

Cleansing Facial Powder

Add water to create a cleansing foam, formulated with biobased surfactants, Nordic antioxidants and prebiotics for healthy-looking skin and a fresh-faced feel. Lightweight powder formula and refillable packaging help save money and reduce waste.

Item #: 600313, Refill-600314
 Included in: Essentials Skin Care Set-2320, Complete Skin Care Set-2321
 45 g / 1.58 oz.



The problem

Harsh surfactants in traditional facial cleansers can strip your skin, disrupting its natural barrier and leaving you with irritated, dry and/or damaged skin. Plus, typical cleansers contain mostly water and need larger packaging and more resources to produce and transport that water weight. At the end of life, most cleanser packaging is thrown out.

Norwex solution

Add water to our gently exfoliating Cleansing Facial Powder to create a light foam that safely whisks away the day's layer of makeup, SPF products, dirt, oil, sweat and environmental pollutants without stripping it of essential moisture. Your skin will feel fresh and glowing. Best of all, the lightweight powder formula and 100% PCR (Post-Consumer Recycled) plastic refillable packaging are both planet- and budget-friendly.

Why it's safer

- Our Nordic antioxidant blend nourishes and helps detoxify skin, removing pollutants
- USDA certified 93% biobased content from plants and other renewable sources
- Biobased surfactants gently yet effectively cleanse facial skin without stripping or over-drying
- Prebiotics help support your skin's unique microbiome
- Gentle exfoliation reveals radiant skin
- Dermatologist-tested for allergy and irritancy

Formulated without

- Parabens
- Phthalates
- GMOs
- Gluten
- Synthetic dyes and fragrances

What your customers will love

- Helps remove makeup and impurities
- Soft powder transforms into a light, creamy, luxurious foam
- Leaves skin soft and healthier-looking, with a nourished glow
- Helps maintain skin's moisture barrier
- Shows improvement in skin texture with regular use
- Enjoy that fresh-faced feel every time
- Rinses clean
- Eco-friendly, lightweight, waterless formula helps reduce bulky packaging
- Refillable packaging saves money and means less waste in the environment
- Not tested on animals
- Vegan (absolutely no animal-derived products)
- Available as part of our money-saving sets
- Available in our AutoSave program

How to use

- Use daily. If needed, start with a microfiber cloth to remove makeup
- Dispense powder into very wet hands and rub together to create a foam. Apply to face in a circular motion, avoid eye area, and rinse thoroughly. Use daily, morning and night.
- Do not use pure powder without water

How to refill

- Twist to remove cap
- Keep your bottle and cap to refill
- Pour refill sachet contents into reusable bottle and twist cap back on to close and lock

(continued on next page)

Cleansing Facial Powder *(cont.)*

Results you can see

In an independent consumer study of 25 women, after one week of use:

- 96% agreed the cleanser gently cleans, leaving no residue
- 98% agreed it helps remove makeup and impurities
- 94% agreed it cleans skin without stripping or over-drying, leaving a fresh-faced feeling
- 90% agreed the cleanser left their skin soft and clean and helps maintain moisture over time
- 88% noticed an improvement in skin texture after regular use, revealing a clearer complexion

Key ingredients

- **Nordic Antioxidant Complex:** Skin-stabilizing oils of organic cloudberry, lingonberry and sea buckthorn absorb quickly to provide antioxidant benefits. Vitamin C helps energize dull complexions. Antioxidants and essential fatty acids help improve the skin's appearance.
- **Sodium Hyaluronate:** Helps hydrate so skin appears more youthful and supple
- **Kaolin Clay:** A natural mineral clay that gently detoxifies and balances the skin, giving it a clearer, brighter appearance
- **Prebiotic (Bacillus Ferment):** Prebiotic "agebiotic" Bacillus ferment supports beneficial microorganisms and maintenance of biodiversity on healthy skin
- **Opuntia Ficus-Indica Flower Extract:** Natural exfoliator that improves the clarity and luminosity of the skin
- **Kahl Powder:** Upcycled oryza sativa (rice) bran wax, a byproduct of rice processing, provides gentle exfoliation

Ingredients

Tapioca Starch, Potassium Cocoyl Glycinate, Sodium Lauroyl Glutamate, Disodium Lauryl Sulfosuccinate, Kaolin, Aqua/Water/Eau, Hydroxyapatite, Oryza Sativa (Rice) Bran Wax, Oleic Acid, Sodium Methyl-2-Sulfolaurate, Disodium 2-Sulfolaurate, Hydrolyzed Opuntia Ficus-Indica Flower Extract, Bacillus Ferment, Sodium Hyaluronate, Rubus Chamaemorus (Cloudberry) Fruit Extract*, Vaccinium Vitis-Idaea (Lingonberry) Fruit Extract*, Hippophae Rhamnoides (Sea Buckthorn) Fruit Extract*, Polymethylsilsesquioxane, Calcium Carbonate, Glycerin, 1,2-Hexanediol, Caprylyl Glycol.

*Organic ingredients Contains nut-derived ingredients (palm nut, coconut).

Demo tips

- Share your own results of using the product with guests. Or, if your Host has used the product prior to the party, have her share her story.
- Mention that upcycled rice bran wax provides a subtle exfoliation while prebiotics help improve skin tone, enhance barrier function, reinvigorate the skin and increase hydration
- Share with guests how the refillable packaging helps reduce waste and that by placing the refill packet on AutoSave they can save money, too!
- Remind guests of the core steps of any regimen: Cleanse, treat, moisturize and protect. While a variety of factors determine the needs of any individual, the most benefit comes from daily attention to these four areas.
- Mention Norwex's focus on clean beauty. Point out that this product enhances your skin with targeted treatments inspired by a rich heritage of Norwegian purity and health. Natural ingredients honor your skin's unique biome as they hydrate, nourish and balance.

Did you know

- Regular skin care helps protect it from the elements and keeps you looking and feeling your best
- Harsh surfactants can damage the skin's proteins and lipids, leading to after-wash tightness, dryness, barrier damage, irritation and itchiness
<https://pubmed.ncbi.nlm.nih.gov/14728695/>
- The skin contains a diverse, microscopic community of organisms known as your microbiome, which acts as a shield against pollution and harsh cleansers. A compromised microbiome can lead to dryness and irritation. Bacillus ferment helps promote a balanced microbiome, improve skin tone, enhance barrier function, and hydrate and reinvigorate the skin.
- We're reducing our collective carbon footprint by helping everyone reduce waste at home. Our refillable Cleansing Facial Powder with 100% PCR plastic reduces landfill load when you refill and reuse the package, helping you live cleaner, safer, better—and more beautifully. And waterless products like this one mean even less packaging.

Complementary products

- Hydrating Moisturizer
- Renewing Eye Cream
- Dual-Sided Makeup Removers
- Protect + Prevent Mineral Facial Sunscreen
- Rejuvenating Serum
- Illuminating Oil
- Complete Skin Care Set