



 POND'S

get ready to
glow for
real



which article matches my glow?



who do you feel like today?



wellness
fundi

Want food
fuelled glow?

YES

NO

Top health &
wellness tips
to get
that dewy glow

Do you
want to know
more about
what you are
putting on
your skin?

YES

NO

Skin
article

Pick a new
persona



fashion
influencer

Would you like to
keep up with trends?

YES

NO

The main
character
glow

Do you want
tips to keep
you
glowing?

YES

NO

Skin
article

Pick a new
persona



beauty
guru

Do you want to know
what's going on with your skin?

YES

NO

Skin
article

Pick a new
persona



POND'S

welcome to the glow edit

You're absolutely glowing and we want you to do more of that! All the way from deep within to the dewy glow of your skin. We believe true glow is about way more than your looks; it's a reflection of every facet of your being. It's being real with ourselves and appreciating what that looks like, while improving every day, so every part of you glows. From wellness tips to business guidance, skin tutorials, fashion and relationship advice, join us as we work on glowing for real.

the ladies of the moment

The diversity and beauty of South Africa showed up and showed off in the video and social media entries that we received for the nationwide Faces of Pond's competition.

The public voted for our finalists and we found our 2021/2022 ambassadors Natasha Shoniwa, Sinovuyo Magwebu and Rumer Manis – our official Faces of POND'S!

These three women embody what it truly means to glow for real as they each embrace and grow their wholistic-selves authentically.



Natasha is a 24-year-old Johannesburg based teacher and part-time model. Her values include family, empowering yourself through academics and taking time to enrich your mind, body and soul.



Sinovuyo, is a 24-year-old final year law student from the Eastern Cape who has a great passion for representation, inclusivity, and authenticity.



Rumer is a 25-year-old Nurse from Kathu in the Northern Cape who believes that you are not defined by your flaws but rather by your treatment of others.



They each walk away with a cash prize of R25 000, and a full tech starter kit to the value of R20 000 to further their studies, career or start-up business. So they can grow and glow in their own lives as well.



POND'S

what these skincare buzzwords mean for your skin

and how our products
use them to make you glow.

The Glow. We see it on our favourite celebs, influencers and friends but it can't all be great genes and contour, right? Well, little by little the beauty secrets are coming out, but knowing how to use them means navigating through a maze of "get ready with me" videos, celeb skin routine tutorials and unpronounceable buzzword ingredients.

This glow insider tutorial is here to give you the scoop on what the key buzzword ingredients really are, what they do for your skin and how our products use them to work for your glow.

So who is who in the buzzword zoo?

Niacinamide / Vitamin B3

Niacinamide and Vitamin B3 are one and the same. It's a water soluble vitamin found in green vegetables, grains and proteins like meat, eggs and fish. It energises the skin and promotes natural processes like DNA repair and cell turnover.

Niacinamide is your friend when it comes to:

- **Calming the skin & reducing redness**
- **Fighting free radicals from the sun and environment with antioxidants**
- **Reducing wrinkles**
- **Fading dark spots & discolouration**
- **Controlling excess oil**
- **Tightening pores and smoothing texture**
- **Strengthening your skin barrier against damage**
- **Reducing dryness**

Niacinamide is the key to boosting your skins natural glow and fading blemishes.

You can find it in the POND'S Flawless Radiance and POND'S Perfect Colour Complex Vitamin B3+ Serum ranges. Suitable for all skin types, this moisturiser helps rebuild the skin barrier and moisturises your skin for that sun kissed glow.

Glycerine

Also known as glycerol, Glycerine is a humectant made from animal or vegetable oil (we prefer the vegetable kind). Humectant simply means that it draws moisture to your skin for that dewy look. It also soaks deep* within the skin, to help repair and soften it.

*within the stratum corneum

Glycerine is your go-to for:

- **Improving your skin's moisture level**
- **Penetrating within the top layers of the skin to smoothen**
- **Hydrating skin**
- **Boosting the skin's self-repair**

Despite being found in our moisturisers, Glycerine can be found in our Flawless Radiance Micellar Water and the Flawless Radiance Facial Foam. The Micelles (yes, that is a real thing), in Micellar Water effectively cleanse and remove make-up, dirt and oil on the skin, while Glycerine makes sure your skin isn't left feeling stripped and dry. It's safe to use twice a day.



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Flawless Radiance

Adapts to
your skin
to fade
blemishes



Perfect Colour Complex

all of the
glow
none of the
shine



POND'S

Vitamin C

Commonly known as a winter immune system booster, in skincare Vitamin C is a potent antioxidant that neutralises oxidants from ultraviolet radiation and environmental pollutants.

Vitamin C cares for your skin by:

- **Hydrating**
- **Smoothing skin**
- **Neutralising free radicals that cause skin damage**
- **Softening fine lines and other signs of aging**
- **Reducing damage caused by UV light and pollution**
- **Reducing the skin's inflammation**

Vitamin C is compatible with other vitamins in your routine like Niacinamide. The integral part to seeing its benefits is consistent daily use. Daily use of POND'S Perfect Colour Complex moisturisers help you consistently add Vitamin C to your skin care, while hydrating and smoothing your skin.

Vitamin E

Technically known as alpha-tocopherol, Vitamin E is a fat-soluble vitamin that you can find naturally in the sebum on your face. It can also be found in seed and nut oils including sunflowers and almonds. It is a powerhouse vitamin that acts as an antioxidant, locks in moisture, rejuvenates skin and protects against cell damage.

Vitamin E is your everything vitamin for:

- **Smooth skin**
- **Neutralising skin damaging free radicals**
- **Reducing UV light and pollution damage by easily penetrating the skin**
- **Protecting skin against cell damage**
- **Moisturises the skin**

Moisturisers that contain Vitamin E work to help soothe and protect the skin while locking in all the goodness. The POND'S Perfect Colour Complex moisturisers for all skin types contain Vitamin E and help protect your glow for years to come.**

****with continued use**

one to look out for:

Allantoin

Allantoin is a plant extract with potent healing, moisturising and soothing properties. Although it can be naturally extracted from the Asian flower Comfrey, beetroots and chamomile, most skin products that contain Allantoin use a lab-produced (but still safe) version.

Allantoin is useful for its ability to:

- **Soothe skin**
- **Supports & accelerate skin barrier recovery**
- **Penetrates to reduce damage caused by UV light and pollution**

Allantoin is the up-and-coming ingredient that, when used daily, plays a key role in keeping your skin even toned and happy.



That's why we use it in our POND'S Flawless Radiance range, as "calming Allantoin", to help prevent the formation of blemishes and reduce inflammation.



POND'S

the main character glow

How your fashion choices influence your glow, according to colour theory.

Did you know that you can unlock a confident glow without a big budget? All you need is to understand some basic colour theory.

Our eyes don't see things one at a time. We actually understand what we see by comparing what we are looking at with the things around it.

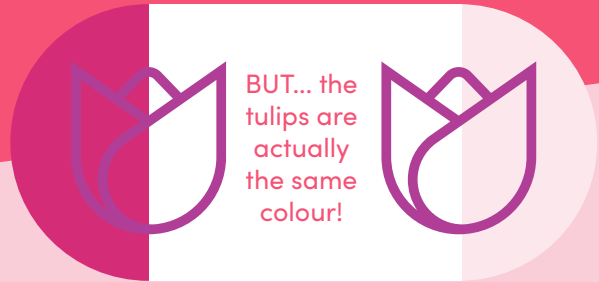
This is called comparative vision. We see colours comparatively as well. This means that the tint and hue of a colour depends on what colours are next to it.



look at these two tulips



The tulip looks more blue on the left and more purple on the right, doesn't it?



Even when we know that the two tulips are the same colour, the colour next to the tulip affects how our eyes perceive it. Our brains are comparing the colours to properly identify the tulip from the background. This however, also changes how we see the brightness & sharpness of the shape.

Why Is this important?

Our skin isn't a single tone. Like an artist mixes paint to create a colour, our skin, hair and eyes are a bunch of colours. So, just like the tulips, the colour of your outfit affects your appearance. You need to find the colours that harmonise with and enhance your glow rather than pushing it into the background.



POND'S

top health & wellness tips

dewy glow

four

health tips that your skin approves of



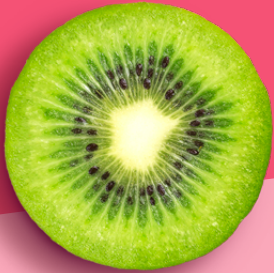
Health is the ultimate wealth and no one glows like someone who looks and feels healthy. An even bigger flex is health that is both mental and physical. Here are four tips for keeping yourself healthy, that your skin will reward you for.

1

eat how you want to feel

You are what you absorb. The idea behind a balanced diet with fruits, vegetables, whole grains and proteins is that your body needs to absorb certain

vitamins and minerals for your body to function. This doesn't mean you have to restrict, cut out junk food or what you enjoy. It simply means you have to eat with a daily mindset of 'what vitamins and minerals have I absorbed today' so you absorb everything you need to maintain your wellbeing. Your overall health will be greatly improved and, seeing that diet can impact things like acne, aging and skin cancer, so will your skin.



2

get the perks, avoid the damage

There are few things better than soaking up the sun on a summer day, or even a winter day for that matter. But the love-hate relationship that is getting Vitamin D while also getting UV damage from the sun is a balance that needs

to be struck. Applying sunscreen helps to protect any exposed skin from UV damage and premature aging. But supplements like a hat, sunglasses and an umbrella go a long way in increasing this protection as well as keeping out of the sun during its most damaging hours of 10am and 3pm. UV can even affect you through window glass, so don't think staying indoors means no sunscreen. Needless to say tanning beds and sunlamps are severely damaging without any of the benefits, so these aren't recommended for your skin's health.



3

hydration is your skin's helper

Hydration is key to many of your body's functions and your body flags when you are doing a bad job by giving you fatigue, headaches, digestive issues and

kidney problems. The dewy look doesn't come from being dehydrated either and with research showing that water in your diet increases your skin's hydration the extra litres will show. One of the ways the body conserves water when you are dehydrated is by taking it from the skin. So more hydration means less moisture being pulled from your dewy cheeks. Using a humidifier in a home or office with dry air is also a good way to ensure that your skin is enjoying an environment with the kind of moisture that suits it.

4

inner wellness glows on your skin

They weren't lying when they said 'drink your water and mind your business'. It may seem like a fun quip but keeping your stress levels down and maintaining your personal wellbeing is one of the best things you can do for your overall health and your skin. Stress shows up on your skin as wrinkles and dark circles while sleep deprivation increases those dark circles, accentuates the wrinkles and gives you redness and puffiness. Good quality sleep for 7-8 hours a night and a life with less stress is overall good health advice, the difference will show in your skin.

bonus tip: start a skincare routine that suits you earlier in life

It's easier to maintain your glow than it is to get it back to what it used to be. Getting rid of stress wrinkles from 25 years of coffee fuelled late nights is a tough job for even some of the world's best moisturisers. A better approach is to start with a simple skincare routine when you are young, to maintain your skin, and then adapt your skincare as you age. This helps your skin to maintain that glow and adapt as you grow older, instead of trying to get back to an old you. This way you glow for real your whole life.



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