

Organic Bioactive Blend

Brighten and tone

Peel, skin detox, blemish repair, tone

All skin oil concentrate

£49.50 / 15ML

Skin Herbology Enhancers

Completeskin® Targeted Facial Gym and Tools



ROSE QUARTZ
ROLLER
SKIN HERBOLOGY
FACIAL GYM
Detox, anti-wrinkles, improve
radiance and release stress
£39.00



JADE ROLLER
SKIN HERBOLOGY
FACIAL GYM
Detox, anti-wrinkles, improve
radiance and release stress
£29.50



OBSIDIAN ROLLER
SKIN HERBOLOGY
FACIAL GYM
Detox, anti-wrinkles, improve
radiance and release stress
£42.00

COMING SOON.....

Skin Herbology Targeted Skin Solutions



SKIN HERBOLGY N°9
Ultimate cleanser
customers trial phase



SKIN HERBOLOGY EYE
Eye Remedy
customers trial phase



SKIN HERBOLOGY N°8
Acne remedy
customers customers trial phase



SKIN HERBOLOGY N°15
Rosacea remedy
customers trial phase

ATTRIBUTES



OUR BRAND

- ONE STOP SKINCARE FOR 21ST CENTURY SKIN WELLNESS
- BEST-IN-CLASS CLINICALLY PROVEN 100% NATURAL ORGANIC FORMULAS
- EXCLUSIVE MEDICINAL PLANTS KNOWHOW COMBINED BREAK-THOUGH SCIENCE
- PROPRIETARY MEDICINAL PLANTS KNOWHOW FROM THE COLCHIS REGION
- WORLD LEADING EXPERTS IN PLANTS SCIENCE & IN-HOUSE MEDICAL HERBAL DOCTORS
- CLINICALLY PROVEN ORGANIC FORMULA
- PUREST HIGHEST QUALITY CERTIFIED AND CLINICALLY PROVEN NATURAL INGREDIENTS
- USE WILD CRAFT INGREDIENTS WHERE POSSIBLE FOR THE HIGHEST PURITY AND BIOACTIVITY
- 100% NATURAL AND HIGHEST POSSIBLE ORGANIC CONTENTS
- NATURAL, ETHICAL AND SUSTAINABLE
- HONEST & TRANSPARENT

OUR PROPOSITION

- TARGETED & PERSONALISED 360° SKINCARE ROUTINE SUITABLE FOR INDIVIDUAL SKIN NEEDS
- DAILY TARGETED 1 STEP MULTI-FACETED SKINCARE SOLUTION, TARGETING SKIN CONCERNS BORNED OUT OF MODERN ENVIRONMENTS IMPACTS INCLUDING UV+POLLUTION 100% NATURALLY
- SIMPLIFIED SKINCARE ROUTINE TO SUIT BUSY LIFESTYLE
- OVERNIGHT TARGETED SKIN TREATMENTS PROVIDING FAST AND EFFECTIVE SKIN TREATMENT ANYTIME ANYWHERE
- HOLISTIC SKIN WELLBEING APPROACH, BUILDING SKIN INTEGRITY WITH SIMPLE AND EFFECTIVE FACIAL GYM
- CLINICALLY PROVEN TO REVERSE MULTIPLE SIGNS OF AGEING
- EFFECTIVE DAILY SUN CARE & UV BLUE LIGHT DEFENCE
- EFFECTIVE SKIN REMEDIES AGAINST POLLUTION AND SKIN STRESS
- EFFECTIVE PATHWAY TO SKIN NUTRIENTS
- EFFECTIVE & PREVENTATIVE SKIN TREATMENT
- 100% NATURAL, CLEAN, ETHICAL & SUSTAINABLY PRODUCED







OUR PRODUCTS

- INTELLIGENT & TARGETED MULTI-FACETED ANTI-AGEING SKINCARE
- CLINICALLY PROVEN TECHNOLOGY AND SKINCARE SOLUTION
- BREAKTHROUGH CLINICALLY PROVEN NATURAL ANTI PHOTO-AGEING TECHNOLOGY, TARGETING UV+ ENVIRONMENTAL SKIN IMPACTS
- POWERFUL MEDICINAL PLANTS BIOACTIVE COMPOUNDS WITH REPAIRING AND PROTECTING ANTI-OXIDATIVE ACTIONS SUCH AS POLYPHENOLS AND BIO-PEPTIDES ACTIVATING SKIN SELF-REPAIR
- MEDICINAL PLANTS MULT VITAMINS EXTRACTS WITH OVER 190 TRACES OF NUTRIENTS INCLUDING OMEGA 7
- HIGHEST CONCENTRATION OF ANTI-OXIDANTS VITAMIN E ALLOWED IN SKINCARE
- BEST IN CLASS WILD ORGANIC, MEDICAL GRADE AND COSMO & ECO CERTIFIED NATURAL INGREDIENTS
- BEST IN CLASS 100% NATURAL AND ORGANIC ESSENTIAL OILS
- 100% NATURAL, CLEAN AND ORGANIC
- 100% CRUELTY FREE
- VEGETRIAN, VEGAN + HALLAL FRIENDLY
- SUSTAINABLY SOURCE & PRODUCED
- IN-HOUSE HANDCRAFT QUALITY FOCUSED SMALL BATCH PRODUCTION
- CUSTOMER TESTED
- AWARD WINNERS
- REDUCE CARBON FOOT PRINT BY AT LEAST 4 FOLDS DUE TO SIMPLIFIED SKINCARE ROUTINE
- ZERO CARBON CERTIFICATE FOR OUTER PACKAGING
- LOCAL SOURCING POLICY
- BRITISH MADE




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RETAIL PRICING

<i>Product Number</i>	<i>Product (ml)</i>	<i>RRP in POUND</i>	<i>RRP in US Dollars</i>	<i>RRP in EURO</i>	<i>EXW Location</i>	<i>Picture</i>
CSH3150	All Skin 1-STEP FACE REPAIR CREAM N°31 F 50ML	£85.00	\$118.00	€96.59	UK	
CSH3050	SENSITIVE 1-STEP FACE REPAIR CREAM N°30 50ML	£85.00	\$118.00	€96.59	UK	
CSH3250	OIL CORRECT 1-STEP FACE REPAIR CREAM N°32 50ML	£85.00	\$118.00	€96.59	UK	
CSH13100	BODY ULTIMATE INTENSE BODY REPAIR N°13 100ML	£69.00	\$96.00	€78.41	UK	
CTH2015	INSTANT LIFT INTENSE FACE REPAIR BL N°20 15ML	£49.50	\$69	€56.25	UK	
CTH1415	INSTANT FIRM INTENSE WRINKLE REPAIR BL N°14 15ML	£49.50	\$69	€56.25	UK	

RETAIL PRICING

<i>Product Number</i>	<i>Product (ml)</i>	<i>RRP in POUND</i>	<i>RRP in EURO</i>	<i>RRP in EURO</i>	<i>EXW Location</i>	<i>Picture</i>
CTH1115	INSTANT RESCUE INTENSE AGESPOT REPAIR N°11 15ML	£85.00	\$118.00	€96.59	UK	
CTH0715	INSTANT GLOW RADIANCE BOOST N°7 15ML	£49.50	\$69.00	€56.25	UK	
CTTJA01	ROSE QUARTZ FACE ROLLER	£39.00	\$54.20	€44.32	UK	
CTTRQ01	JADE FACE ROLLER	£29.50	\$40.27	€44.32	UK	
CTTOS01	OBSIDIAN FACE ROLLER	£42.00	\$58.33	€47.73	UK	

BEST SELLERS RANKING

Honest, Proven, Simple, Natural

1. AILLSKIN 1-STEP, Face Repair Cream N°31,
2. SENSITIVE SKIN 1-STEP, Face Repair Cream N°30
3. INSTANT RESCUE, Intense Age spot Repair N°11,
4. INSTANT GLOW, Intense Radiance Boost N°7
5. INSTANT LIFT, Intense Face Repair N°20
6. INSTANT FIRM, Intense Wrinkles Repair N°14
7. OIL BALANCE 1-STEP, Face Repair Cream N°32,
8. BODY ULTIMATE, Intense Body Repair N°13



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MEET OUR CUSTOMERS

Multicultural affluence perennials that are well educated, technologically advanced, well travelled, and shop boutiques, who aspire to leave a positive legacy.

- 25 + years of age
- A conscious customer
- Setting new standards
- Living life to the full
- Time-poor, busy lifestyle
- Globalisation, digitalisation, competitive world
- Pressure of perfectionism, social media
- Looking healthy equal high performer
- Playing their part in the natural, vegan and sustainability movement
- Want and expects it all - fast, effective, natural, toxins free, vegan, beautiful



PR & Marketing Key Plan 21st Century Skin Wellbeing

Personalised & Streamlined Total Defence, Science-Backed, Green Clean Luxury

Activities

- Press and influencers outreach
- Digital marketing
- E-mail marketing
- Partner marketing
- Podcasts and founder profile
- Free products testing
- Products Sampling
- Goody bags
- Micro-facials
- GWP
- Events
- Events spring

In the Press

- Green Clean Luxury Press online and offline, national and local
- Ongoing present in print press, great results to date see press book.
- Awards - won 6 in 2020 alone
- Collaboration with Vogue, Tatler, Bazaar, Health & Beauty, Byrdie
- Profile activities on brand story / woman in business, and and green clean luxury luxury
- Increase online Press presence

Influencers

- Green Clean Luxury influencers in the beauty, fashion and lifestyles industries and TV personality
- Ongoing key influencers and Micro influencers outreach and marketing
- >500K plus audience presence through mirror influencers.
- Key influencers including; Emma Brown, Flory White, Nicky Summer and Kate Cook agreed to collaborate
- Assessing collaboration with Lucy Watson and Lucy Wynham-Reed and other key influencers.
- Activities includes; contents creation, how to use, and promotional campaigns

Digital Marketing

- Online & social media presence with growing followers.
- Social media boosting and paid adverts, performing above industry benchmark.
- Google adverts, performing above industry standard.
- E-mail marketing. Our e-mail database is substantial and growing exponentially.
- Activities; Skin consulting and advices, Partners promotion, Sampling, GWP, shares, refer and reviews campaigns.

Partners Marketing

- Continue to recruit & promote through partners in key industries: Beauty; Fashion, Lifestyle, Travel
- Current partners: Cohorted Beauty; Beauty Bible, Mor Card
- Activities; Products sampling, Gifting, Reviews, Testing, Podcasts opportunities





HOUSE OF LIFE
LONDON
ORGANIC

RETAIL SOLUTION



IN STORE



IN STORE SUPPORTS

Luxury Without Compromise

100% PR & marketing push focus on retailer partner

Training & sales supports

Influencers events in store

Drive customer experiences with Founder participation & One2Ones

Drive customer experiences with brand retail experts, incl. in-store skin consulting

Participation in key marketing activities, beauty events & goody bags.

Sampling support to drive user experiences and sales.

Seasonal GWP and promotional activities to drive sales.

Collaborate with personal shopping.

Consumer beauty workshops & events.

Beauty room events - micro-facials + promo codes - with seasonal launch focus.

Visual merchandising brand story & full range by skin types & skin concerns)

In store training sessions for Harrods team.

Sales and marketing materials: POS, brand leaflets and brochures.

Sample Retail Launch Calendar

P1

- *Launch event*
- *Founder presence*
- *Brand retail experts*
- *Press & influencers*
- *Micro-facials*
- *Goody bags*
- *GWP - Jade Roller*

P2

- *Brand retail experts*
- *Skin consulting*
- *Facial exercise demo*
- *Samples - 5 days worth of the Overnight Impact Treatment Solution by skin concerns*
- *GWP - Jade Roller*
- *In-store staff training*

P3

- *Brand retail experts*
- *Founder one2ones*
- *Skin consulting*
- *Facial exercise demo*
- *Samples - 5 days worth of the Overnight Impact Treatment Solution by skin concerns*
- *GWP - Rose Jade Roller*
- *In-store staff training*

P4

- *Skin consulting*
- *Facial exercise demo*
- *Samples - 5 days worth of the Overnight Impact Treatment Solution by skin concerns*
- *GWP - Rose Jade roller*

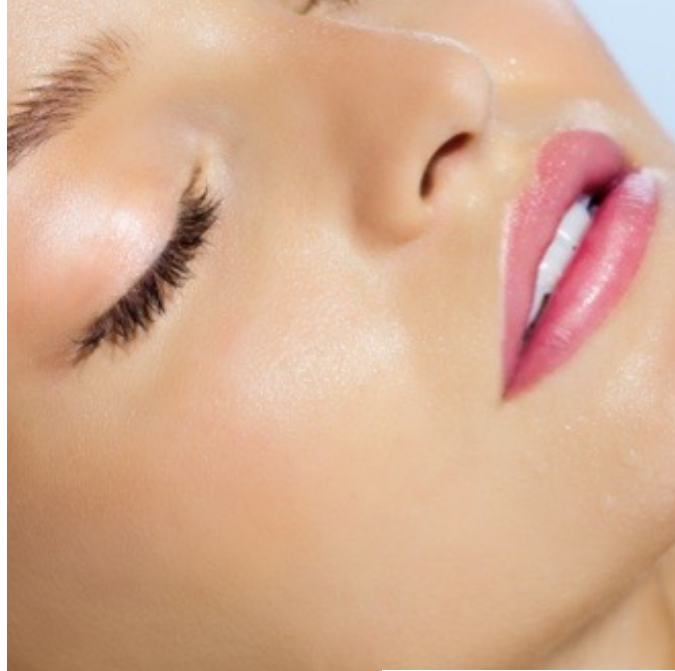


BEAUTY WORKSHOPS

LUXURIOUS
ORGANIC
ON-THE-GO
TREATMENTS

&

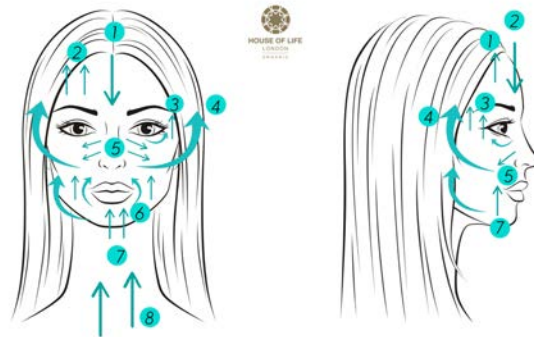
BEAUTYWORKSHOPS



We offer an end2end simple yet personalised and luxurious organic skin wellbeing experience

House of Life signature facial gym, facial and body massage offers a unique, targeted and personalised luxury organic skincare experience.

In-store skin consulting by skin concerns and facial gym demo provide an engaging platform for customers to visit.



THE 1 MINUTE HOUSE OF LIFE EXERCISE
5 strokes on each side

SAMPLING



GIFTING & SAMPLES

We support sampling activities and curated clean organic luxurious gifting propositions. We understand these are key to consumers purchasing experiences.



CONTENTS



ONLINE SUPPORTS

Online support is crucial and we have a comprehensive contents, social media and influencers plan in place to drive awareness, to support you, and to drive users into stores.





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MERCHANDISING VISUALS





COMPLETE SHELVING COMCEPT

A unique personalised yet simplified and luxurious total organic skincare experience

1. Select the daily total care that works for your skin type and concerns,
2. Mix and match products to create your preferred skincare treatment
3. Select from our pre-designed treatment duo

'360 organic experience, caring for and treating your treat skin concerns anytime and anywhere fast conveniently without compromise'

The design shows our full range by skin type and concern that is easy to navigate, providing a personalised yet luxurious experience, while intriguing customers creative sense and at the same time allowing them to make fast decision.



PART SHELVING VISUAL

Our shelving design shows our full product range by skin concerns and skin types in an easy to navigate way, while providing customers with a personalised luxurious experience, and enable them to make fast decisions.



PART SHELVING VISUAL

An engaging in store on-the-go organic skin treatments consultation and demo space, providing consumers with ready-to-go, science proven & knowledge based solutions by skin concerns or skin types.

Sharing a unique and personalised green luxury customer experience, while enable customers to make fast decisions.

HOUSE OF LIFE

MERCHANDISING POS


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INTENSELY ACTIVE ORGANIC SKINCARE
'Making Purity A Reality'



HOUSE OF LIFE
LONDON
ORGANIC
No 14
INTENSE WRINKLE CREAM

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HOUSE OF LIFE LONDON, 12 HAY HILL, MAYFAIR, LONDON



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INTENSELY ACTIVE ORGANIC SKINCARE
'Making Purity A Reality'

PROVEN RESULTS

BEFORE AND AFTER CLINICAL TRIAL

CASE STUDY 1



DAY 0 DAY 2

Incredible results on severe acne and damaged skin after only 2 days of using House of Life products.

CASE STUDY 2



DAY 0 DAY 14

"I am absolutely delighted to have discovered House of Life! As a sufferer of acne rosacea for the past few years, I have tried countless products (some of them very expensive) with little or no results. The photo on the left shows me during a recent "flare up" of my condition."


Recent scientific studies reveal that INFRARED (IR) rays, 54% of solar energy, are also responsible for photo-ageing and therefore it is not just UV rays that skin needs to be protected against. Photo-ageing has been shown to cause 90% of premature ageing.

KNOTGRASS, contained in our entire Complete Skin range, is the FIRST naturally active plant extract helping to prevent PHOTO-AGEING (UV/IR). Clinical study results show Knotgrass contains Flavonoids, which inhibit a unique enzyme causing photo-ageing, helping to PROTECT THE SKIN, reduce WRINKLES and improve SKIN FIRMNESS and ELASTICITY by up to 27.5%.


Clinical study
20 women (age between 35 to 65 years) regularly exposed to sun. Twice daily application of a cream with high level of Knotgrass split-face versus a placebo during 28 days (no sunscreen used). Test done during high summer season + high sun exposure.

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INTENSELY ACTIVE ORGANIC SKINCARE
'Making Purity A Reality'



HOUSE OF LIFE
LONDON
ORGANIC
No 30
FACE REPAIR CREAM
2 IN 1 ALL DAY
MOISTURISER + SERUM
BLEND

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MERCHANDISING POS

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Ancient Remedies & Modern Science
Evidence based organic skincare for 21st century living

www.beautybible.com

Beauty Bible
AWARDS
2020

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INTENSELY ACTIVE ORGANIC SKINCARE
"Making Purity A Reality"

REVIEWS

**THE SUNDAY TIMES
STYLE**
"The new natural with 100% natural forms of anti-aging."

Wallpaper*
"Promoting purity, combing wisdom of the past with the innovation of the presence."

TONI&GUY
"The green alchemists responsible for the industries most innovative products to date."

The Herald
"Beauty Winter Sun, advanced TLC with well chosen organic oils."

THE SCOTSMAN
"Luxurious and deliciously soothing, rich and protective texture to suit the season."

TOP Santé
"The 3 best new natural skincare brands perfect for tackling fine lines and wrinkles."

BEAUTY AWARDS
"Dedicated to natural anti-aging, this range sees traditional plant medicines teamed up with western science to impressive effect."

BEAUTY AWARDS 2017
"House of Life's botanically-active Serene Completeskin Organic Day and Night Face Cream got a lot of thumbs up from us."

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*Debrah Craven
Founder & CEO*

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