

MEDIA KIT

WWW.SABINEGHOLISTICS.COM
+27632514770
HELLO@SABINEGHOLISTICS.COM

2023



TABLE OF CONTENTS

03.
INTRODUCTION

05.
THE PROCESS

07.
PACKAGING

04.
OUR STORY

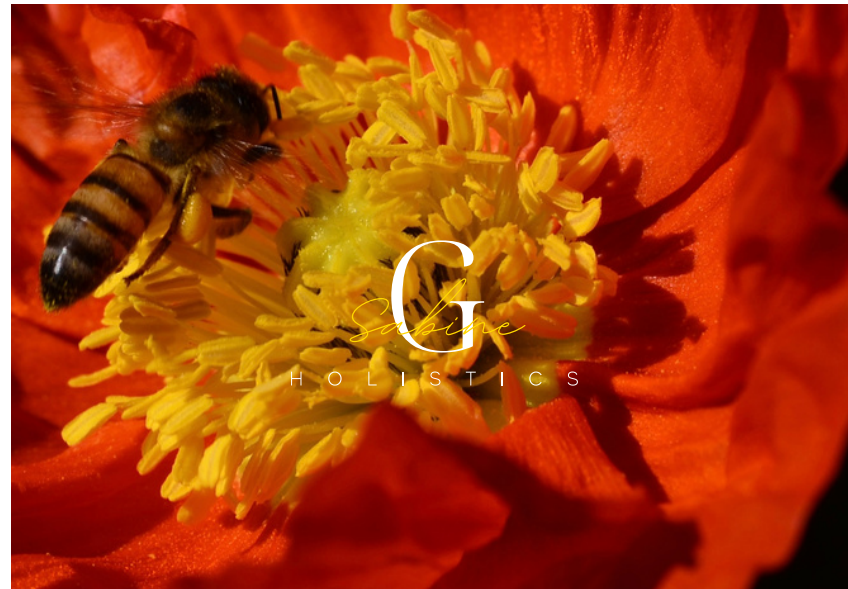
06.
OUR ETHOS

08.
OUR PRODUCTS BRAND ASSETS

Introduction

Sabine G Holistics is a whole plant, high-performance luxury skincare line based on an Organic farm in the Conservation area of the Kogelberg Biosphere, Western Cape, South Africa.

ABOUT US



Each Sabine G Holistics Skincare product is hand crafted from start to finish in the company headquarters. Nothing in the production process is outsourced, allowing us to ensure absolute quality, freshness and potency. Our methodology of formulating sets Sabine G Holistics apart, and is rare in this day and age of instant gratification. We believe in perfect timing. From seed to bottle, active ingredients are either macerated, decocted or as for our serums, infused over a 49 day lipophilic infusion process to extract the fullest range of phyto-nutrients from the organic whole plants into the mediums.

Our Story

Sabine G Holistics was originally created in 2008 as a lash extension studio along with Sabine G Life Coaching and Christian Counselling, making it one of the most unique and popular studios around.

With 12 years of running an international award winning lash academy and counselling studio, Sabine helped lash artists discover how to remain unique and true to themselves in order to be extremely successful in the competitive beauty industry.

Sensing a lack in this industry for green beauty, Sabine studied Organic Skin Care Formulation on the side line. This opened up a whole new scope which completed her circle of a 'Holistic' brand.

UNIQUE - Our small batch formulations are made in-house by the Sabine G Holistics team. This allows us to not only handpick who and where we source ingredients from, but create fresh batches as needed. We believe in creating consciously made products and value the health of our customers over cutting corners and costs. Being passionate about small batch skincare allows for higher quality standards, while delivering products at peak freshness. Each step of our unique process is a labour of love by people who care about you and the planet.

We are passionate about using natural and organic ingredients to create stunning and effective skincare products. And raising awareness of the alternatives to dangerous compounds often present in commercial synthetic or naturally derived (far removed) skincare products.

Healthy Ingredients for Healthy Skin

For far too long the skin care industry has profited from serving us unhealthy ingredients and empty promises. We believe that our skin deserves better. Our entire mind, body and spirit deserves better. As an holistic ingredient focused skin care company, our desire lies in obtaining the finest ingredients from nature which has a holistic impact. That means sourcing as organic as possible, cold-pressed oils, therapeutic plants, mineral clays and hydrosols. We never use highly refined natural ingredients that have their natural colour and scent removed. Using ingredients in their most natural state preserves the nutrients and therapeutic properties of each ingredient, ensuring that the final product is rich in skin beneficial vitamins, minerals and antioxidants. This is why our formulas are naturally colourful and fragrant — never clear or odourless — what you see and smell is nature in its purest form, ready to care for your skin to the fullest.

The Process

The Balance of Adaptogens

We are forward thinkers at Sabine G Holistics and focus entirely on skin-supporting properties of chosen ingredients. Specifically free-radical fighting antioxidants. Think of adaptogens as key players in maintaining a healthy foundation within the skin, even as you weather those tougher times in life. Our skin doesn't fare well under extended periods of imbalance or stress in the body, which can manifest as reduced barrier function, hormone-related breakouts, elasticity loss and oxidative stress. By helping to normalize how certain systems in the body respond to stress, adaptogens get our skin back to glowing and provide a powerful influx of free-radical fighting antioxidants.

How Awaken, Silver Lining and Waymaker Harness adaptogens

Each adaptogen in our Hydra Mists, Day and Night Serums, supports the skin in a slightly different way, bringing overall balance and resilience to the complexion. We partner with conscious farmers and local natural suppliers to source our oils in which we fuse the skin food adaptogens with.

At the heart of the formulas is our signature Lipophilic Splendour Infusion, a seven-week process which begins with the whole plant, including adaptogen superfoods. These healing botanicals are left to steep for 49 days, allowing us to slowly harness their full-spectrum of nourishment. In the end, our Active Serums are packed with the skin-balancing abilities of some of the most ancient adaptogens.

The Power of Silver

Silver is a powerful antimicrobial agent that aids in healing, skin care and overall health used for centuries. Silver's antimicrobial power has been hailed for thousands of years. Utilising the metal's natural capability to nourish and restore skin is what makes our Hydra Mists so effective.

Some of the benefits of silver for your skin include:

- Anti-inflammatory - reduces redness and swelling of acne and blemishes.
- Repairs tissue - targets wrinkles and fine lines by stimulating tissue regeneration.
- Powerful antioxidant - combats free radicals to reduce oxidative stress. Oxidative stress can cause premature ageing by depleting the body's natural stores of collagen and elastin.
- Soothing - can help settle rosacea, psoriasis and eczema.

Our Ethos

It is a simple motto to live by: If any natural ingredient causes damage to nature - then its no longer natural. We are committed to protecting the earth and its inhabitants when sourcing our ingredients. We at Sabine G Holistics ban natural/organic skin care ingredients that have been, in any way sourced unethically or is unkind to the ecosystem. Therefor you will notice a few natural ingredients wont appear with our brand name on. What that exactly means is that we refuse to source materials at the expense of destroying the earth or its people.

We create consciously-sourced, nutrient-dense premium botanical products. Our whole plant extracts are paired with organic ethical oils, hydrosols and eco-certified ingredients predominantly from South Africa and Namibia for the benefit of your skin's health. For us sustainability is an on going project.

We're passionate about supporting local - local plants, local growers and local manufacturers. A healthy community brings a healthy economy which as a business is our responsibility to grow. Sabine painstakingly visits the farms from which we source our oils and hydrosols from, building relationship and maintaining the same ethics is a rich part of why our ingredients are of premium quality. Single farmed, rich in skin nutrients and where possible - organic.

We celebrate our diverse indigenous plant kingdom, protecting our fragile Sand stone and Hangklip fynbos biosphere of which we are proud stewards.

Definition of Farm to Face: "We grow 8 out of our 13 adaptogen plants organically on our farm where we harvest, dry and extract in our lab through a lengthy extraction process dubbed Lipophilic Splendour Infusion. The organic plants never leave the premises before they are ready to being shipped off to you as a Phyto-nutrient packed skincare product. "

Our Packaging

Our Packaging Team have one colossal job to do. To brainstorm innovative, eco-friendly, sustainable means to protect the natural efficacy of the products in and to deliver your delicate products intact with creating as little waste and world impact as possible. And yet still look and feel luxurious. It takes a special kind of creative to be part of this team. You need to think out of the box and not be afraid of revolutionary ideas that are fluid and evolving. To go where no man has gone before is a tall order and not an easy one at that. Being a luxurious skincare brand, our standards are tremendously high and so are those of our customers. To marry sustainability and luxury, has been one of the most difficult accomplishments thus far. One thing we have chosen not to do, is sell out our ethics to please consumerism norms. To brave the world with no Dieline boxes, no masses of tissue paper, stickers or gold foiled over-dyed printed cards, has been a stressful yet rewarding Co. decision.

When it comes to shipping, your luxurious skincare arrives to you nestled in innovative packaging. 100% up cycled cardboard inserts brings us both one step closer to living out sustainability. Or each glass bottle delicately furoshiki wrapped with reclaimed 100% cotton. Each shipping package is handmade and is as individual as you are, no two are alike. Enjoy the unique humble experience of unboxing Pure Botanical Luxury which is as good to our Earth as it is to your skin.



"Our actions now will affect our industry for years to come. We have one world to protect. Its the only one we can leave behind for our children."

Our Products

UNIQUE - Our small batch formulations are made in-house by the Sabine G Holistics team. This allows us to not only handpick who and where we source ingredients from, but create fresh batches as needed. We believe in creating consciously made products and value the health of our customers over cutting corners and costs. Being passionate about small batch skincare allows for higher quality standards, while delivering products at peak freshness. Each step of our unique process is a labour of love by people who care about you and the planet.

What we are:

Plant intelligence for effective skincare

Botanical goodness for skin healing

We are the Earth

Pro active - Nothings is anti

Purist that do not compromise



What we are not:

No fillers, no synthetics

No PEG's

No essential oils added for fragrance

No plant derivatives that are so far removed the plants are unrecognisable (eg. Based on a true story)

No harm to earth including all her inhabitants

Reactive - we help the skin to find its perfect balance and health

pH Balanced cleansing foam

Pure Wash

oil free + hydrating

silky soft Rose + Glycerin foaming cleanser for Sensitive Skin



100ml / 3.51 fl. oz

Pure Wash is our pH balanced Cleansing Foam for daily use:

- + in the 3 step facial regimen
- + on freshly inked skin
- + as a gender-neutral intimates wash
- + on dermabraded and sensitive raw skin

Pure Wash removes body odour and is safe and gentle for ALL external areas of the body.

Rich in antioxidants and anti-inflammatory properties, Pure Wash cleansing foam provides instant hydration while the silky foam lathers away any make-up and daily grime. Cleansing effectively to prevent buildup in pores, remove makeup, and balance skin biome without drying or stripping.

INGREDIENTS Rose Hydrosol (Rosa Damascena Flower), Aqua, Lauryl Betaine, Veg Glycerin, Gluconolactone, Sodium Benzoate Calcium Gluconate

TEXTURE soft luxurious foam

AROMA Fresh and gently turkish delight



Produit en Afrique du Sud

Dull / Environmentally Stressed Skin Essentials

Waymaker Collection

brightening + rejuvenating

combating the negative effects caused by stress environment and pollution such as pigmentation, fine lines and dullness



30ml / 1 fl. oz 100% Active

30ml / 1 fl. oz 100% Active

100ml / 3.51 fl. oz 100% Active

The Waymaker is a full collection to reverse and protect the skin from dehydration, pigmentation, dullness, wrinkles and breakouts caused from environmental stressors. Giving you a healthy, glowing skin.

INCLUDES

Waymaker Hydra Mist

Waymaker Ozone Protection Serum

Waymaker Night Recovery Serum

INGREDIENTS-

HYDRA MIST: *Aloe vera leaf, Frankincense hydrosol, *Rose Geranium Hydrosol, Whole plant extracts of Liquorice Root, Astragalus Root, Marshmallow Root, Niacinamide (Vitamin B3), Panthenol (vitamin B5), Propanediol, Citrus Aurantium (Bergamot extract), Gluconolactone, Sodium Benzoate, Calcium Gluconate

DAY SERUM: Kalahari melon seed oil, *Helianthus Annuus oil, Adansonia Digitata Seed oil, Persea Americana oil, *Gotu Kola extract, *Nettle L extract, Liquorice root, uva ursi leaf extract, Marshmallow root Extract, Tocopherol

NIGHT SERUM: Jojoba Seed Oil, Rosehip Fruit Oil, *Sunflower seed Oil, Baobab Seed Oil, Avocado Oil, *Gotu Kola Extract, Uva Ursi Leaf Extract, Tulsi Leaf Extract), Equisetum Arvense Extract, Athae Officinalis Root Extract, Symphytum Officinale Leaf Extract, Calendula Officinalis Flower extract, Tocopherol

*organically or biodynamically grown ingredient

AROMA light citrus, herbaceous



Produit en Afrique du Sud

Acne / Blemish Prone Skin

Silver Lining Collection

clarifying + soothing

3 step line to a clear healthy skin biome



30ml / 1 fl. oz 100% Active

30ml / 1 fl. oz 100% Active

100ml / 3.51 fl. oz 100% Active

The Silver Lining collection is all you need to calm and heal red breakouts, and balance the over production of skin oils (sebum) with colloidal silver and plant extracts formulated exclusively at Sabine G Holistics. The Collection used as a whole will target bacteria and strengthen a broken skin barrier.

INCLUDES

Silver Lining Hydra Mist

Silver Lining Dermal Strengthening Serum

Silver Lining Night Restoring Serum

Chamomile – Our German Chamomile Extract, is the ultimate cooler, soother, and reliever for reactive, red, or inflamed skin. It is as powerful and strong as it is calming, and beneficial to everyone.

Lavender – Our Biodynamic Lavender Hydrosol is a rare treasure, grown and distilled in South Africa. It is calming and cooling to the skin, but most of all balancing to oil production, pH, and our microbiome. This is a plant that can truly help with both chronic acne and mild breakouts.

Colloidal Silver – Anti-fungal, antibacterial and anti-inflammatory properties

Witch Hazel – Relieves inflammation, tightens pores, and helps with razor bumps. may reduce acne, since it can cleanse your skin of excess oil.

Aloe Vera – Helps to moisturize the skin. boosts healing of wounds. reduces infection and acne.

TEXTURE Extremely light weight

AROMA: Citrus, woody



Produit en Afrique du Sud

Mature / Sensitive Skin

Awaken Collection

replenish + collagen boosting
a 3 step line to nourish, plump and uplift



30ml / 1 fl. oz 100% Active

30ml / 1 fl. oz 100% Active

100ml / 3.51 fl. oz 100% Active

The Awaken collection boosts the skins collagen production and nourishes dehydrated aging skin. Awaken formulas sink deeply into the skin, repairing free radical damage and restoring vibrancy. Potent, raw, unrefined botanicals were selected to regenerate the skin, supporting all aspects of aging radiantly. Its phytonutrient profile is specific to brightening and evening skin tone, along with strengthening and building connective tissue for firm and supple skin.

INCLUDES

Awaken Hydra Mist

Awaken Collagen Booster Serum

Awaken Night Replenishing Serum

INGREDIENTS-

HYDRA MIST: *Rose hydrosol, Colloidal Silver, *House Made Whole Plant Extracts of Gotu Kola, marshmallow root, Rose petals, Glycerin, Niacinamide (Vitamin B3), D-Panthenol (Vitamin B5), Propanediol3, Gluconolactone, Sodium Benzoate Calcium Gluconate

DAY SERUM: Grape Seed Oil, Rosehip Fruit Oil, *Sunflower Seed Oil, Baobab Seed Oil, Avocado Oil, *Gotu Kola Extract, Uva Ursi Leaf Extract, *Tulsi Leaf Extract, *Horsetail Extract, Marshmallow Root Extract, *Comfrey Leaf Extract, *Calendula Flower Extract, Tocopherol

NIGHT SERUM: Jojoba Seed Oil, Rosehip Fruit Oil, *Sunflower seed Oil, Baobab Seed Oil, Avocado Oil, *Gotu Kola Extract, Uva Ursi Leaf Extract, Tulsi Leaf Extract), Equisetum Arvense Extract, Athae Officinalis Root Extract, Symphytum Officinale Leaf Extract, Calendula Officinalis Flower extract, Tocopherol

*organically or biodynamically grown ingredient

AROMA light floral, herbaceous



Produit en Afrique du Sud

Organic

Nami Cacao Mask

energizing + brightening mask

warming spices, antioxidant-rich cacao and botanical exfoliants



100ml / 3.51 fl. oz 100% Active

A gentle organic polishing mask. Combining the antioxidant properties of super foods and vitamins C with the skin brightening, exfoliating properties of carefully selected clays, organic cacao, sea salt, warming spices and botanicals that sweep away dead skin cells.

Our gentle powder to foam cult favourite exfoliating mask is packed with essential phytonutrients, minerals and antioxidants that effectively treat hyper-pigmentation and give hydration. This mask instantly brightens with Vitamin C to reveal glowing skin and smoothens fine lines. A luxurious aromatic treatment for all senses that helps regain skin's loss of elasticity. The stimulating raw botanicals reduce clogging of pores, skin discolouration and lightens post acne scarring. Leaving your skin velvety smooth and radiant.

Deeply cleanses and stimulates cell renewal.

INGREDIENTS- White Kaolin, Red Kaolin, *Cocoa, Sea salt, Sodium Bicarbonate, Ascorbic acid, Marshmallow root, *Calendula petal powder, *Rose petal powder, Cinnamon, Turmeric, Cloves, *Vanilla bean pod

*organically or biodynamically grown ingredients

TEXTURE- dry smooth powder with scattered botanical fibres once activated - light weight foamy mousse

AROMA- warm, spicy hint of vanilla



Produit en Afrique du Sud

Fresh Inked Skin / Life Long Ink Radiance Treatment

Curator Balm

calming + nourishing + healing

anti bacterial, skin healing and ink locking phyto-nutrient infused Balm

Protects, moisturises and assists in healing. Works fast to alleviate irritability and itchiness in freshly scabbed ink and anywhere on the body in need of relief. A combination of anti-inflammatory, hydrating and slow-aging plant infused ingredients calm compromised skin and help its moisture barrier bounce back quickly.

Ideal for new tattoo recovery where skin needs to heal effectively without pushing ink out. An excellent lifelong balm to keep up ink radiance and longevity of artwork.

Helps restore damaged skin

Instant calming

Invisible, lightweight-finish

Anti bacterial skin healing plant actives

Soothes redness & visible irritation

IINGREDIENTS Organic Beeswax, Organic Sunflower oil, Aloe Vera, Organic Marshmallow root extract, Tamanu oil, Organic Tulsi extract, Organic Calendula extract, Organic Plantain extract, Organic Comfrey extract, Grapeseed Oil, Tocopherol, Geranium oil, Rosemary extract

50ml aluminium tin

TEXTURE solid smooth and melts on contact with skin

AROMA Nutty with a fresh herbal scent



50 ml / 1.69 fl. oz



Produit en Afrique du Sud

Plant infused

Skin Repairing Balm

anti bacterial + healing

for cuts, scrapes, rashes and all minor skin lesions including bites

This natural repair balm contains organic infused adaptogen plant actives exclusive to Sabine G Holistics. The powerful healing, soothing and antibacterial properties of Calendula, Aloe, Plantain, Tulsi, Marshmallow root, Comfrey and Tamanu will effectively repair minor:

surface wounds, cuts abbrassions and lesions and burns (including sunburn).

contains sustainable beeswax.

INGREDIENTS Organic Beeswax, Organic Sunflower oil, Aloe Vera, Organic Marshmallow root extract, Tamanu oil, Organic Tulsi extract, Organic Calendula extract, Organic Plantain extract, Organic Comfrey extract, Grapeseed Oil, Tocopherol, Geranium oil, Rosemary extract

50ml aluminium tin

TEXTURE solid smooth and melts on contact with skin

AROMA Nutty with a fresh herbal scent

50ml / 1.69 fl. oz



Produit en Afrique du Sud

earth formed crystal

Gua Sha Stone

connecting + releasing + detoxing

natural gemstone face and body massaging tool



The Gua Sha tool works by stimulating the body's natural ability to heal itself. It's a form of tool-assisted soft tissue mobilization that enables clinicians to effectively break down scar tissue and fascial restrictions healing soft tissue fibrosis and chronic inflammation.

Stimulating the body's own natural inflammation process which encourages new collagen growth to rebuild the repair process.

Besides improving overall health and radiance of the skin, Gua Sha has a multitude of benefits including the following:

Promotes lymphatic drainage

Reduces puffiness and fluid buildup

Relieves facial and jaw tension

Aids in circulation to give skin a glow

Firms and lifts the face over time

Reduce the appearance of fine lines & wrinkles.

Detox the skin

Tone the skin

Improve elasticity of the skin

Soothe irritated sensitive skin

Exercise facial muscles.

CLEAR QUARTZ- is known to aid concentration and unlocks memory. Stimulates immune system and brings the body into balance.

ROSE QUARTZ- is soothing and promotes self-love, reflection and acceptance. It is known as the stone of love.

JADE- is balancing and has naturally cooling properties. It is known as the stone of eternal youth.



Produit en Afrique du Sud

Every product we create begins with nature and ends with an intimate connection to you. From Soil to Face, we honour nature's offerings by harnessing and transforming whole plants into deeply personal encounters on the skin. We formulate with 26 different herbs and botanicals leaving no room for fillers, only potent phyto-nutrient skincare that is as good for you as it is for the earth.

horsetail; stinging nettle; liquorice root; calendula; marshmallow root; uva ursi; comfrey; gotu kola; tulsi; white willow; plantain m; rose oklahama



Jojoba; Baobab; Mangongo; Sunflower; Rosehip; Kalahari Melon; Chamomile; Yarrow; Black Cumin; Rose Geranium; Helichrysum; Tamanu



MEDIA KIT

WWW.SABINEGHOLISTICS.COM
+27632514770
HELLO@SABINEGHOLISTICS.COM

2023

Sabine
HOLISTICS



*Hydra
Mist*

100 ml 3.3fl oz