



We do skincare

You do summer





In summer our skin needs extra care.

It's easy to overdo the fun & the sun, but Vaseline's got you covered!

Vaseline's summer lotions are designed to deeply moisturise & care for your skin so you can reach for your best every sunny day.

From the beach to the mall to the backyard braai, your skin will stay soft, smooth & glowing.

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#YouDoSummer

VASELINE NOURISHING ARGAN OIL

includes a combination of 2 powerful oils that deeply moisturise skin and help to smooth stretch marks.

Moroccan Argan Oil is rich in vitamin E, omega fatty acids & antioxidants that care for skin and hair.

1 Helps to renew skin cells

2 Softens & plumps skin

3 Deeply moisturises skin

Tissue Oil is made up of a combination of omega oils including flax, marula, and rose hip.

1 Increases skin elasticity

2 Softens & hydrates skin

3 Helps to soften the feel & appearance of scar tissue or stretch marks



SMOOTH STRETCH MARKS

If you're feeling self-conscious about your stretch marks in your fave outfit this summer, try this!

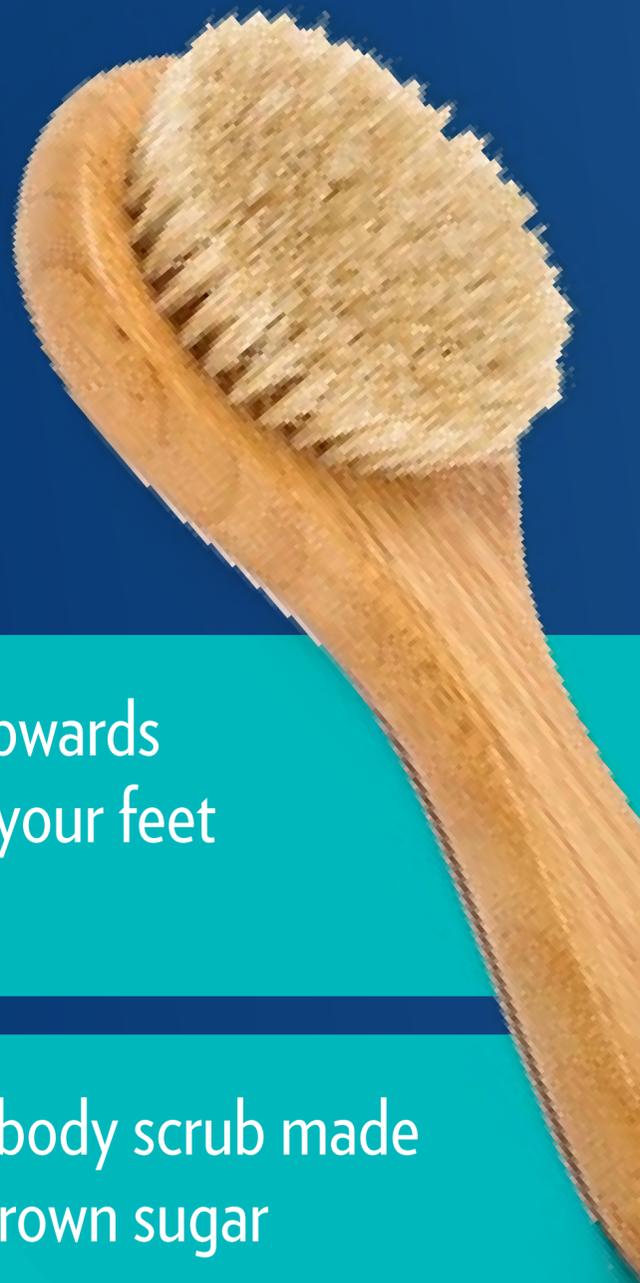
1 Using a dry brush, brush your skin in an upwards motion towards your heart, starting from your feet to your chest to boost circulation

2 Exfoliate your whole body using a simple body scrub made with Vaseline Petroleum Jelly and some brown sugar

3 Rinse off before applying Vaseline Nourishing Argan Oil lotion, massaging into your stretch marks

FACT

Argan oil, also known as 'liquid gold', helps to renew skin cells, soften & plump skin, & helps reduce dryness.



GO BOLD WITH GOLD

Stand out with this
summer's boldest
makeup trends

Gold eyeshadow will add some
glitz & glamour to any look

1

Statement lips are back! Bring out
your brightest & boldest shades

2

Use face gems to add some subtle
sparkle around the eyes

3

HOT TIP

For an all-over gorgeous shimmer, add a little gold eyeshadow to your Vaseline lotion before applying.



FACT

Dark marks are SA women's most common skin concern

What causes dark marks?

Sun exposure, air pollution, stressful, busy lifestyles, dehydration & ageing.

Vaseline Even Tone Lotion helps to restore skin from within with Niacinamide, visibly reducing dark marks for more even-toned, radiant skin in just 2 weeks. It also has SPF 10 for some light sun protection.

HOT TIP

Avoid the sun between 11am & 3pm when UV rays are most harsh.



PROTECT SKIN FROM WITHIN

Eat more leafy green veggies & tomatoes. They are packed with vitamins & antioxidants that support your skin to fight the effects of UV radiation.



Spinach, kale, rocket or lettuce

Cucumber

Tomatoes

Sunflower Seeds

Avocado

Olive Oil

Skinsational Salad

For a skin-boosting meal combine these ingredients that include vitamins, antioxidants & Omega 3's & water.

VASELINE FIRMING LOTION

contains 3 super ingredients that work together to help replenish moisture & restore skin elasticity.

Collagen: helps to hold the body's cells together to keep the skin flexible & firm

Vitamin E: Protects skin's moisture barrier & helps to soften skin

Retinol: Stimulates skin renewal & increases collagen production

With regular use you'll notice a visible improvement in skin firmness in just 2 weeks.



COLD SPRAY

Regular showering or bathing in cold water can help to naturally tighten skin by restricting blood vessels and improving circulation.

HOT TIP

Take advantage of the sunny weather to exercise outdoors. Breathe in the fresh air, soak up some vitamin D & take some time to wind down in nature.





FACT

Just 30 minutes of exercise daily can lead to a firmer body & glowing skin!



DANCING QUEEN

Your Saturday night dancefloor sesh won't just boost your heart rate & tone your body. Research has shown it will also improve your mood; stamina & make you feel more alive!

In summer your skin needs extra hydration to keep up with the heat & a more active lifestyle.

Vaseline Aloe Soothe lotion

with pure aloe vera gives your skin a burst of soothing hydration in a light & fast-absorbing lotion - perfect for those hot, sticky days.



FACT

Aloe Vera is made of 99.5% water & is a natural soother & moisturiser that is especially helpful for sun damaged skin.





HOT TIP

It's recommended to add 350ml of water for every 30 minutes you spend in the heat or sweating.

TOO MUCH SUN?

Follow these steps for a quick recovery.

- 1 Cool down with a cold shower or bath
- 2 Gently apply Vaseline Aloe Soothe to your body
- 3 Drink plenty of water to rehydrate
- 4 Take an ibuprofen to soothe inflammation

Vaseline Men Cooling Lotion

is made specifically for men's skin with multilayer moisture technology to penetrate & moisturise deeply without feeling greasy. It also contains Menthol which helps to keep skin clear & smooth & instantly cools & refreshes.



FACT

On average, men's skin is about 20 - 25% thicker than women's & contains double the oil.

STYLE IT COOL

Choose lightweight, light-colored, loose-fitting clothes to help keep you cool on hot days. Add some shade with this summer's hottest headwear trend, the **bucket hat**.

HOT TIP

Keep the summer vibes going by creating your own playlists featuring your favourite tracks from every summer bash you've been to.



TRY SLUGGING WITH VASELINE PETROLEUM JELLY

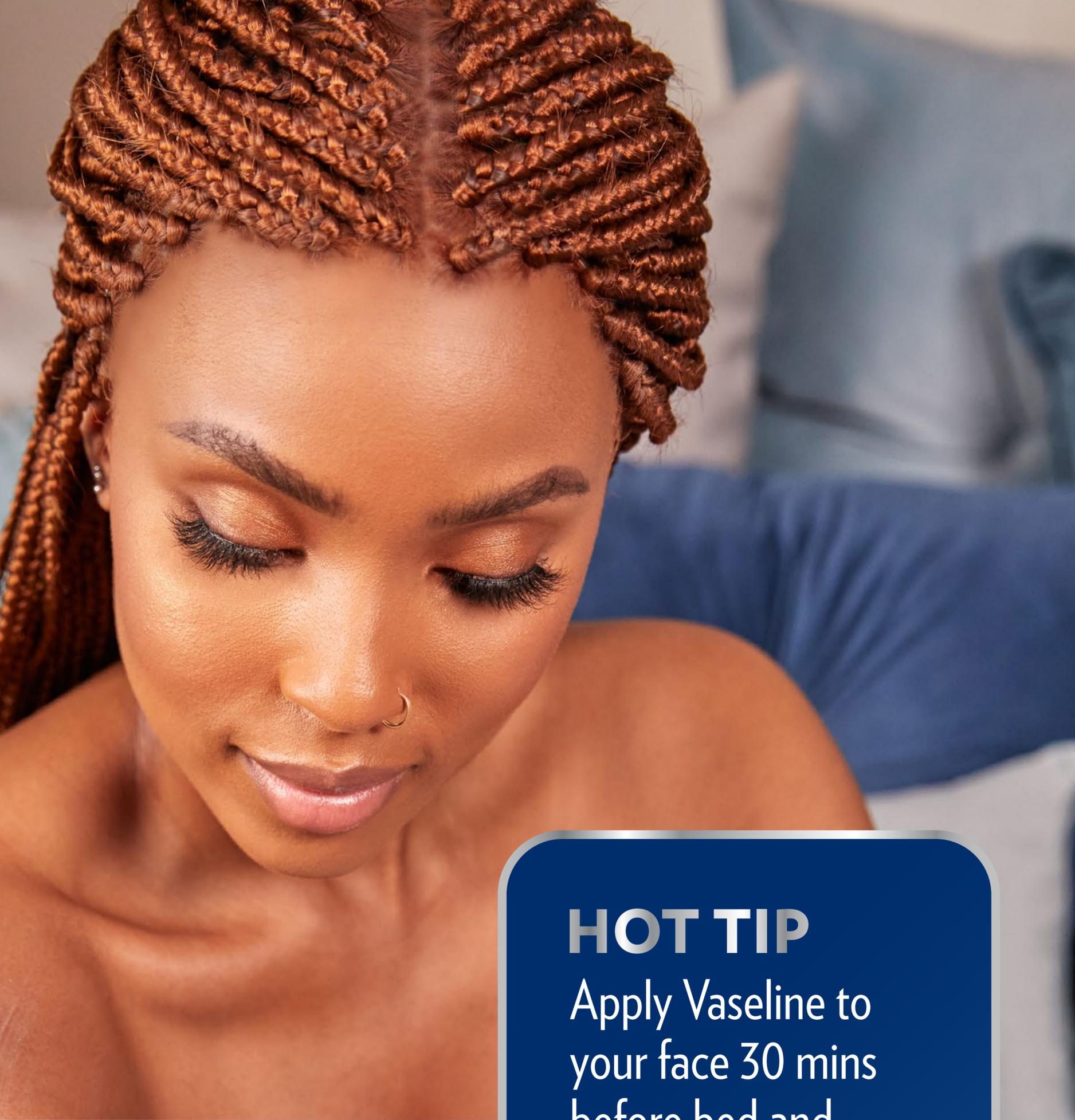
‘Slugging’ is a beauty trend where you apply a thick layer of Vaseline Petroleum Jelly to your face at night (following your moisturiser) and sleep with it on to wake up with smoother skin.

**SLUGGING
101**



FACT

Vaseline Petroleum Jelly creates a barrier that seals moisture into skin without clogging pores.



LISTEN TO YOUR SKIN

If your skin is especially dry, regular slugging may work for you, but if your skin starts to react negatively in any way, it's best to stop or have a break.

HOT TIP

Apply Vaseline to your face 30 mins before bed and remember to protect your pillowcase with a towel.



HEALTHY SKIN
FOR LIVING



Unilever