



**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

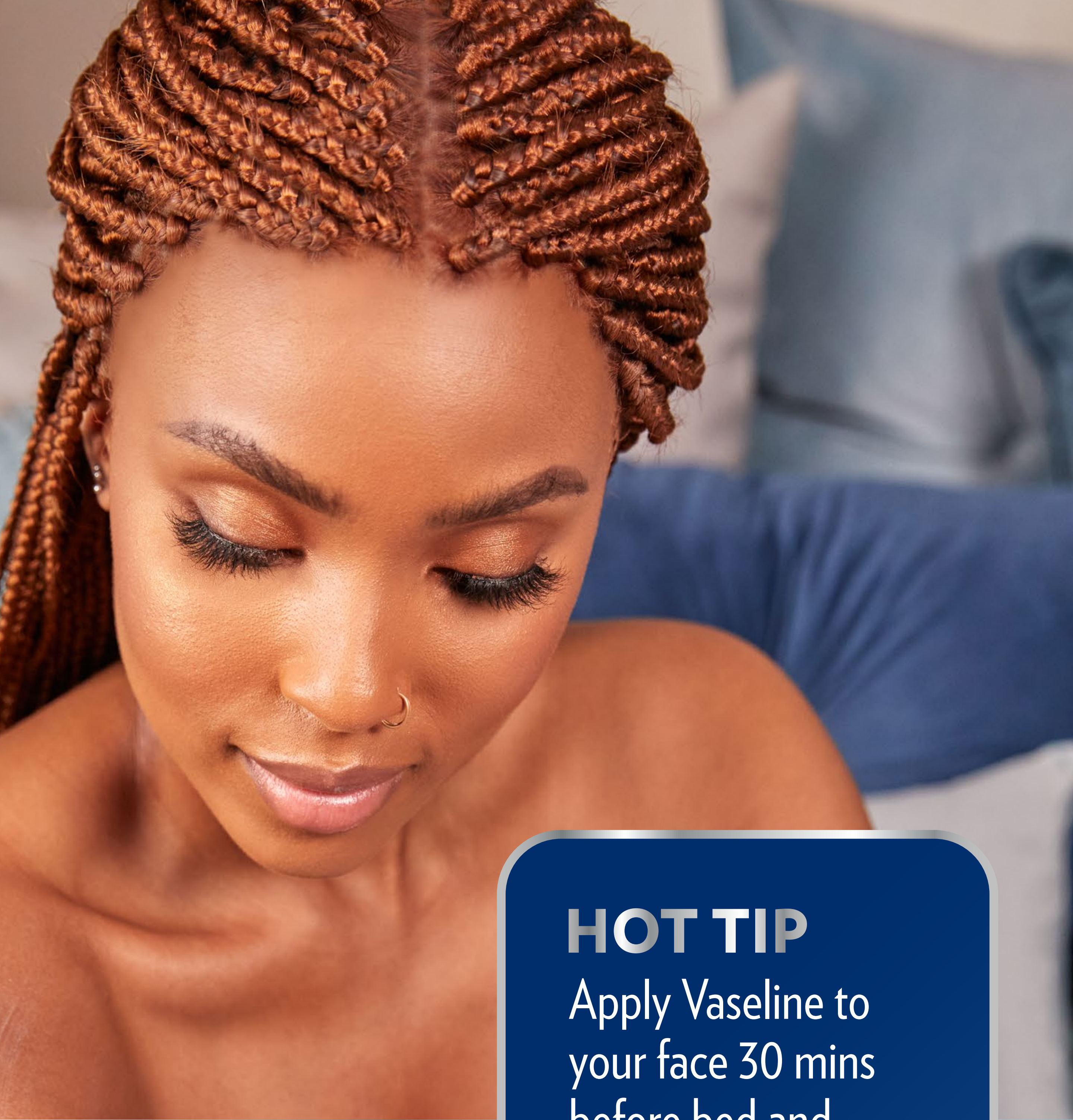
‘Slugging’ is a beauty trend where you apply a thick layer of Vaseline Petroleum Jelly to your face at night (following your moisturiser) and sleep with it on to wake up with smoother skin.

**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

