

product guide.

INIKA  
ORGANIC

# Pure with Purpose

Pure Ingredients. Pure Packaging. Pure Performance.

100% Natural Makeup & Skincare



[inikaorganic.com](http://inikaorganic.com)



philosophy.

## 100% NATURAL Products That Your SKIN WILL LOVE

We believe that it's important to know what you are putting on your skin. Which is why we pride ourselves on creating organic and natural products that are effective and free of synthetics.

We've taken a modern and natural approach that replaces standard beauty products with something extraordinary. That means makeup and skincare that really works and your skin will love.

## More Than Clean. We are PURE

We are strictly synthetic free.

We are committed to our 100% natural, certified organic, cruelty-free, halal and vegan values.

With the highest level of Natural and Organic Certifications of any beauty brand, these small logos mean a great deal, and we work hard to maintain them. We also take care to ensure all our ingredients and packaging are sustainable and ethically sourced.

We hold ourselves to the highest standard  
because we hold you in the highest regard.





## HIGHEST CERTIFIED BEAUTY BRAND WORLD-WIDE



## GLOBAL AWARD WINNING FORMULAS



## OVER 5,000 5-STAR REVIEWS



My skin ABSOLUTELY loves it

"I've been using INIKA for years. I love that it has no nasties, and my skin absolutely loves it." – Ky



Love this brand!!!!

"I honestly love these products, I hardly ever do reviews but couldn't go past writing one! I love what this brand stands for & that they are conscious beauty = guilt free! Highly recommend." – Ruby

sustainability.

## Small Earth, Big Impact

It's not just what's on the inside that counts. We carefully assess the impact our packaging has on the environment.

We draw from a mix of sustainable options that are recyclable and upcycled (reused). We are also 100% plastic neutral.

Compassion for animals is central to our brand values, so we will never harm them nor damage habitats in our process.

### Innovative & Eco friendly packaging

- Sugarcane tubes
- Recyclable aluminium
- Glass jars & bottles
- PCR - post consumer recycled plastic.
- Vegan bristles on brushes
- Handles made from fermented corn & cassava

Our Journey to Becoming

# 100% PLASTIC NEUTRAL



### REDUCE

Minimised virgin plastic use by

## 84%

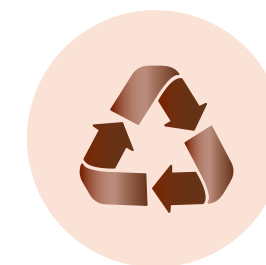


### IMPROVE

New packaging made from

## 90%

sustainable & reused materials



### OFFSET

Offset the remaining **10%** of unavoidable plastic use by funding the collection & recycling of the equivalent amount of nature bound plastic



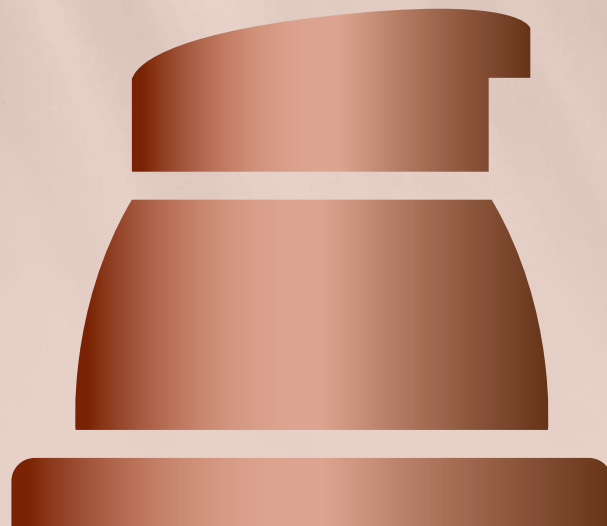
### IMPACT

Offset credits funded **800 fence posts** made from recycled plastic, which were donated to disaster stuck communities



# Our Ingredient Promise

We only use 100% Natural, Vegan ingredients,  
tested for safety and purity.



**NO** ALCOHOL · **NO** SILICONE · **NO** TALC  
OR BISMUTH OXYCHLORIDE · **NO** PHENOXY  
ETHANOL · **NO** PETROCHEMICALS,  
SYNTHETIC SUBSTANCES OR MINERAL  
OILS · **NO** INGREDIENTS OF ANIMAL  
ORIGIN · **NO** HARMFUL FILLERS · **NO**  
GENETICALLY MODIFIED INGREDIENTS  
**NO** FRAGRANCES AND COLOUR  
COMPONENTS OF SYNTHETIC ORIGIN ·  
**NO** CHELATING AGENTS BASED ON  
EDTA AND ITS SALT · **NO** GLUTEN OR  
LACTOSE · **NO** FATTY CHAIN SOURCE  
MATERIAL OF PETROCHEMICAL ORIGIN ·  
**NO** PARABENS · **NO** SULPHONATION,  
ETHOXYLATION AND PROPOXYLATION ·  
**NO** ALKYL SULPHATES · **NO** ALKYL ETHER  
SULPHATES · **NO** POLYETHYLENE GLYCOL ·  
**NO** POLYSORBATES · **NO** ETHANOLAMIDES  
**NO** CHEMICALLY SYNTHESIZED  
SUNSCREENS · **NO** POTENTIALLY  
HARMFUL PRESERVATIVES OR PARFUM

## 100% Natural 0% Compromise



Pictured from left: BB Cream, Lip & Cheek Cream -  
Morning, Radiant Glow Veil, Brow Perfector - Birch



face.

## 100% Natural Makeup with Powerful Skincare Benefits

Infused with pure botanical extracts and rich mineral pigments, our 100% natural and certified organic makeup range creates a naturally flawless finish, while providing nourishing health benefits to the skin.

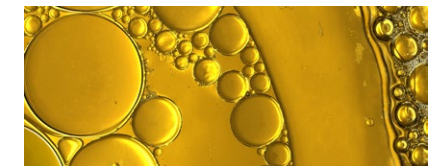
botanic ingredients your skin will love.



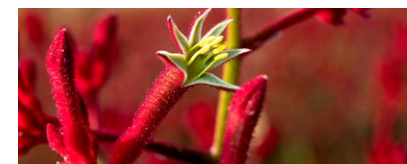
**Hyaluronic Acid** – Locks in moisture, offers instant skin hydration, improved elasticity, & a reduction in the appearance of fine lines.



**Magnolia Bark** – A potent anti-inflammatory & antioxidant that helps protect the skin's barrier, increases elasticity, reduces redness & fine lines.



**Kakadu Plum** – High in Vitamin C, it helps regulate blemish-prone skin & flush out toxins & protects against ageing free radicals.



**Kangaroo Paw** – Rich in nourishing linoleic acid, this healing & soothing extract reduces fine lines, brightens & firms skin.



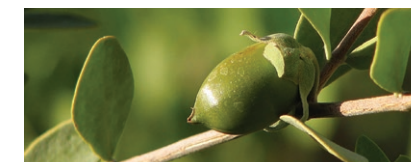
**Argan Oil** – Rich in Vitamin E, it regulates sebum & contains essential fatty acids that improve the skin's moisture barrier.



**Licorice Root** – A brightening extract with antioxidant & anti-inflammatory compounds that help to fade dark spots, soothe irritation & reduce redness.



**Aloe Vera** – This anti-inflammatory & anti-ageing wonder contains skin-soothing minerals, Vitamins C & E, enzymes and proteins that work together to repair, hydrate & heal.



**Jojoba Oil** – A botanical remedy for blemishes and dry skin alike, it helps skin retain moisture for youthful plumpness while Vitamin E fights everyday exposure to pollutants and toxins.



**Avocado Oil** – Brightening & protective, this extract helps to boost collagen production while antioxidants, essential fatty acids, vitamins, and minerals calm, replenish & hydrate the skin.



**Prickly Pear** – Rich in Vitamin E and essential fatty acids that moisturises skin, calms inflammation, restores elasticity & softens the appearance of wrinkles.



**Green Tea Leaf** – A potent antioxidant that helps reduce signs of ageing, calms irritation, evens out discolouration, soothes redness & repairs damaged skin.



**Pomegranate Seed** – Naturally high in antioxidants & Vitamin C, it protects against pollution, increases elasticity & slows premature ageing for glowing, bouncy skin.



# primers.

smooth long-lasting luminosity



## INIKA Organic Primer – Pure Perfection

30 mL / 1 fl oz

Enriched with clinically proven botanicals including Kangaroo Paw Extract, Hyaluronic Acid and Jojoba Oil, this perfecting primer helps to boost hydration, increase elasticity & create a smooth base, ready for flawless finish makeup.

### Key Ingredients:

- Kangaroo Paw Skinectura™
- Aloe Vera
- Vitamin E



### Contains Skinectura™ an active Botanical CLINICALLY PROVEN TO:

Minimise wrinkles in just 1 hour

Minimise wrinkle length by 61% in 28 days

Decrease sagging skin in just 1 hour



Before Use

One Hour

28 Days

One Hour



## INIKA Organic Liquid Nectar

30 mL / 1 fl oz

A skincare-makeup hybrid that instantly smooths and evens skin tone, for a nourished complexion and long-lasting radiance. This multiuse, fast drying oil can be used alone, as a primer, or mixed with makeup to boost luminosity. The silky, intensely restorative formula is enhanced with botanical oils to improve hydration, elasticity, and regenerate the skin's protective barrier.

### Key Ingredients:

- Macadamia Oil
- Squalane
- Jojoba Oil






**INIKA Organic Radiant Glow Veil**

30 mL / 1 fl oz

Makeup meets skincare with this nourishing priming fluid. Light reflective technology creates a visible golden glow, while enriching botanicals work together to hydrate, firm and brighten skin.

**Key Ingredients:**

- Kakui (Candle) Nut
- Aloe Vera
- Argan Oil
- Magnolia Bark Extract


**INIKA Organic Primer – Matte Perfection**

30 mL / 1 fl oz

This lightweight, mattifying primer has oil-absorbing and pore-minimising properties to create visibly smooth skin. Formulated with soothing Aloe Vera, Licorice & Willow Bark extract, it helps to keep excess oils at bay and makeup to last all day.

**Key Ingredients:**

- Licorice Root
- Geranium Oil
- Aloe Vera



mineral foundations.  
enhance & protect





### INIKA Loose Mineral Foundation SPF25 8 g / 0.28 oz

This pure earth-derived formula offers buildable coverage and SPF 25 protection, for a flawless, airbrushed complexion. The silky texture blends effortlessly, helping to disguise blemishes and pigmentation without drying the skin.

**Coverage:** medium, buildable, matte

#### Key Ingredient:

- Mineral Mica
- 100% Natural Mineral SPF



### INIKA Baked Mineral Foundation 8 g / 0.28 oz

Baked on a terracotta tile in Tuscany, this silky-smooth, earth-derived foundation creates a sheer, veil-like coverage and gradually builds, allowing for a perfected natural base. The light-reflecting technology results in a glowing, flawless finish.

**Coverage:** light, matte

#### Key Ingredients:

- Magnolia Bark
- Squalane
- Sugar Cane



## Mineral Foundation Shades



Grace (P1) Available in Loose Mineral Foundation only  
For very light skin with neutral undertones



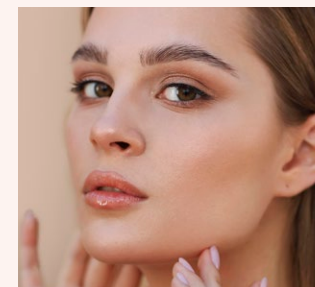
Strength (N3)  
For light skin with warm undertones



Unity (N2)  
For light skin with pink undertones



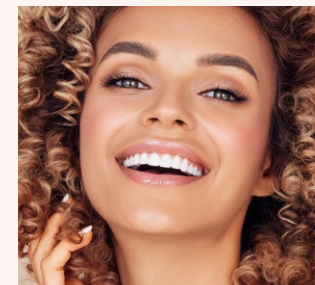
Nurture (Y4)  
For light – medium skin with neutral undertones



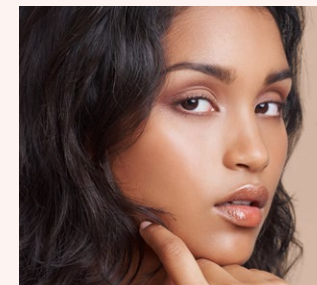
Patience (Y5)  
For medium skin with warm undertones



Trust (Y6)  
For medium – dark skin with golden undertones



Freedom (N7)  
For medium – dark skin with golden/ red undertones



Inspiration (Y8) Available in Loose Mineral Foundation only  
For medium – dark skin with olive undertones

Darker shades available in Classic Range while stocks last.



# liquid foundations.

enhance & perfect

## INIKA Organic Liquid Foundation

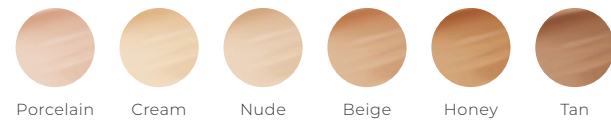
30 mL / 1 fl oz

Create a natural luminous finish with this stay all day, weightless, medium coverage foundation. With nourishing skincare benefits this creamy formula will boost hydration, elasticity & luminosity while creating flawless coverage.

**Coverage:** medium, luminous

**Key Ingredients:**

- Hyaluronic Acid
- Green Tea
- Argan Oil



## INIKA Organic BB Cream

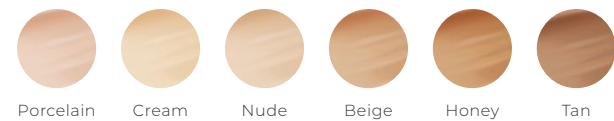
30 mL / 1 fl oz

Makeup meets skincare with this complexion perfecting BB Cream. Infused with nourishing botanical extracts, this skin-loving formula helps to restore moisture, boost brightness, mask imperfections and leave a visible veil of softness.

**Coverage:** light, dewy

**Key Ingredients:**

- Prickly Pear
- Avocado Oil
- Pomegranate



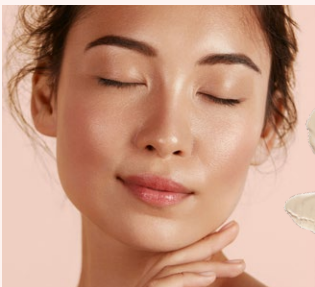
# Liquid Foundation Shades



Porcelain (PL1)  
*For very light skin with pink undertones*



Cream (NL2)  
*For light skin with neutral undertones*



Nude (NL3)  
*For medium skin with neutral undertones*



Beige (YL6)  
*For light – medium skin with warm undertones*



Honey (YL7)  
*For medium – dark skin with warm undertones*



Tan (PL8)  
*For medium – dark skin with olive undertones*







**INIKA Organic Serum Foundation**  
25 mL / 0.85 fl oz

A lightweight, buildable foundation that blends seamlessly like a second skin, with a soft matte finish. Enriched with skin-loving Ceramide and Baobab Seed, this nourishing serum helps to replenish and protect the skin's moisture barrier. The feather-light fluid elevates the natural complexion, for a blurred, smooth skin tone.

**Coverage:** medium-full, buildable

**Key Ingredients:**

- Ceramide
- Baobab Seed
- Sunflower Seed

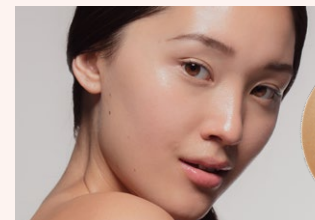


Bold Brilliant Daring Fearless Gratitude Nourish Purpose Radiant Spirited Vivid

## Serum Foundation Shades



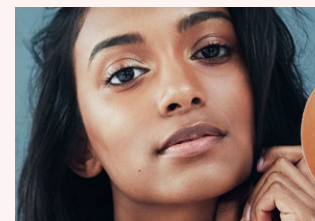
**Bold**  
*Fair skin with yellow undertones*



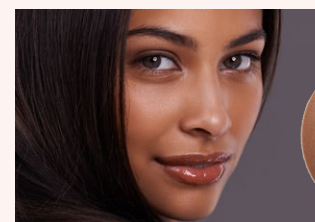
**Daring**  
*Light skin with yellow undertones*



**Gratitude**  
*Medium skin with pink undertones*



**Purpose**  
*Medium skin with peach undertones*



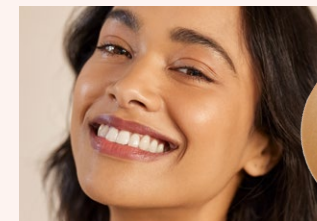
**Spirited**  
*Deep skin with neutral undertones*



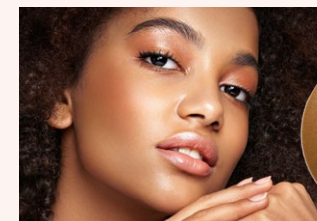
**Brilliant**  
*Light skin with peach undertones*



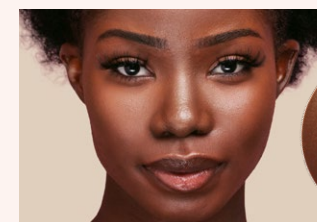
**Fearless**  
*Light skin with neutral undertones*



**Nourish**  
*Medium skin with golden undertones*



**Radiant**  
*Medium skin with olive undertones*



**Vivid**  
*Deep skin with warm undertones*



base.

blend & correct



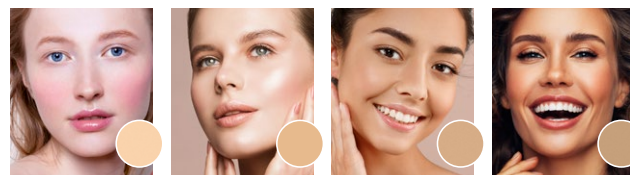
#### INIKA Full Coverage Concealer

3.5 g / 0.12 oz

This rich, creamy formula with intense full coverage pigment, helps cover blemishes, imperfections and dark circles. Skin-caring botanicals hydrate, smooth and nourish for a crease-free finish.

##### Key Ingredients:

- Almond Oil
- Sunflower Seed
- Vitamin E



Shell

Vanilla

Sand

Tawny

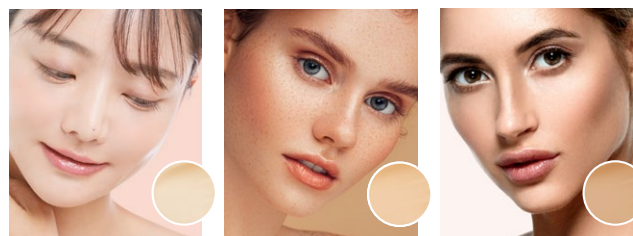
#### INIKA Organic Sheer Coverage Concealer

10 mL / 0.33 fl oz

Soothing natural extracts and light-reflecting minerals help to disguise blemishes, imperfections and dark circles while nourishing and evening out skin tone.

##### Key Ingredients:

- Aloe Vera
- Green Tea
- Jojoba Oil



Porcelain

Vanilla

Sand



contour & set



#### Inika Mineral Setting Powder

7 g / 0.24 oz

This lightweight, silky blend of skin-caring minerals sets long lasting makeup with a matte finish, helping to reduce shine and minimise the appearance of pores.

##### Key Ingredient:

- Mineral Mica

#### INIKA Baked Contour Duo

5 g / 0.17 oz

Create a sculpted effect, with this bronzed contour powder and natural champagne highlight duo. Baked on a terracotta tile in Tuscany, these silky-smooth powders contain Magnolia Bark and Squalane to keep skin nourished and hydrated.

##### Key Ingredients:

- Magnolia Bark
- Squalane
- Sugar Cane



Almond

Teak





## bronze & glow



### INIKI Baked Mineral Bronzer

8 g / 0.28 oz

Designed to deliver a bronzed radiance for a healthy looking sunkissed complexion. Baked on a terracotta tile in Tuscany, without synthetic pressing agents, this silky formula, results in the colour payoff of loose minerals with the mess-free performance of a compact powder.

#### Key Ingredients:

- Magnolia Bark
- Squalane
- Sugar Cane



Sunkissed



Sunbeam

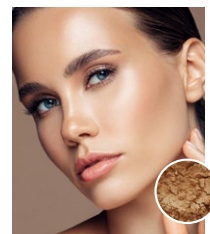
### INIKI Loose Mineral Bronzer

7 g / 0.24 oz

Achieve the perfect golden bronze glow. This 100% pure mineral bronzing powder delivers a beautiful natural colour for a healthy-looking complexion all year round

#### Key Ingredient:

- Mineral Mica



Sunkissed



## blush & brighten



### INIKI Organic Lip & Cheek Cream

3.5 g / 0.12 oz

This sheer multi-use cream glides on effortlessly, creating a buildable, long-lasting pop of colour on cheeks, lips and eyelids. The nutrient-rich formula helps hydrate, soften and protect the skin.

#### Key Ingredients:

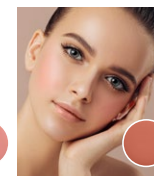
- Almond Oil
- Vitamin E
- Carnauba Wax



Petals



Dusk



Morning



### INIKI Baked Blush Duo

6.5 g / 0.23 oz

Baked on a terracotta tile in Tuscany, without synthetic pressing agents, this silky formula, results in the colour payoff of loose minerals with the mess-free performance of a compact powder.

#### Key Ingredients:

- Magnolia Bark
- Squalane
- Sugar Cane



### INIKI Blush Puff Pot

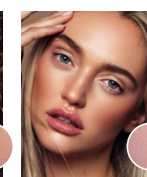
3 g / 0.1 oz

A feather-light mineral blush with a pigment-rich buildable formula, delivering a rich veil of colour in a no-mess puff pot applicator.

#### Baked Blush Duo



Pink Tickle



Burnt Peach

#### Blush Puff Pot



Rosy Glow



## lighten & illuminate



### INIKA Organic Cream Illuminizer

8 mL / 0.27 fl oz

Infused with soothing Aloe Vera, this Illuminizer captures and reflects light for a visible luminosity.

#### Key Ingredients:

- Aloe Vera



### INIKA Baked Illuminizer

8 g / 0.28 oz

A velvety-soft baked illuminizer, with light-reflecting minerals, that provides an irresistible radiance and sheer luminosity. Baked on a terracotta tile in Tuscany, without synthetic pressing agents.

#### Key Ingredients:

- Magnolia Bark
- Squalane
- Sugar Cane



Dewdrop



Starlight







Left to right: Bold Lash Mascara, Purity Lash Mascara, Long Lash Mascara, Curvy Lash Mascara.

## mascara. lengthen & strengthen

### INIKA Organic Lash & Brow Serum 7 mL / 0.23 fl oz

Lengthen and thicken lashes & brows thanks to a blend of hair strengthening and growth enhancing botanicals - Black Castor, Marula Seed and Pumpkin Seed Oils. The dual-ended applicator allows for precise application. Best used at nighttime for regeneration of hair follicle due to oil base.

#### Key Ingredients:

- Black Castor Oil
- Marula Seed Oil
- Pumpkin Seed Oil



### INIKA Long Lash Mascara 8 mL / 0.27 fl oz

Create a lengthened panoramic effect, with this natural film-forming botanical technology. Magnolia Extract & Vitamin E nourishes and strengthens for healthy long looking lashes.

#### Key Ingredients:

- Vitamin E
- Castor Seed Oil
- Magnolia Bark Extract



Black



Brown



## lengthen & growth



### INIKA Organic Purity Lash

8.5 mL / 0.28 fl oz

The first Certified Organic and Vegan mascara with 71% organic ingredients, the world's highest percentage. Provides a beautiful boost to lashes, ideal for everyday wear.

#### Key Ingredients:

- Vitamin E
- Castor Seed Oil
- Magnolia Bark Extract



Black



### INIKA Curvy Lash Mascara

7.5 mL / 0.25 fl oz

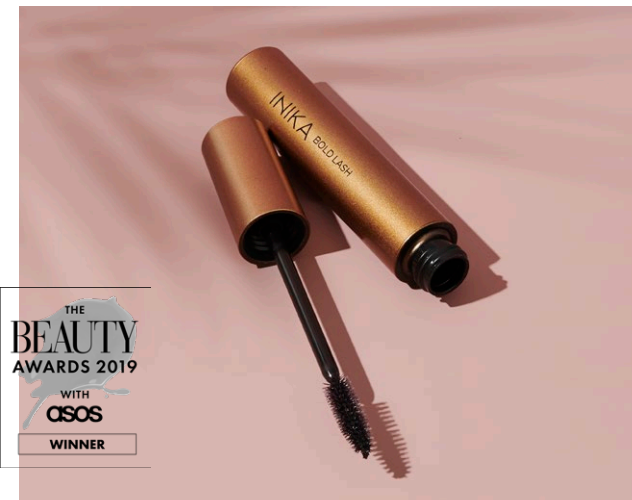
This smudge-proof, nourishing formula coats every lash with a purpose-built curling wand for a flared and lifted look.

#### Key Ingredients:

- Vitamin E
- Castor Seed Oil
- Magnolia Bark Extract



Black



### INIKA Bold Lash Mascara

13 mL / 0.43 fl oz

Achieve bold, dramatic lashes with this nourishing, buildable formula. Separate lashes and instantly amplify volume.

#### Key Ingredients:

- Vitamin E
- Castor Seed Oil
- Magnolia Bark Extract



Black

## eyeliner. outline & define

### INIKA Organic Eye Pencil

1.1 g / 0.03 oz

Boasting a soft, richly pigmented texture that glides on seamlessly and provides intense colour payoff. Crafted from natural plant-based ingredients, it delivers even colour and allows for comfortable long-lasting wear.

#### Key Ingredients:

- Coconut Oil
- Vitamin E
- Carnauba Wax



Black



Cocoa



Emerald



### INIKA Organic Liquid Eyeliner

4 mL / 0.13 fl oz

Combining Aloe Vera, Black Tea Leaf extract and pure mineral pigments, this alcohol-free Eyeliner provides intense colour with sophisticated staying power.

#### Key Ingredients:

- Aloe Vera
- Black Tea



Black



# shadow.

colour & define



## INIKA Eyeshadow Quads

8 g / 0.28 oz

A quad of soft, highly pigmented and blendable mineral eyeshadows, free from synthetic pressing agents. Create versatile day and night time looks with a dark matte shade, two satin transition colours and a shimmering highlight.

### Key Ingredients:

- Cocoa Seed
- Carnauba Wax



Flowers

Wind

Sunset

INIKA  
ORGANIC

brow.

Model wearing: Eyeshadow Quad in Flowers,  
Organic Lip Crayon in Rose Petal.



# brow.

## shape & fill



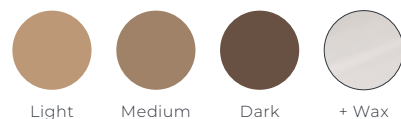
### INIKA Brow Palette

8 g / 0.28 oz

Sculpt and perfect your brows with this all-in-one set. Complete with natural transparent brow wax, light and dark brow powders for customisable colour.

#### Key Ingredients:

- Cocoa
- Shea Butter
- Carnauba Wax



### INIKA Organic Brow Pencil

1.1 g / 0.04 oz

Accentuate your natural arches, fill in gaps or enhance colour for added brow definition with this soft and nourishing formula.

#### Key Ingredients:

- Coconut Oil
- Vitamin E
- Candelilla Wax



Blonde Brunette Dark Brunette



### INIKA Brow Perfector

6.5 mL / 0.21 fl oz

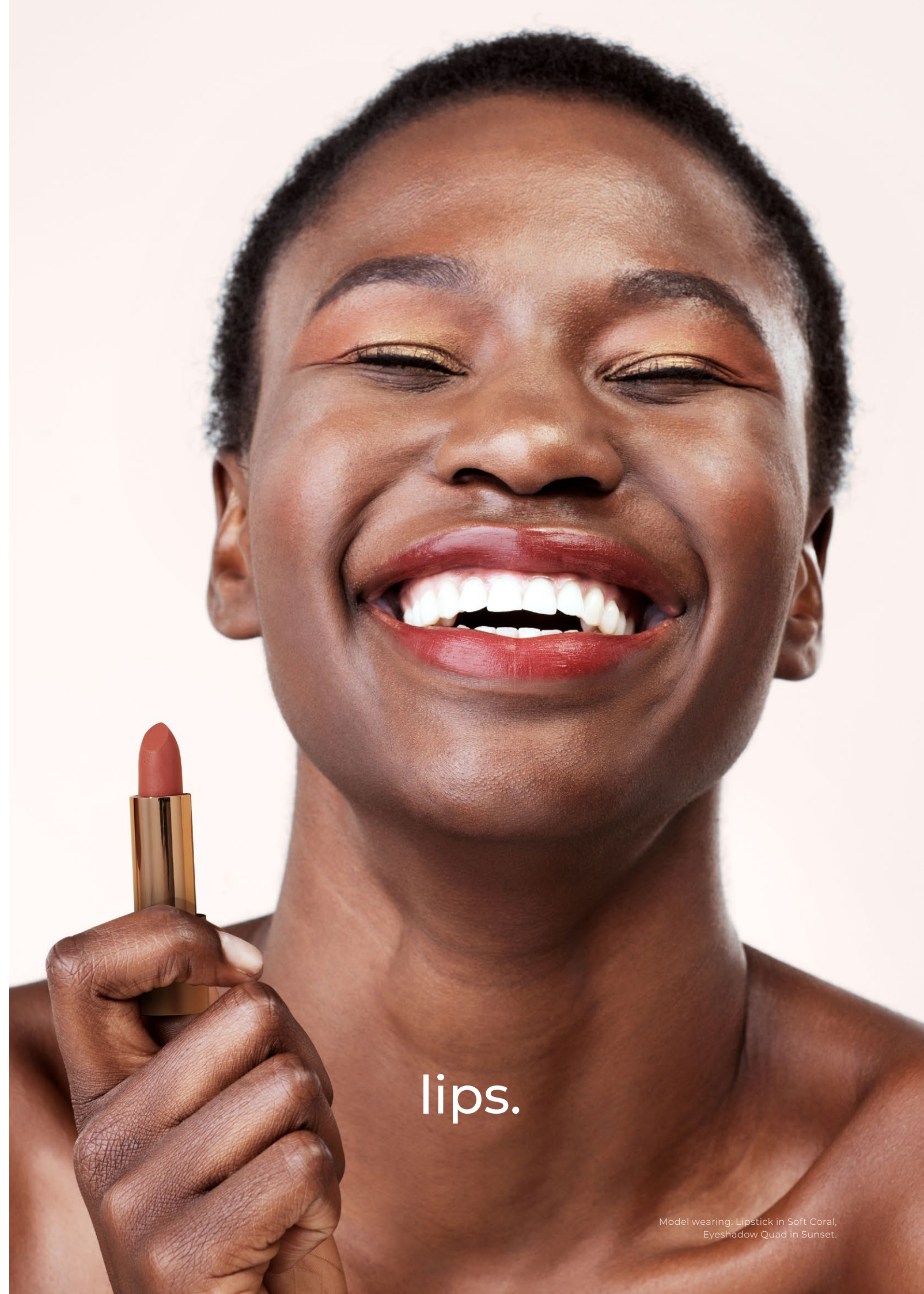
Formulated with bamboo stem fibres and a rich natural pigment to tint and volumise brows. The unique brush head offers precise application, perfect for shaping and setting.

#### Key Ingredients:

- Bamboo
- Magnolia
- Sunflower



Birch Walnut Espresso



lips.



# lip care.

## nourish & plump



### INIKA Organic Lip Serum

5 mL / 0.17 fl oz

A luxurious and intensely replenishing lip serum that helps nourish lips for a plumped, youthful-looking pout. It boasts a botanical blend of healing & regenerative ingredients, including antioxidant-rich Green Tea, softening Shea Butter and Jojoba Oil, and nourishing Rosehip Oil and Seabuckthorn.

#### Key Ingredients:

- Seabuckthorn
- Green Tea
- Shea Butter



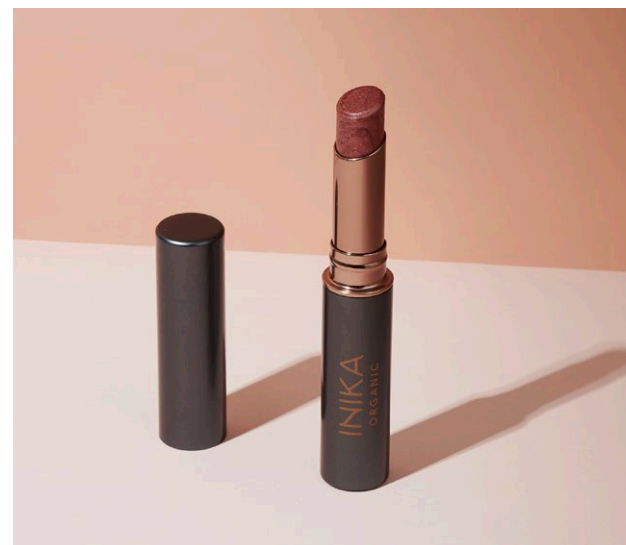
### INIKA Organic Lip Balm

3.5 g / 0.12 oz

Enriched with nourishing botanicals, this luscious balm melts into lips for instant hydration and long lasting softness.

#### Key Ingredients:

- Coconut
- Peppermint
- Shea Butter



### INIKA Organic Tinted Lip Balm

3.5 g / 0.12 oz

Nourishing Coconut Oil and skin-softening Shea Butter combine to intensively hydrate lips while imparting a gorgeous sheer colour.

#### Key Ingredients:

- Coconut
- Peppermint
- Shea Butter



Rose Mulberry Cosmic

# lip colour.

## long-lasting pigment



### INIKA Organic Lip Crayon

3 g / 0.1 oz

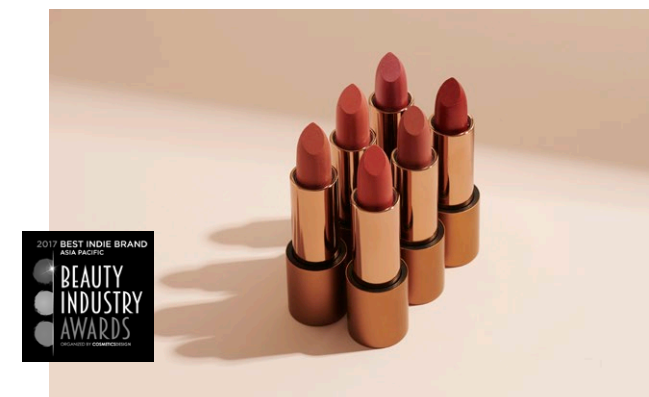
Treat your lips to a healthy dose of colour and hydration, with this Certified Organic Coconut Oil, Carnauba Wax and Vitamin E infused Lip Crayon. The smooth, richly pigmented texture, provides a long lasting, lush pout.

#### Key Ingredients:

- Coconut Oil
- Candelilla Wax
- Vitamin E



Tan Nude Rose Nude Pink Nude Rose Petal Deep Plum Chilli Red



### INIKA Organic Lipstick

4.2 g / 0.14 oz

Provides lips with lasting nourishment and hydration thanks to organic botanicals. The natural pigment imparts a long-lasting and rich colour for a luscious plump pout.

#### Key Ingredients:

- Argan Oil
- Shea Butter
- Jojoba Oil



Flushed Nude Pink Spring Bloom Soft Coral Poppy Auburn



### INIKA Organic Lip Glaze

5 mL / 0.17 fl oz

Add a glazed splash of colour and nourish your lips with this Organic Lip Gloss. Packed with skin-caring ingredients, this natural formula helps to hydrate and heal.

#### Key Ingredients:

- Vitamin E
- Rosehip Oil
- Jojoba Oil



Blossom Cinnamon Rosewood





brushes.

individual brushes.  
precision & polish



#### Kabuki

This classic, vegan Kabuki Brush is the perfect all-rounder. Featuring short and dense bristles, ideal for buffing liquid and powder foundation, as well as setting powders, bronzer and blush.

#### Flat Top Kabuki

This vegan, flat top Kabuki Brush features medium density bristles making it the perfect tool for pressing or buffing powder into skin. End result? A natural flawless complexion.

#### Foundation

This hardworking vegan brush has flat, densely packed bristles to effortlessly buff in liquid and powder foundations. It allows for even, buildable coverage on the skin to suit every occasion.

#### Powder

A soft, fluffy powder brush designed to evenly disperse powder foundation onto face and body to create an airbrushed finish.







### Cheek Topper

This vegan, Cheek Topper Brush gently defines and blends product into cheekbones. A perfect partner to blush and bronzer, this wide, angled design seamlessly diffuses cheek shades across the skin.



### Setting

This medium-sized fluffy brush features ultra-soft bristles and a domed head, making it perfect for highlighting cheekbones, applying setting powder under the eyes or for precision contouring.



### Sculptor

This vegan, curved brush with dense bristles applies and blends powders to create a seamlessly sculpted look. Think perfectly chiseled cheeks and expertly highlighted features.



### Brow

A vegan, 2-in-1 brush, featuring a sharp angled brush to apply product to the brow, and a spoolie to brush product through, to create the perfect brow shape.



### Detail

A vegan, all-rounder brush with short fluffy bristles to control, buff and blend eye makeup and concealer application.



### Shadow

This vegan, eyeshadow brush features fine and dense bristles that blends cream, powder and pigmented eyeshadows, to create any eye look you are trying to achieve.



### Blending

A vegan, multi-tasking brush that blends out eyeshadows, pencils and concealers seamlessly. It is shaped to expertly diffuse and blend colour to create endless eye looks.



### Pencil Sharpener Double

Keep your makeup pencils in peak condition with this, compact dual sharpener. Featuring 2 blades specially designed to sharpen your INIKA Eye & Brow Pencils & Lip Crayons.

## brush set. precision & polish .



Self-standing  
vegan leather  
brush case



### INIKA Vegan Brush Case

6 high quality vegan brushes

Upgrade your beauty tools with 6 ultra-soft Vegan Makeup Brushes. Housed in a premium vegan leather travel case that transforms into a handy self standing brush holder, you're all set to apply a full face of flawless makeup while on the go.



skincare.

The World's First 100% Natural, Vegan,  
Certified Organic Skincare Range

5% Active Botanical Ingredients + Clinically Proven Results + Sustainable Packaging



Contains 5%  
Active botanical  
ingredients\*  
Up to 5 x more than  
most mainstream  
brands.

Range includes Cleansers, Moisturisers,  
Serums, Oils and Hand Cream

\*6 products contain 5% Actives

Backed by Proven Performance

Our world first Phytofuse Renew™ range has been  
independently tested for clinical performance  
in anti-ageing, hydration and skin firming.\*

Clinically Proven Results

	Skin Elasticity	Hydration	Wrinkles
Serum	29.6% ↑ (in 7 days)	30.3% ↑	16.6% ↓
Day Cream	31.4% ↑ (in 7 days)	36% ↑ (in 7 days)	17.1% ↓
Serum + Day Cream	67% ↑	40.7% ↑	19.4% ↓
Eye Cream	39% ↑	38.4% ↑	16.1% ↓
Night Cream	45.3% ↑	27.4% ↑ (in 7 days)	21.3% ↓ (in 7 days)

Nourishing Botanical Actives

Bursting with clinically proven actives that are truly healthy for the skin and are proven to perform.  
Various Products contain 5% Active botanical ingredients



- Phytofuse Renew™: Rose of Jericho**  
A botanical miracle, this plant springs back to life with a drop of water. It improves skin density and moisture retention whilst shielding the skin to reduce the acceleration of ageing.
- Resveratrol: Grape Seed Extract**  
A polyphenol rich antioxidant extracted from grapes that neutralises free radicals to maintain skin structure and boost collagen production, proven to slow down the signs of ageing.
- Natural AHA: Caviar Lime**  
This Australian native plant extract is rich in AHAs, known for natural chemical exfoliation activity to dissolve shedding dead skin layers for a radiant complexion.
- Maca Root: Peruvian Ginseng**  
With high levels of Vitamin C, rich in essential minerals, fatty acids and amino acids, this ingredient helps increase collagen production and fights free radical damage.

\*Based on independent dermatological testing over 28 days (unless specified). 30 women aged 25-65.



# skincare.

## cleanse & tone

### INIKA Phytofuse Renew™ Cream Cleanser

100 mL / 3.38 fl oz

High in Omega 9 fatty acids, this Camellia Oil infused Cream Cleanser delivers soft clean skin by effectively dissolving daily impurities and traces of makeup.

Features a unique silicone brush head to gently massage skin, increasing circulation and lightly exfoliating skin.

**Cleanse. Purify. Increase Circulation.**

#### Key Ingredients:

- Camellia Oil
- Rose of Jericho
- Jojoba Oil



### INIKA Phyto-Active Rosewater Micellar

120 mL / 4.05 fl oz

This gentle facial cleansing water uses micelles to effectively remove all traces of makeup and impurities without drying skin. No need to rinse. Suitable for all skin types.

**Cleanse. Soothe. Hydrate.**

#### Key Ingredients:

- Aloe Vera
- Rosehip Oil
- Geranium



### INIKA Adaptogenic Cleansing Oil

80 mL / 2.70 fl oz

Gently melt away makeup and impurities with this luxurious cleanser, leaving skin soft, clear, and hydrated. The unique anti-ageing mushroom blend contains antioxidants that help reduce redness, pigmentation and fine lines while protecting skin from free radicals.

**The Solution for Stressed Skin.**

#### Key Ingredients:

- Snow Mushroom
- Reishi Mushroom
- Chaga Mushroom



### INIKA Hydrating Toning Mist

120 mL / 4.05 fl oz

Achieve skin luminosity with a quick spritz. Formulated with pure botanical extracts, this ultra-fine mist balances skin with soothing Rose Water, brightens and softens with nourishing Jojoba Oil and natural AHA's help to increase cell turn over resulting in a smoother skin surface.

**Minimise Pores. Tone. Hydrate**

#### Key Ingredients:

- Rose of Jericho
- Natural AHAs
- Aloe Vera





## exfoliate & purify

### INIKA Phytofuse Renew™ Exfoliator

75 mL / 2.53 fl oz

This clinically proven clarifying formula combines natural exfoliating particles and fruit derived AHA's to effectively purify pores and remove dead skin cells for a clear, fresh and bright complexion.

**Gently Resurface. Smooth. Firm.**

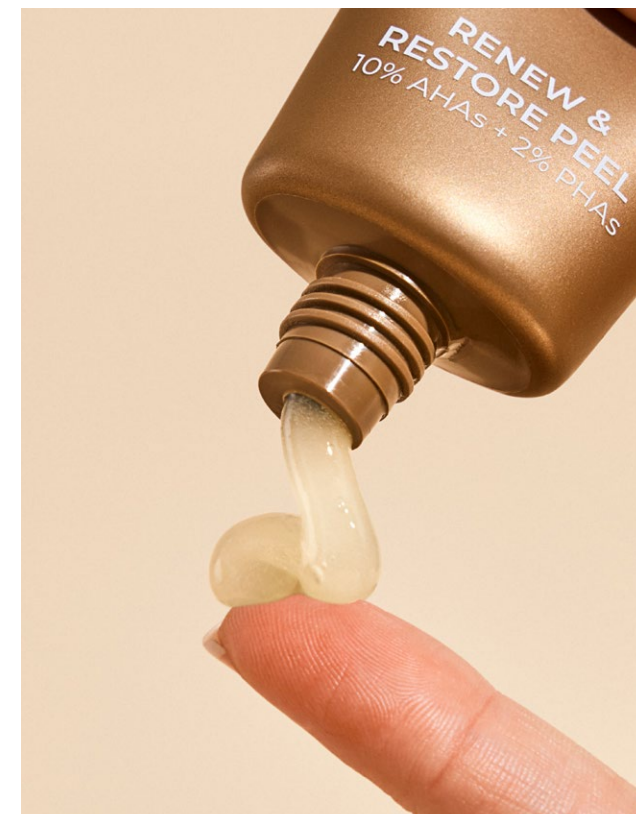
#### Key Ingredients:

- Caviar Lime
- Bamboo Stem
- Rose of Jericho



#### Clinical Results\*

- ▶ **100%** achieved smooth and rejuvenated skin
- ▶ **100%** saw improved tone and clarity
- ▶ **97%** saw an increase in skin elasticity and firmness
- ▶ **100%** claimed it was gentle on skin



### INIKA Renew + Restore Peel

30 mL / 1 fl oz

Achieve visibly radiant, smooth, even-looking skin with this advanced multi-acid peel. A potent mix of 5 different AHAs combined with PHAs penetrate deep into the skin to unclog pores, eliminate impurities, and promote cellular turnover.

Natural exfoliating particles instantly resurface and remove dead skin cells, for softer, smoother skin texture.

**Purify. Exfoliate. Brighten.**

#### Key Ingredients:

- 10% AHAs (Citrus, Sugar Maple, European Blueberry)
- 2% PHAs (Gluconolactone)
- Natural exfoliating rice powder



## nourish & restore

### INIKA Phytofuse Renew™ Serum

30 mL / 1 fl oz

A potent serum, bursting with 14 active botanicals. Formulated to help boost collagen production, minimise the signs of ageing and protect skin from free radical damage.

**Anti-Ageing. Firming. Radiance Boost.**

#### Key Ingredients:

- Resveratrol
- Sunflower Seed Oil
- Rose of Jericho



#### Clinical Results:

- ▶ **37.9%** increase in skin elasticity
- ▶ **16.6%** decrease in depth of wrinkles
- ▶ **30.3%** increase in skin moisturisation



### INIKA Phyto-Active Facial Oil

30 mL / 1 fl oz

The ultimate elixir, this light non-greasy oil, enriched with 18 luxurious botanicals, reinforces the skin's natural barrier and provides optimal nourishment for youthful, supple skin.

**Nourish. Repair. Hydrate.**

#### Key Ingredients:

- Evening Primrose Oil
- Pomegranate Seed Oil
- Jojoba Oil





## targeted results


**INIKA Bakuchiol Serum**  
**Natural Retinol Alternative**  
 30 mL / 1 fl oz

A powerful, yet gentle natural alternative to retinol, this silky serum is formulated with 2% bakuchiol, clinically proven to be as effective as retinol at reversing ageing, protecting skin from further damage, and improving problem skin.

**Anti-Ageing.**  
**Improve Problem Skin.**

**Key Ingredients:**

- 2% Bakuchiol
- Vegan Squalane

**Clinically proven to:**

- ▶ Decrease pigmentation by up to **28%\***
- ▶ **93%** agree skin appears smoother\*
- ▶ **93%** agree provides skin with a visibly healthy glow\*
- ▶ **97%** agree overall skin condition is improved\*
- ▶ **93%** agree the product is gentle enough for everyday use\*


**INIKA Hyaluronic**  
**Hydration Complex**  
 30 mL / 1 fl oz

This lightweight, oil-free serum boosts hydration and prevents moisture loss, leaving skin glowing and intensely moisturised. The 2% blend of multi-weight Hyaluronic minimises fine lines for more plump, youthful looking skin.

**Hydrate. Plump. Glow.**

**Key Ingredients:**

- 2% Hyaluronic Acid
- Kakadu Plum
- Papaya + Mango Extract

**Clinically proven to:**

- ▶ Increase skin hydration by up to **53.2%\***
- ▶ **97%** agree skin feels more hydrated\*
- ▶ **93%** agree skin dryness is reduced\*
- ▶ **100%** agree overall skin condition is improved\*


**INIKA Organic Kakadu**  
**Plum Vitamin C Booster**  
 15 mL / 0.5 fl oz

Reduce pigmentation, increase elasticity and boost collagen production with this Vitamin C rich extract. A potent protector, it helps to guard against pollutants and minimise the signs of ageing.

**Brighten. Protect.**  
**Anti-Ageing.**

**Key Ingredients:**

- 25% Kakadu Plum

**Clinically proven to:**

- ▶ Decrease pigmentation by up to **33%\***
- ▶ Increase elasticity by up to **16.1%\***
- ▶ **83%** agree skin tone is improved\*
- ▶ **94%** agree overall appearance of skin is improved\*

## hydrate &amp; protect

**INIKA Phytofuse Renew™ Day Cream**  
 50 mL / 1.7 fl oz

This lightweight nourishing Day Cream, provides a powerful barrier for the skin, shielding it against pollution and daily skin stressors. It keeps skin hydrated, soft and protected all day.

**Hydration. Skin-cell Boost. Anti-Pollution.**

**Key Ingredients:**

- Maca Root
- Rose of Jericho
- Aloe Vera

**Clinical Results:**

- ▶ **34%+** improvement in skin elasticity
- ▶ **36.6%** increase in hydration
- ▶ **14%** reduction in wrinkle depth
- ▶ **100%** claimed it reduced dry skin


**INIKA Phytofuse Renew™ Rich Day Cream**  
 50 mL / 1.7 fl oz

Steeped in plant-cell science this extra rich Day Cream is excellent for mature or dry skin and has hydrating, firming and collagen-boosting properties to boost moisture and reduce the early signs of ageing.

**Deep Hydration. Regenerating.**  
**Anti-Pollution.**

**Key Ingredients:**

- Maca Root
- Rose of Jericho
- Avocado Oil





### INIKA Phytofuse Renew™ Night Cream 50 mL / 1.7 fl oz

This highly nutritive formula is the ultimate skin-rehab to regenerate skin. Antioxidant rich, it works to boost collagen production and repair damage, leaving supple, youthful skin.

**Renew. Repair. Anti-Ageing.**

#### Key Ingredients:

- Resveratrol
- Rose of Jericho
- Argan Oil



#### Clinical Results:

- ▶ **45.3%** increase in skin elasticity in 28 days\*
- ▶ **21.3 %** reduction in wrinkle volume and depth in 7 days\*
- ▶ **27.4%** increased hydration in 7 days\*



### INIKA Phytofuse Renew™ Rich Night Cream 50 mL / 1.7 fl oz

Extra rich, this regenerative anti-ageing Cream works overnight to deeply nourish, renew and firm the skin. Perfect for very dry and mature skin.

**Extra Rejuvenation. Anti-Ageing.  
Deep Nutrition**

#### Key Ingredients:

- Resveratrol
- Rose of Jericho
- Rosehip Oil



## treat & repair

### INIKA Organic Overnight Repair Treatment 50 mL / 1.7 fl oz

Wake up to glowing, youthful, healthy skin with this deeply hydrating overnight mask. This advanced anti-ageing formula combines clinically proven active botanicals to restore luminosity while you sleep.

**Repair. Hydrating. Anti-Ageing.**

#### Key Ingredients:

- Bakuchiol
- Hyaluronic Acid
- Rose of Jericho



### INIKA Detoxifying Clay Mask 50 mL / 1.7 fl oz

This detoxifying green clay mask is formulated with Alfalfa, Aloe Vera and Jojoba Oil to help draw out impurities and toxins from the skin. Kaolin clay helps to minimise blemishes and prevent acne by absorbing excess oil and reducing clogged pores, without drying out the skin.

**Detox. Purify. Balance.**

#### Key Ingredients:

- Kaolin Clay
- Alfalfa
- Jojoba Oil



### INIKA Organic Soothing Gel Mask 50 mL / 1.7 fl oz

Calm skin instantly with this luxurious, cooling gel mask. Aloe Vera's anti-inflammatory properties combined with Blue Tansy Oil work to soothe redness and irritation and help repair damaged skin.

**Soothe. Cool. Calm.**

#### Key Ingredients:

- Blue Tansy
- Aloe Vera
- Vitamin E





### INIKA Phytofuse Renew™ Eye Cream

15 mL / 0.5 fl oz

This clinically proven lightweight eye cream is infused with antioxidant rich botanicals to help hydrate and firm skin and minimise dark circles. Perfect for delicate skin.

**Anti-Wrinkle. Reduce Dark Circles & Puffiness.**

#### Key Ingredients:

- Resveratrol
- Rose of Jericho
- Squalane



#### Clinical Results:

- ▶ **39%** increase in skin elasticity in 28 days\*
- ▶ **15%** reduction in wrinkle volume and depth in 28 days\*
- ▶ **8%** decrease in dark circles under the eyes in 7 days\*



### INIKA Phytofuse Renew™ Hand Cream

75 mL / 2.53 fl oz

Formulated with reparative botanicals, oils and butters, this protective Hand Cream provides extra nourishment for dry, cracked skin. It also assists in minimising visible pigmentation and sun damage.

**Repair. Protect. Anti-Ageing.**

#### Key Ingredients:

- Avocado Oil
- Cocoa Seed Butter
- Rose of Jericho



## natural sunscreen.

protect & glow



### INIKA Natural Sunscreen SPF50+

Tinted & Untinted

50 mL / 1.69 fl oz

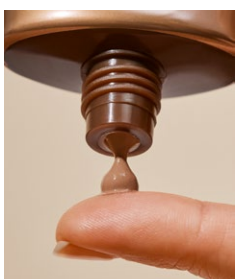
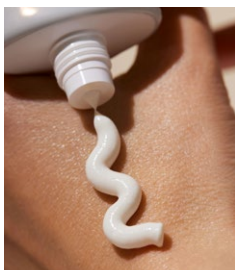
An SPF50+ physical sunscreen, that provides broad spectrum UVA/UVB protection. This advanced mineral formula leaves skin with a luminous glow, while helping to prevent sun induced damage and premature ageing of the skin. Pink Algae and Jojoba help smooth skin texture, improve elasticity, and reduce the appearance of sunspots and wrinkles.

Available in universal tinted shade for a sun kissed glow with sheer coverage.

**Anti-Ageing. Protection.**

#### Key Ingredients:

- Pink Algae
- Jojoba Oil
- Zinc Oxide

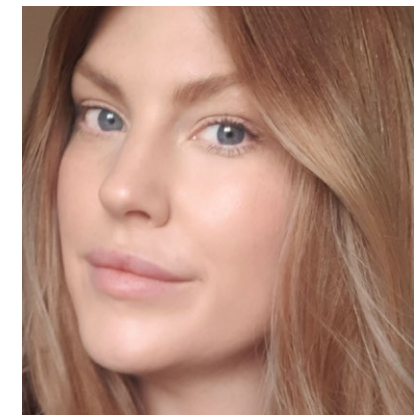




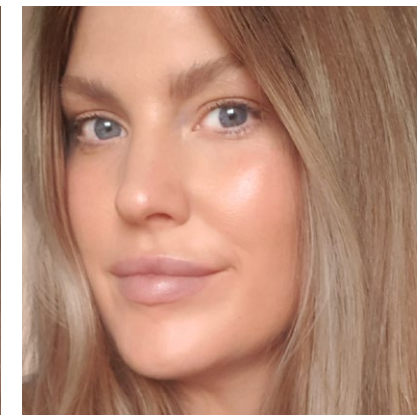


# natural tanning.

## boost your glow



Before



After



### INIKA Natural Tanning Mist

120 mL / 4.05 fl oz

This easy-to-use fine mist spray will create a natural-looking tan without clogging pores, streaking or dehydrating skin. Infused with a blend of Aloe Vera, Clove Oil & Geranium, it helps to soothe, hydrate and nourish.

#### Key Ingredients:

- Aloe Vera
- Clove Oil
- Geranium

### INIKA Tanning Glove & Mini Mitt

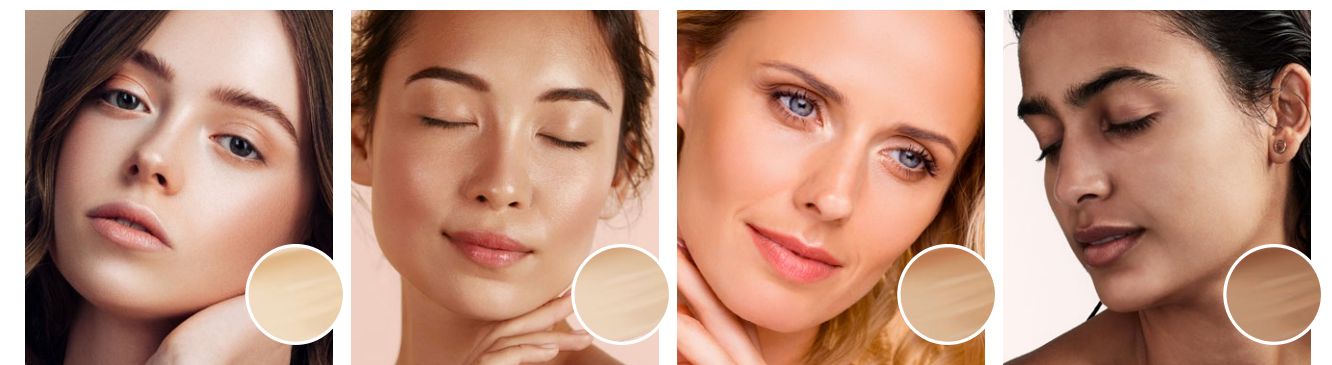
Made from 50% Polyester, 25% Sponge and 25% TPU

Extra soft, premium material for easy and smooth application. Housed in a 100% cotton sustainable keep-sake bag.



makeup sets.

Trial packs  
and premium  
full-size product  
sets available



Very Light

Light

Medium

Tan

#### INIKA Natural Perfection Set

The Natural Perfection Set offers the perfect mix of products to achieve the perfected I-just-woke-up-like-this look. These 100% natural powerhouse products, infused with pure botanical extracts are all it takes to enhance your features for a naturally radiant finish.

#### Contains:

- **Radiant Glow Veil** 4 mL / 0.13 fl oz
- **BB Cream** - BB Cream is 4 mL / 0.13 fl oz
- **Lip Serum** 5 mL / 0.17 fl oz
- **Long Lash Mascara** 8 mL / 0.27 fl oz

sets.





**INIKA Dewy Perfection Set**

A set specifically curated for those looking for a beautifully dewy skin complexion. This Dewy Perfection Set delivers an enviable luminosity with liquid based products, along with a long lasting and hydrated rosy glow.

**Contains:**

- **Radiant Glow Veil** 4 mL / 0.13 fl oz
- **Liquid Foundation** 10 mL / 0.33 fl oz
- **Sheer Coverage Concealer** 4 mL / 0.13 fl oz
- **Loose Mineral Bronzer**  
*Sunkissed* 0.7 g / 0.02 oz
- **Lip & Cheek Cream** *Dusk* 3.5 g / 0.12 oz
- **Foundation Brush**



**INIKA Matte Perfection Set**

A curated makeup set for those looking to minimise shine and maximise long lasting coverage. The Matte Perfection Set delivers a flawless base with the perfect combination of buildable powder coverage with a natural flushed finish.

**Contains:**

- **Primer – Matte Perfection** 4 mL / 0.13 fl oz
- **Loose Mineral Foundation SPF25**  
3 g / 0.1 oz
- **Sheer Coverage Concealer** 4 mL / 0.13 fl oz
- **Loose Mineral Bronzer**  
*Sunkissed* 0.7 g / 0.02 oz
- **Mineral Setting Powder**  
*Mattify* 0.7 g / 0.02 oz
- **Loose Mineral Blush**  
*Rosy Glow* 0.7 g / 0.02 oz
- **Kabuki Brush**

Dewy & Matte Perfection Sets



Very Light

Light

Medium

Tan

sample sets.  
makeup & skincare.



**INIKA Skin Luminosity Set**

Trial our **clinically proven** 4-step skincare regime. Results driven to brighten skin, lock in moisture and reverse the signs of ageing.

**Contains:**

- **Cream Cleanser** 10 mL / 0.33 fl oz
- **Phytofuse Renew™ Serum** 1.5 mL / 0.05 fl oz
- **Phytofuse Renew™ Day Cream**  
10 mL / 0.33 fl oz
- **Phytofuse Renew Night Cream**  
10 mL / 0.33 fl oz

**INIKA Foundation Trial Set**

Try our introductory Foundation Trial Set that delivers 7 days worth of essential base products, giving you the chance to try which works best for you.

Trial our Primer – Pure Perfection along with all three of our flawless natural finish foundations. Each delivers a different level of coverage and finish to the skin.

**Contains:**

- **Loose Mineral Foundation** 0.7 g / 0.02 oz
- **Liquid Foundation** 4 mL / 0.13 fl oz
- **BB Cream** 4 mL / 0.13 fl oz
- **Primer** *Pure Perfection* 4 mL / 0.13 fl oz



Very Light

Light

Medium

Tan



the buzz.

## We are Available in 34 Countries

Australia. New Zealand. USA. Canada. England.  
Ireland. Scotland. Wales. Hong Kong. Singapore.  
South Korea. Taiwan. Malaysia. China\*. Sweden.  
Finland. Italy. Spain. Netherlands. Czechoslovakia.  
Denmark. Hungary. Estonia. Germany.  
Cyprus. Norway. Greece. Lithuania. Iceland.  
Switzerland. Poland. Ukraine. Belarus. France.

## Social



@inikaorganic

121k+



/Inikaorganic

52k+

## Press

**BuzzFeed** **VOGUE** **marie claire**

**Women'sHealth** **COSMOPOLITAN** **MamaM!a**

**HELLO! BYRDIE** **Daily Mail**

**Forbes** **BAZAAR** **Bustle** **COSMETICS BUSINESS**

## Global Awards





consumer love.

## Over 2200 5-Star Reviews



My skin ABSOLUTELY loves it

"I've been using INIKA for years. I love that it has no nasties, and my skin absolutely loves it." – Ky



Love this brand!!!!

"I honestly love these products, I hardly ever do reviews but couldn't go past writing one! I love what this brand stands for & that they are conscious beauty = guilt free! Highly recommend." – Ruby



I dropped everything that I originally used

"I tried your products for the first time a few days ago and I'm really in love! In the past I used clean mineral cosmetics, but I saw in their ingredients that they still use a lot of synthetics. I am so glad and so happy that I gave your brand a chance. I dropped everything else that I originally used in the trash can. I love you Inika!" – Emilie



I suffer from severe allergies

"I suffer from severe allergies. My face was the worst, but after using INIKA it is the best it has been in a very long time. Thank you." – Kimlee



It's the best I've ever used

"I use INIKA skincare and makeup. It's the best I've used and the makeup has multi uses and doesn't aggravate my skin as it's natural, healthy and nourishing." – Lanise



My makeup hadn't moved an inch

"Yesterday I purchased a trial pack of your products, I went for a 6km walk, cooked over the stovetop and then had a nap and my makeup was still there! It hadn't moved an inch. Thank you for creating such a fantastic range of products." – Stephanie



premium stand options.



Consultation Unit

Dimensions:  
595 (w) x 1030 (h) x 568 (d) mm  
23.4 (w) x 40.6 (h) x 22.4 (d) in

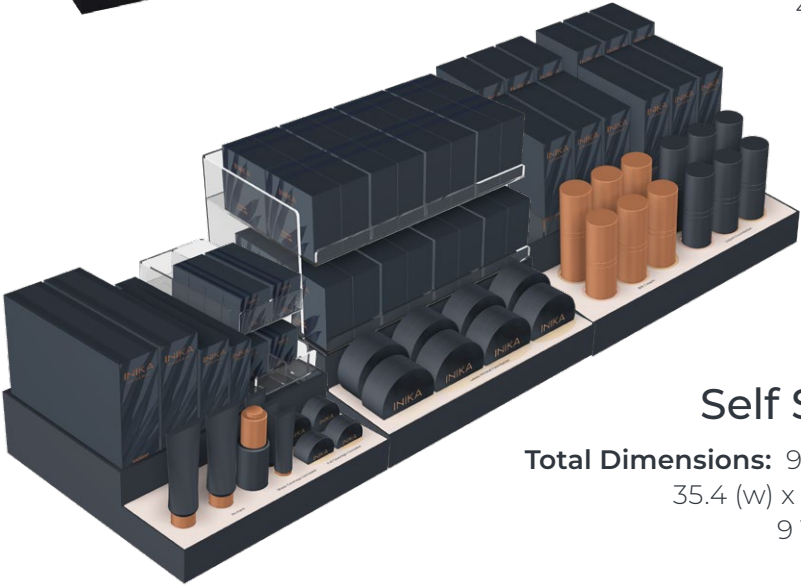
Deluxe Base

Dimensions:  
595 (w) x 714 (h) x 443 (d) mm  
23.4 (w) x 28.1 (h) x 17.5 (d) in



Side by Side Display

Dimensions: 1200 (w) x 320 (h) x 298 (d) mm  
47.2 (w) x 12.6 (h) x 11.7 (d) in



Self Select Trays

Total Dimensions: 900 (w) x 300 (d) mm x 3 Shelves  
35.4 (w) x 12.6 (h) in x 3 Shelves  
9 Trays in Total

Education and Training Support

INIKA Organic offers free education and training all year round. We are always here to support your needs for product knowledge and development, including updates on the latest industry trends.

- ▶ Product knowledge
- ▶ Sales training
- ▶ Up to 20 classes a month to help you stay on top of product information and beauty tips and trends



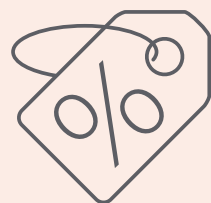


support.

## Retail

12

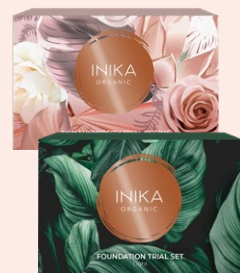
Dedicated  
BDM's  
supporting you



NO Discounts  
Globally



Ongoing GWP  
Promotional  
Program



Deluxe Trial Sets  
& Samples



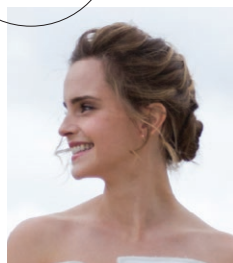
Staff Incentive  
Programs

Emma  
Watson wears  
INIKA on the  
red carpet

## Marketing



Engaged  
Worldwide  
Consumer Base



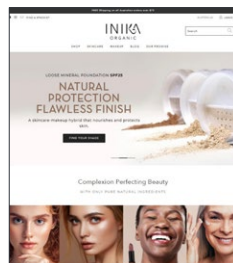
Celebrity &  
Influencers  
Recommended\*



Inspiring Video &  
Social Content



Digital  
Advertising  
Support



Educational  
Website &  
Beauty Blog

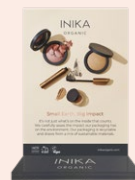
## Point of Sale



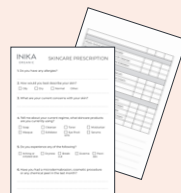
Brand &  
Consumer  
Brochures



Window  
Decal



Promo  
Strut Cards



Prescription  
Pads



Brand  
Shopping  
Bags



Deluxe  
Samples

glossary.

## Ingredient Benefits

At INIKA Organic, we only use 100% Natural, Vegan ingredients, tested for safety and purity. We hold ourselves to the highest standard because we hold you in the highest regard.

**Almond Oil** – Improves clarity and evens out skin tone. High in Vitamin E, it also aids in hydrating and softening skin.



**Aloe Vera** – Excellent for all skin types and conditions, Aloe vera is rich in Vitamins C + E, minerals, proteins and enzymes, with properties to hydrate the skin and aid in cellular renewal.

**Apricot Kernel** – Not only does this oil work to moisturise dry, sensitive skin, but it also helps smooth out blemishes, wrinkles, fine lines, and other symptoms typical of maturing skin.



**Argan Oil** – Native to Morocco, the Argan kernel is rich in essential fatty acids which help to rejuvenate the appearance of your complexion.



**Avocado Oil** – Excellent source of antioxidants, essential fatty acids, minerals, and Vitamins, this oil can be used to calm, replenish and hydrate the skin.

**Bamboo Stem Powder** – A gentle and natural exfoliator that is environmentally friendly, ground bamboo stem can gently remove dead skin cells, lift dirt and impurities from pores.

**Bergamot Fruit Oil** – With multiple anti-inflammatory and antibacterial properties, this oil is an effective treatment for acne and blemishes.

**Calendula Flower** – Helps skin resist early signs of ageing including dull dry skin, fine lines and wrinkles, and uneven skin tone and texture.

**Camellia Seed Oil** – Delicate and lightweight, this oil is an effective hydrator that readily absorbs into the skin, without feeling greasy or clogging pores.

**Carnauba Wax** – Sourced from Brazil, this naturally derived wax is hypoallergenic and is perfect for thickening skin care products.





**Caviar Lime Extract** – This Australian native is rich in AHAs and is known for its natural exfoliation activity. It helps dissolve dead skin layers for a bright complexion.

**Cocoa Seed Butter** – Rich in powerful antioxidants, this butter is used for its rich hydration properties and is perfect for dry skin types.

**Coconut Oil** – Rich in fatty acids and antioxidants, this oil helps to keep skin looking healthy and youthful. It also aids in anti-pollution defense, while diminishing wrinkles and signs of ageing

**Cranberry Water** – Contains natural acids that help to prevent clogged pores. Rich in antioxidants it also helps to fight free radicals that are responsible for dull, dry and saggy skin.

**Evening Primrose Oil** – A nourishing oil that gently hydrates to create a soft, supple complexion. It possesses hydrating properties to moisturise and soften the skin.

**Geranium Oil** – This oil is reputed to effectively eliminate dead cells, tighten the skin, promote the regeneration of new skin, and diminish signs of ageing.

**Grapeseed Oil** – This antioxidant rich oil, with Vitamin C + E, helps prevent pollution and UV-induced free radical damage to the skin whilst improving the skin moisture level.

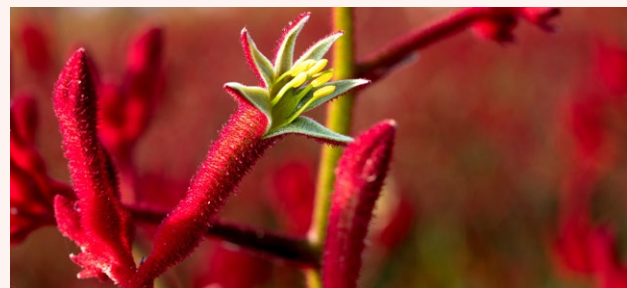


**Green Tea Leaf Extract** – A true powerhouse, rich in antioxidants, it assists the skin with diminishing the signs of ageing, calming irritation and repairing damage.

**Hemp Seed Oil** – A fatty acid rich oil that moisturises without clogging pores. It helps balance out oily skin, hydrating and regulating oil production.

**Jojoba Oil** – A common remedy for blemishes, dry skin and anti-ageing, this oil contains natural Vitamin E to help fight everyday exposure to pollutants and toxins

**Kakadu Plum Seed Oil** – Potent in Vitamin C and antioxidants, this oil is perfect for anti ageing and blemish prone skin. It minimises the visible signs of ageing and flushes out toxins.



**Kangaroo Paw Extract** – With essential fatty acids and rich in linoleic acid, this ingredient is known for its ability to strengthen the skin barrier and lock in moisture.

**Lavender Oil** – With anti-inflammatory properties this oil helps to calm skin, minimise blemishes and reduce redness.

**Lemon Myrtle Oil** – Benefits mature and oily skin. With its antibacterial properties it works as an astringent to help tighten pores and can assist with minimising blemishes.

**Lilli Pilli Seed Oil** – This superfood containing Vitamin C and fruit acids, helps boost collagen and elastin in the skin to improve skin firmness.



**Licorice Root Extract** – Rich in antioxidants and anti-inflammatory properties, it helps fade dark spots and reduce redness, resulting in bright skin.



**Maca Root** – With high levels of Vitamin C, rich in essential minerals, fatty acids and amino acids, this ingredient helps increase collagen production and fight free radical damage.

**Macadamia Oil** – Rich in antioxidants and essential fatty acids, this oil helps prevent the signs of ageing by boosting hydration and brightening skin.

**Magnolia Bark Extract** – Helps relieve itchy skin and protects against free radical damage. It boosts skin firmness and reduces the appearance of wrinkles.

**Orange Oil** – Beneficial for maintaining the health, appearance, and texture of skin, this oil promotes clarity, radiance, and smoothness.

**Peppermint Oil** – With soothing and cooling abilities that freshen the skin, this oil is known to control the secretion of excess oil and promotes better circulation giving skin a youthful glow.



**Pomegranate Seed Oil** – A natural antioxidant that protects the integrity of skin from harmful elements such as pollution. Increases elasticity in skin, prevents wrinkles and premature ageing.



**Prickly Pear Seed Oil** – Rich in Vitamins E + K, essential fatty acids and antioxidants, this oil helps to moisturise, decrease visibility of wrinkles, calm inflammation, restore elasticity, and brighten skin.

**Quandong Seed Oil** – This oil helps lock in natural moisture to keep cells hydrated from within, providing a strong defence against free radicals and UV damage that cause sunspots and pigmentation.





**Resveratrol Grape Juice Extract** – A polyphenol rich antioxidant extracted from grapes that neutralises free radicals to maintain skin structure and boost collagen production. Proven to slow the visible signs of ageing.



**Rose Of Jericho** – A botanical miracle, this plant springs back to life with a drop of water. It improves skin density and moisture retention whilst shielding the skin to reduce the acceleration of ageing.

**Rosehip Oil** – Naturally rich in essential fatty acids and antioxidants, this oil feeds the skin vital nutrients to support a radiant and clear complexion, repair damage and reduce wrinkles.

**Saccharide Isomerate** – A deeply moisturising, plant-derived extract with a unique composition which binds skin cells together, providing skin with instant hydration that lasts for hours.

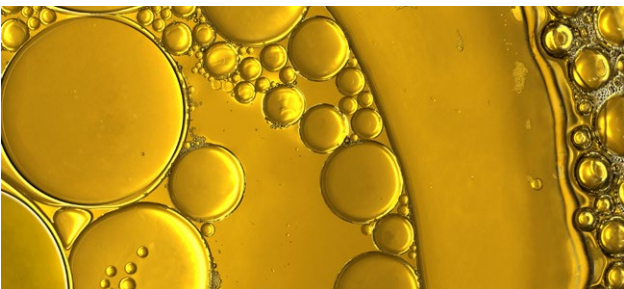
**Shea Butter** – An intensive restorative moisturiser rich in Vitamin A and E that counteracts dry skin and restores the elasticity of skin, leaving it feeling smooth and supple.

**Squalane** – Derived from olives, this ingredient hydrates and maintains the skins’ barrier and fights free-radical damage.

**Sunflower Seed Oil** – Rich in Vitamin E and antioxidants, this oil is effective in combatting stressed, dry and dull skin.

**Tamanu Seed Oil** – Rich in fatty acids and antioxidants, it helps moisturise skin and fight free radical damage. It also plays a role in anti-ageing and skin regeneration.

**Vanilla Seed Oil** – Rich in antioxidants, it aids in the prevention and reversal of skin damage caused by free radicals. It helps to reduce fine lines, wrinkles and age spots.



**Ylang Ylang Oil** – A potent anti-bacterial, this oil is the perfect cleanser that also acts as a healing powerhouse. It boosts the regenerative process of the epidermis.

# makeup tips.

product	how to	tips	notes
PRIMER			
INIKA Organic Primer – Matte Perfection	Apply 1 to 2 pumps onto face and neck. Massage in until fully absorbed.	Allow 30 seconds before foundation application to increase staying power.	
INIKA Organic Primer – Pure Perfection	Apply 1 to 2 pumps onto face and neck. Massage in until fully absorbed.	Allow 30 seconds before foundation application to increase staying power.	
INIKA Organic Radiant Glow Veil	<b>Primer</b> - Apply to skin before makeup application. <b>Dewy Base</b> - Mix with foundation to create a dewy glow. <b>Illuminisor</b> - Apply to high points of face after makeup application.	For a makeup free day, yet a glowy skin finish, apply after skincare for visible skin luminosity.	
BASE			
INIKA Baked Mineral Foundation	Swirl the INIKA Kabuki into the pan to pick up powder and tap to remove excess. Using circular motions, buff over skin making sure to blend outwards and upwards.	For extended longevity, ensure skin is cleansed and primed before application.	
INIKA Loose Mineral Foundation SPF25	Shake to dispense a small amount of powder. Press an INIKA Kabuki Brush into powder and tap to remove excess. Using circular motions, buff over skin making sure to blend outwards and upwards.	For a dewier finish, start with BB Cream or Liquid Foundation, followed by a dusting of Loose Mineral Foundation.	
INIKA Organic Liquid Foundation	Pump onto the back of hand. Using the INIKA Foundation brush, start buffing from the centre of the face and blend outwards.	Avoid leaving distinct lines by blending around jawline and ears and into your hairline.	
INIKA Organic BB Cream	Pump onto the back of hand. Using the INIKA Foundation brush, start buffing from the centre of the face and blend outwards.	For extra coverage and staying power, set with Loose Mineral Foundation or Setting Powder.	
INIKA Organic Sheer Coverage Concealer	Using fingertips, dab and blend concealer under eyes and onto blemishes and pigmentation.	Apply a lighter shade to the inner corner of the eyes to lift and naturally highlight.	
INIKA Full Coverage Concealer	Using fingertips to warm the product, dab and blend concealer under eyes and onto blemishes and pigmentation.	Apply concealer after your foundation, to increase staying power. For a matte finish, set with Setting Powder.	
COLOUR			
INIKA Blush Puff Pot	Start at the apples of the cheeks, blend colour upwards towards your temples with puff applicator.	To help make the eyes pop, add a touch of blush in the crease of the eye with a Shadow Brush.	
INIKA Organic Lip & Cheek Cream	Using fingertips to warm up the natural oils, gently dab onto lips, eye lids and the apples of your cheeks.	With Cheek Topper Brush, tap a very light layer of cream across bridge of nose. This creates a healthy, natural just pinched look.	
INIKA Baked Blush Duo	Using the INIKA Cheek Topper Brush, sweep into the pan and tap off excess powder. Start at the apples of the cheeks, blend colour upwards towards temples.	For a fresh-faced look and subtle dimension, blend and layer the duo shades to create a natural contour and pop.	



makeup tips.

product	how to	tips	notes
COLOUR			
INIKA Baked Mineral Bronzer	Using the INIKA Powder Brush, sweep into the pan and tap off excess powder. For a bronzed glow, dust all over the face for a subtle effect. For dimension, softly buff into the natural contours of the face—under the cheekbones, along the hairline and jawline.	Create that desired bronzed look, apply a dusting of bronzer onto eyelids using the Blending Brush.	
INIKA Loose Mineral Bronzer	Using the INIKA Powder Brush, sweep into the pan and tap off excess powder. For a bronzed glow, dust all over the face for a subtle effect. For dimension, softly buff into the natural contours of the face—under the cheekbones, along the hairline and jawline.	Use as a body shimmer. Buff onto skin in circular motions using the Kabuki or Powder Brush.	
INIKA Baked Contour Duo	After foundation is applied, use the INIKA Sculptor Brush to create a contour with the bronze shade under cheekbones, hairline and jawline. Then sweep the champagne highlight over forehead, under eyes and across the chin to highlight the centre of the face.	For a chiseled cheekbone, blend upwards with your contour shade. This will create a more natural cheek shadow.	
INIKA Baked Illuminisor	Using the INIKA Blending Brush, apply to cheekbones, hairline, end of the nose, forehead & chin for a visibly luminous effect.	Intensify illumination by using a smaller and more dense brush, like the Sculptor or Detail Brush.	
INIKA Organic Cream Illuminisor	Use fingertips to tap onto skin and blend over brow bone, eyelid, cheek bone and cupid's bow.	For added luminosity, mix a small amount to Liquid Foundation or BB Cream before applying to face.	
INIKA Mineral Setting Powder	After foundation application, apply thin veil of powder to set. For oily skin, also apply before foundation.	For maximum oil absorption, apply before foundation using a Kabuki Brush, concentrating on the t-zone or areas of concern.	
EYES			
INIKA Organic Lash & Brow Serum	Apply to clean lashes & brows morning & night. <b>Eyelashes:</b> use point brush to sweep serum accross lash line. <b>Eyebrows:</b> use brush body to apply in upward strokes.	This product is best used at night for full regeneration.	
INIKA Curvy Lash Mascara	Use brush to coat, lift & separate lashes.	When applying, wiggle the wand at the base of the lash and then stroke through the hair follicle. This will lengthen and separate lashes without clogging.	
INIKA Long Lash Mascara	Use brush to coat, lift & separate lashes.	When applying, wiggle the wand at the base of the lash and then stroke through the hair folicle. This will lengthen lashes.	
INIKA Organic Purity Lash	Use brush to coat, lift & separate lashes.	Organic and ideal for sensitive eyes, this mascara is best for a natural, everyday result.	

makeup tips.

product	how to	tips	notes
EYES			
INIKA Bold Lash Mascara	Use brush to coat, lift & separate lashes.	For a bold finish, apply layers until desired outcome acheived. Do not wait for layers to dry before applying the next coat.	
INIKA Eyeshadow Quad	Apply shadow to eyelids and blend, using finger tips or INIKA Shadow Brush	For an intense colour, apply using a damp Shadow or Blending Brush.	
INIKA Organic Liquid Eyeliner	Glide liner tip across the lash line. Due to 100% gentle & natural formula - please allow ample time to dry. Shake well before use	INIKA's Liquid Eyeliner can be used to create a smudged liner look by smoking out the line with a Shadow Brush straight after application.	
INIKA Organic Eye Pencil	Sharpen pencil for a precise application. Apply around eye as close to your lash line as possible. For a smokey look, smudge ourward with the INIKA Detail brush	To create a smudged liner look, smoke out the line immediately after application using a Defining Angle Brush.	
INIKA Organic Brow Pencil	Sharpen pencil for precise application. Fill in eyebrows using short strokes with light pressure. Keep colour within the eyebrow border.	Apply the Brow Pencil in a short upward stroke to mimic brow hairs and to achieve the most natural brow look.	
INIKA Brow Palette	Customise your shade with lighter and darker pigments to fill in sparse areas, then set hairs in place with the silky-smooth wax.	For a natural look, apply the darkest shade to the peak and tail of the brow. The lightest shade apply to the inner corner (thickest section of the brow). Blend together in the middle.	
INIKA Brow Perfector	Gently comb brows upwards until desired fullness is achieved.	For extra defined brows, fill in the sparse areas of brows with a Brow Pencil before applying a coat of Brow Perfector for fullness	
LIPS			
INIKA Organic Lip Balm	Apply to clean, dry lips and reapply as needed.	Prep lips for colour application by applying lip balm a few minutes before. To avoid slippage, wipe away any remnants of the Lip Balm before applying Lip Pencil, Lipstick, or Lip Glaze.	
INIKA Organic Lip Serum	Apply directly to clean lips to nourish and hydrate.	Apply underneath matte lipsticks to keep lips nourished or apply over Lip Crayons to add shine and seal in moisture.	
INIKA Organic Lip Gloss	Apply directly to lips for instant colour and a hydration hit.	Add a sheen gloss finish, wear over Lip Balm or Lipstick.	
INIKA Organic Lipstick	This lipstick needs the warmth of your skin to soften. Press onto lip to warm, then swipe to apply.	To create a fuller lip, first apply a darker shade and then layer with a light shade in the centre of lips.	



makeup tips.

product	how to	tips	notes
LIPS			
INIKA Organic Lip Crayon	Sharpen the crayon before each use for precise application. Glide the crayon along the outline of the lips and then continue to fill them in.	Also use as a lip liner to define the shape of lips before applying lipstick.	
INIKA Organic Tinted Lip Balm	Glide over lips for an instantly smooth and nourished pout.	Create the illusion of fuller lips by adding a small amount of Lip Tint to the centre of the lips.	
TOOLS			
INIKA Kabuki Brush	Coat brush head with desired amount of powder. Tap the base of the brush down on a hard surface so the powder sinks into the bristles. Swirl the brush in circular motions over skin, being careful not to apply too much pressure down on the bristles. It is best to build coverage slowly.	Use for applying Tanning Mist to face and décolletage.	
INIKA Flat Top Kabuki Brush	Coat brush head with desired amount of powder or liquid product. If powder, tap base of the brush down on a hard surface so the powder sinks into the bristles.Blend onto skin in light circular motions, being careful not to apply too much pressure. It is best to build coverage slowly.	Spritz brush with a setting spray prior to buff any cream or liquid products, this will increase longevity and minimise creasing.	
INIKA Cheek Topper Brush	Coat brush head with desired amount of powder. Tap the base of the brush down on a hard surface so the powder sinks into the bristles. Swirl the brush in small circular motions along the cheekbones, finishing on the apples of the cheek. Be careful not to apply too much pressure. It is best to build coverage slowly.	Can also be used to apply a natural highlighter on high points of the face or as an alternative brush to apply foundation.	
INIKA Setting Brush	Coat brush head with desired amount of powder. Tap the base of the brush down on a hard surface so the powder sinks into the bristles. Swipe brush lightly across skin to set.	Dust over skin with no product after all powder products have been blended. This will smooth out any patchy lines and create a flawless complexion.	
INIKA Sculptor Brush	Coat brush head with desired amount of powder or liquid product. If powder, tap base of the brush down on a hard surface so the powder sinks into the bristles. Blend onto skin in light circular motions, being careful not to apply too much pressure. It is best to build coverage slowly.	For a sculpted cheek, take a darker shade of foundation and blend underneath the cheekbones. This will create a soft and natural contour without the use of powders.	

makeup tips.

product	how to	tips	notes
TOOLS			
INIKA Powder Brush	Coat brush head with desired amount of powder. Tap the base of the brush down on a hard surface so the powder sinks into the bristles. Swirl the brush in circular motions over skin, being careful not to apply too much pressure down on the bristles. It is best to build coverage slowly.	When buffing ensure to use minimal pressure and let the tips of the bristles dust over the skin, this will create flawless blending.	
INIKA Shadow Brush	Coat brush head with desired amount of powder. Lightly press onto the eyelid and blend.	When applying metallic shades, lightly dampen brush before application to strengthen pigment intensity.	
INIKA Blending Brush	Coat brush head with desired amount of powder. Tap the base of the brush down on a hard surface so the powder sinks into the bristles. Using light windshield wiper motions, go back and forth through the crease of the eye until the product is evenly blended.	Start your eye look with a light brown shade in your crease. This will make blending around the eye easier.	
INIKA Brow Brush	Coat brush head with product. Lightly brush pigment through eyebrows and shape as desired. Use the spoolie end to brush hairs into place.	Use brow wax to set your brows in place. Gentle roll spoolie through wax, and brush brows upwards to set.	
INIKA Detail Brush	Coat brush head with product. Apply to cover blemishes or pigmentation with concealer or use to detail upper or lower lashline with eyeshadows and liner.	For a metallic eyeliner look, dampen the tip of the detail brush and use it with any shimmery eyeshadow.	
INIKA Foundation Brush	Coat brush head with desired amount of powder or liquid product. If powder, tap base of the brush down on a hard surface so the powder sinks into the bristles. Blend onto skin in light circular motions, being careful not to apply too much pressure. It is best to build coverage slowly.	Apply liquid to back of hand first, rather than directly onto brush. This will enable you to control how much product you apply.	
INIKA Pencil Sharpener Double	Insert INIKA Pencils and Crayons and turn gently for a sharp or round finish.	Use detachable tip to clean blade.	



skincare tips.

product	how to	tips	notes
INIKA Phyto-Active Rosewater Micellar	Apply using a cotton or reusable makeup remover pad and gently wipe off. Repeat until pad is clear of any makeup and impurities.	Store in the fridge for a cooling effect when starting your skincare routine.	
INIKA Phytofuse Renew™ Cream Cleanser	Wet face. Turn the tip of the tube to "ON" and squeeze out desired amount. Turn back to "OFF" and gently massage using silicone brush head. Rinse well and pat dry. Keep massage head clean for future use.	If heavy makeup needs to be removed, first use Rosewater Micellar on a cotton pad and follow with Cream Cleanser for squeaky clean skin.	
INIKA Phytofuse Renew™ Exfoliator	Gently massage a pea-sized amount in circular motions over face and neck, avoiding the eye area and rinse well. Use regularly for optimal results.	For more intense exfoliation, leave on the skin for 5 minutes and then rinse well. Repeat every 3 days.	
INIKA Hydrating Toning Mist	Spray over clean skin after cleansing or to freshen up as needed throughout the day.	Pop in the fridge during summer, and spritz onto face for a hydrating pick-me-up throughout the day	
INIKA Phytofuse Renew™ Serum	Use morning and night on clean skin before applying your moisturizer.	For greater absorption into skin, ensure face is slightly damp when serum is applied.	
INIKA Phytofuse Renew™ Eye Cream	Squeeze out required amount onto the cooling ceramic tip and gently pat around the eye area.	Store in the fridge for a cooling effect.	
INIKA Phyto-Active Face Oil	Massage a few drops onto face and neck. Suitable for all skin types and for use morning and/or night.	Combine with the Rich Day Cream to create a 15 minute mask for ultimate hydration.	
INIKA Phyto-Active Rosehip Oil	Massage a few drops on to the face and neck. Suitable for all types of skin. Use morning and night.	Use over cuticles after manicures and pedicures for nourished skin.	

skincare tips.

product	how to	tips	notes
INIKA Phytofuse Renew™ Day Cream	Use in the morning after cleansing. Scoop a pea sized amount with the ceramic spatula and massage onto face and neck.	To avoid uneven Foundation application, wait 5 minutes following Day Cream to start applying makeup.	
INIKA Phytofuse Renew™ Rich Day Cream	Use in the morning after cleansing. Scoop a pea sized amount with the ceramic spatula and massage onto face and neck.	For dry skin types, apply Rich Day Cream before makeup application to increase longevity and minimise creasing.	
INIKA Phytofuse Renew™ Night Cream	Use at night after cleansing. Scoop a pea sized amount with the ceramic spatula and massage onto face and neck.	Apply your skincare routine 20 minutes before getting into bed. This avoids product transferring onto your pillow.	
INIKA Phytofuse Renew™ Rich Night Cream	Use at night after cleansing. Scoop a pea sized amount with the ceramic spatula and massage onto face and neck.	Combine with the Face Oil to create an overnight mask for ultimate hydration.	
INIKA Phytofuse Renew™ Hand Cream	Use as often as needed on dry, clean hands.	Apply after washing hands to prevent dryness.	
INIKA Natural Tanning Mist	Ensure skin is clean and dry. Blend into skin in circular motions with tanning mitt. Thoroughly wash hands after use.	Using Foundation Brush, apply to angled areas of the face like you would your base contour. After 4-8 hours it will create a lasting contour.	



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# INIKA

## ORGANIC



International Head Office  
813 Springvale Road, Mulgrave, VIC 3170, Australia  
[inika@inikaorganic.com](mailto:inika@inikaorganic.com)

AU +61 (3) 8544 8000   UK +44 (0) 203 713 0149   US +1 800 940 6889

[inikaorganic.com](http://inikaorganic.com)