



PRODUCT TRAINING GUIDE

**Fall in love.**

**Ausganica**  
CERTIFIED ORGANIC

Ausganica's signature Rose line uses premium actives and luxurious Rose oils to bring sheer delight to your senses, and a feeling of beauty and wellness. The products present the very best that nature and advanced organic health science can offer.



Ausganica  
— BODY WASH ORGANICS —  
**ROSE  
BODY WASH**

Ausganica  
**CONDITIONER ORGANICS**  
**ROSE  
CONDITIONER**  
STRUCTURING  
NOURISHING & REPAIRING  
For daily use with Ausganica  
250ml / 8.5 fl.oz.

## Natural/Organic **Advantages**

Science mimics nature. Not the other way around. Young people and children are beautiful naturally without needing anything. As we age, poor diet, poor exercise and certain environmental factors can contribute to the appearance of the signs of aging. Homeopathic and naturopathic remedies to aging are fast proving just as effective while being far safer and more environmentally friendly than their synthetic equivalents.

Antioxidants are a group of naturally occurring compounds in nature that prevent the breakdown of cell tissues and can slow and even reverse the aging process. Ausganica uses these along with Ayurvedic and traditional Chinese medicinal ingredients and the remedies of many indigenous peoples' worldwide to achieve a holistic, natural approach to hair, skin, and body care. So you can fall in love with a healthier, more beautiful you.

Ausganica skin care and cosmeceuticals and nutraceuticals are part of the exciting field of antioxidant superfood and supercutecal research, a cutting edge naturopathic medicine. And like other forms of Eastern medicine, are not limited to laboratory empiricism. Instead taking a different, holistic approach which studies life, nature, and the universe directly.

**VS.**



**organic flowers**





**chemistry set**

Which would **YOU** rather put on your **body**?

Ausganica utilizes the *science of nature* to bring you superior organic skin and haircare products with all-natural, plant based ingredients and no harsh or dangerous chemicals.

The bodies' skin and hair are both what's known as "semi-permeable membranes," meaning they selectively absorb and store certain types of nutrients that are placed on them. Some of these nutrients are then absorbed into the bloodstream, the same as if you'd eaten them

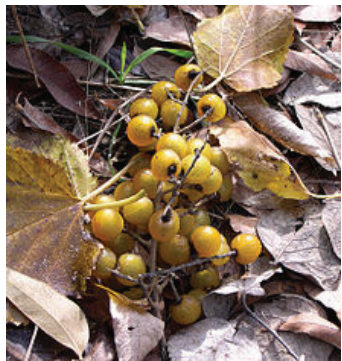
You wouldn't eat these types of harsh chemicals so why would you put them on your skin and hair.

Ausganica products are formulated with all-natural organic and plant-based/plant-derived ingredients with no chemical fillers or agents.

The ingredients come from nature so they are naturally in harmony with nature and with your body.

# The Soap Nut

Magical Healing & Cleansing Nut of the Boddhi Tree



When Buddha Shakyamuni obtained Enlightenment 2500 years ago in ancient India, it is recorded that he sat under the tree of the soap nut.

Ayurvedic medicine, the traditional natural medicine of India, has long highly regarded and cultivated the soapnut as a cure for joint pain and migraines. Before that, 5000 years ago, the Vedas discovered its wonderful naturally occurring foaming, cleansing and conditioning properties, thanks to the presence of saponins.

Saponins are naturally occurring substances that act like detergents or surfactants and produce an organic foam when mixed with water. They are an excellent cleanser without the use of any harsh chemicals, petroleum distillates, or artificial derivatives.

In addition to cleansing, the soap nut also produces a film that coats and protects that skin and hair, even as it removes dirt. It is revered by native people everywhere for its benefit to the hair and can help prevent hair loss and preserve hair's natural shine.

Ausganica uses a very fine extract of soap nut in many of its hair and skin cleanser/skincare products.





# Rose Hair & Body Care

the power of organic,  
100% plant-based natural  
actives



## Rose Petal Exclusive Ausganica Secret *TONES AND FIRMS*

The components in rose petals tone and tighten the scalp with their gentle astringent action. The American Botanical Council reports that rose petals have sedative, antiseptic, antiparasitic, anti-inflammatory, laxative, cholesterol-lowering, and heart-supportive properties.

## Rose Otto Oil Essence of the Rose *REJUVENATES AND NOURISHES*

Rose Otto oil is a potent skin regenerator which forms a pipeline to funnel nutrients to the skin.

## Rose Hydrosol Moisture of the Rose

Another of Ausganica's powerful roses - it resupplies hydration while retaining skin's natural moisture.

## Geranium The Balancer *REGULATES OIL PRODUCTION*

Geranium balances oil production, sebum, and hormone on hair, imparting a healthy glow and tone, and leaves skin with a rose-like scent.

## Panthenol Hair Surface Sealer *ADVANCED B-COMPLEX VITAMIN*

Panthenol is vitamin B5. B-vitamins are an essential skin building block. Lack of B-vitamins will result in tiredness or tired looking and sagging skin. We include Panthenol B-complex multi-vitamin to repair and renew skin tissue, and as a guard against skin breakdown.

## Rice Protein The Builder *GREAT ESSENTIAL NUTRIENT*

Many of us know rice a staple food, but this specially cultivated Ausganica rice protein extract is a great skin and wound healer and supplies many nutrients essential for skin regrowth.

## Yucca Root Nature's Dandruff Fighter *ALSO HELPS PREVENT HAIR LOSS*

Long used by Native American peoples' as a soap and hairwash by itself. We use this wonderful organic root as a replacement for the harsh chemical surfactants found in other products. It is a potent weapon against dandruff because of its high vitamin A and B complex content and because of its effectiveness at breaking down and removing dead skin cell from the scalp.

## Sea Buckthorn Ultimate Shield *ANCIENT INDIGENOUS SECRET*

Known as the "Holy Fruit of the Himalayas," sea buckthorn has been cherished by native Tibetans for centuries for its incredible nutritive qualities. Sea buckthorn is a source powerful antioxidants and rare fatty acids, and as a result can guard against skin aging and the effects of environmental pollution.

## Hibiscus Super Softener *LIFTS AND FIRMS, BOTOX TYPE EFFECT*

Hibiscus herbal extract is beneficial for softening the skin as it works as a natural emollient. Hibiscus herb is a great antioxidant. Hibiscus extract for skin firms and lifts the skin naturally. Hibiscus plant is also known as a "botox plant" because of its powerful natural Botox type effect. Hibiscus extract contains firming agent which has proven calming effect on skin and also this agent smooths out the wrinkles giving a person healthy and youthful glamorous skin.

## Olive Greek Beauty Secret *POWERFUL ANTIOXIDANT*

Olive leaf is a powerful antioxidant and free radical scavenger. Olive leaf helps maintain the health of the cardiovascular system and blood pressure in healthy individuals. Olive leaf helps maintain a healthy immune system.



# Rose Shampoo

## ROSE SHAMPOO

250ml 8.5 Fl. Oz. 85% Certified Organic

Rose Shampoo is constructed from nature's abundance utilizing naturally occurring compounds with superior repairing, strengthening and regenerating properties. Together they help to soften and allow the body to regain the beauty of healthy hair. Hair looks vibrant, silky, and naturally bouncy and stylish. In the process, the scalp is also cleansed, refreshed, toned, and reinforced.



## Horsetail The Rejuvenator *ADVANCED TISSUE REPAIR*

Horsetail is traditionally used to treat genito-urinary system problems. It is also widely recognized that its high content of silica helps to repair connective tissues in the skin, rejuvenate hair and stimulate hair growth.

## Saw Palmetto The Hair Loss Fighter *HELPS PREVENT THINNING AND BALDING*

Saw palmetto is a very popular choice among with hair loss; this is due to the fact that it also has the ability to protect the prostate. Not only does it encourage the hair to re-grow but it also slows down the loss of hair.

## Sage The Color Keeper *ANTI-GREYING*

Sage tea poured over the skin can help relieve itching, and acts as an astringent. It is even used as an alternative to artificial dyes to darken graying hair.

## Cranberry Hair Wake-up Refresher *SEALS AS IT CLEANSSES*

Cranberry juice is very acidic, so it would work similar to lemon juice or vinegar rinses, which closes/seals the cuticle of the hair and makes it all nice and shiny.

## Rosemary The Scalp Healer *HELPS SKIN HEAL ITSELF*

Long a staple ingredient of European herbal medicine, rosemary is a wonderful skin healer and purifier and also helps prevent balding.



## ROSE CONDITIONER

250ml 8.5 Fl. Oz. 87% Certified Organic

Acts deep down to repair damaged and split ends, breakage, brittleness, and dullness. Rose Conditioner provide a fast and effective solution to rectify hair problems, nourish and replenish hair fibre & core, supply nutrients, and protect and coat the hair shaft. It improves hair texture, and imparts a pure & divine Rose scent.



### **Gotu Kola** Super Hair Thickener *ANCIENT INDIGENOUS SECRET*

Presently, gotu kola is used as a treatment for skin wounds and is found in many topical ointments. It is also used to treat varicose veins, anxiety, hypertension, among other ailments. A study in India concluded that gotu kola extract improved the hair length and density in rats.

### **Pygeum** Say No To Hair Loss *INHIBITS HAIR DAMAGING SECRETIONS*

Pygeum is believed to inhibit 5-alpha-reductase, which will limit the production of DHT. This gives some credence to the idea that pygeum may help with hair loss.

### **Jojoba Oil** The Moisture Holder *SUPER LUBRICANT*

Jojoba is a great lubricant and superior non-greasy moisturizer. Original used as a replacement for sperm whale oil in cosmetics, it is now a common ingredient in high-end cosmetics because it ability to allow skin to retain a beautiful natural moisture.

# Rose Conditioner

### **Ginkgo Biloba** Ancient Peoples' Remedy *IMPROVES CIRCULATION*

An ancient herbal remedy, documented by many cultures world-wide, indicated for improving circulation under the skin, thus promoting healthy skin and scalp.

### **Acai** Antioxidant Powerhouse *AMAZONIAN SUPER FRUIT*

Perhaps many have already heard of the Acai berry, the anti-oxidant superfruit that has been indicated in everything from weight loss to cancer prevention. We include Acai here for overall skin and hair healthy because of its anti-aging and cell-breakdown prevention

### **Amla Fruit** Monks Longevity Secret *NATURE'S MOST COMPLETE MOISTURIZER*

Nourishing for hair and skin, and natural moisturizer. Alma can be eaten and taken internally too. It a well known Indian superfood and was traditionally used by monks as their only sustenance during their cultivation. It paste supplies everything needed by the body for a complete moisturizer without any added ingredients.

### **Dong Quai** Ancient Chinese Hair Secret *REGROWS HAIR*

A Traditional Chinese herb that contains phytoestrogens that reduces the formation of DHT. Hence, Dong Quai is believed to stop hair loss and even regrow hair.

### **St. John's Wort** The Happy Herb *MAKES THE BODY JOYOUS*

St John's Wort is know for it's anti-inflammatory and gentle astringent action. It has been used by herbalists for centuries and is know to have anti-depressant properties. We include it here for overall skin happiness.

### **Rye Seed** Stress Shield *CELLULAR DEFENSE*

Rye seed extract acts to precondition skin cells, helping them to respond more vigorously to external stress through faster and stronger synthesis of cell-repairing HSPs.



## ROSE BODY LOTION

250ml 8.5 Fl. Oz. 95% Certified Organic

Luxuriously infused with rose and organic botanicals, softens for silky skin; brightens & enhances firmness. Beautifies and diminishes visible skin flaws. The powerful hydrating botanicals in Ausganica Body Lotion help to stimulate and improve skin elasticity; skin appears firmer & younger looking. Delightful rose aroma.



### **Olivem 1000** Natural Science Breakthrough

*MIMICS THE SKIN'S OWN NATURAL LIPIDS*

Olivem 1000 is a complex combination of fatty acids, structurally similar to the skin's own surface lipid composition and helps to restore and maintain the integrity of the skin barrier.

### **Hyaluronic Acid** The Ausganica Difference

*USING ONE OF THE HIGHEST GRADES AVAILABLE*

Many skin care products use hyaluronic acid as a staple ingredient because it is an essential building block of firm, supple human skin. Ausganica uses an extremely refined high-grade hyaluronic acid that contains an ultra-small base molecule that can travel easily and penetrate deeply in the intracellular level to deliver the maximum absorption - a very important Ausganica difference.

### **Ginkgo Biloba** Ancient Peoples' Remedy

*IMPROVES CIRCULATION*

An ancient herbal remedy, documented by many cultures world-wide, indicated for improving circulation under the skin, thus promoting healthy skin and scalp.

### **Cocoa Butter** Antioxidant Powerhouse

*MAYAN SUPERFOOD*

The scientific name of cacao, theobroma, means "food of the gods". So revered is this superfood, that ancient Mayans and Aztecs once used cacao as currency! Cacao can help lower cholesterol and has more antioxidants than blueberries or goji-berries. Here it serves as a skin barrier by strengthening cells defense against outside contaminants and as a moisturizer.

# Rose Body Lotion

### **Licorice** Say No To Sun Damage

*CORRECTS UNEVEN PIGMENTATION*

Another wonderful food ingredient, licorice is known for its ability to repair skin damaged by too much sun exposure as well as its ability to even out skin pigmentation.

### **Rose Hip Oil** Super Soothing

*SOOTHES AND BRIGHTENS*

Another of Ausganica's potent roses, rose hip oil is one of nature's best soothing and calming agents, perfect for assuaging sensitive skin, it also brightens as it heals.

### **Acai** Antioxidant Powerhouse

*AMAZONIAN SUPER FRUIT*

Perhaps many have already heard of the Acai berry, the anti-oxidant superfruit that has been indicated in everything from weight loss to cancer prevention. We include Acai here for overall skin and hair healthy because of its anti-aging and cell-breakdown prevention

### **Milk Thistle** The Detoxifier

*SUPER CLEANSING*

Long known in traditional Chinese medicine as a liver purifier, we include it here from its extraordinary ability to remove impurities within the skin.

### **Barley** Nourishing Skin Food

*HEALTHY GRAIN THAT'S ALSO GOOD FOR SKIN*

Barley is an ingredient in many popular dishes as well as a key ingredient in many beers, but it is also great for your skin. We utilize a special extract of barley to repair sun damage and nourish dry or needy skin.

### **Shea Butter** The Sun Barrier

*CREAMY MOISTURE + U/V PROTECTION*

Shea Butter is a slightly yellow oil/butter extracted from the seed of the African karite tree. Shea Butter contains natural tocopherols (vitamin E), cinnamic esters and unsaponifiable fats. Here it offers moisturizing properties, as well as natural UV protection and protection from sun allergies.

### **Wild Yam** Chinese Medicinal Classic

*POWERFUL ANTI-INFLAMMATORY CLEANSER*

An ancient herbal remedy, documented by many cultures world-wide, indicated for improving circulation under the skin, thus promoting healthy skin and scalp.

### **Pea Extract** Brightening and Whitening

*SKIN CLEANSER AND DETOX*

A healthy staple food as well, pea extract is also great for the skin. When refined and applied topically can have a brightening and whitening effect owing to its ability to disperse impurities and buildup within skin tissue.



# Rose Body Wash

## ROSE BODY WASH

250ml 8.5 Fl. Oz. 86% Certified Organic

Nothing is more rewarding than bathing your every skin cell in delicate rose aroma and pure plant foam; let all worries melt and drift away with a soothing shower. Organic pomegranate extracts renew the skin and slow down the aging process. Gently cleans the skin while imparting a subtle rose scent.



## St. John's Wort

**The Happy Herb**  
*MAKES THE BODY JOYOUS*

St John's Wort is know for it's anti-inflammatory and gentle astringent action. It has been used by herbalists for centuries and is know to have anti-depressant properties. We include it here for overall skin happiness.

## Raspberry Skin Superfood

A wonderful antioxidant (and a wonderful snack), here, Ausganica's raspberry extract balances skin pH and minimizes bacterial growth.

## Fennel

**Body Balancing Spice**  
*HORMONE AND CIRCULATION BALANCE*

In addition to being a delicious food flavoring and spice. Fennel also works wonders on the skin. Possessing adaptogenic properties, fennel is able to improve blood circulation and balance certain hormone secretions when applied topically, producing a rejuvenating effect.

## Comfrey Root

**The Super Healer**  
*CARTILAGE REPAIR POWERHOUSE*

One of comfrey's main constituents, breaks down red blood cells, which could account for its ability to help heal bruises and contusions as well as promoting the growth of muscle, cartilage, and bone growth.

# Root Strength



## **GALANGA & JASMINE SHAMPOO**

ROOT STRENGTH

Enrich Hair Growth × 85% Certified Organic

250mL 8.5 fl. oz

Certified Organic Botanicals Help To Enrich And Benefit Both The Hair Shaft And Root. Our Pure, Gentle Daily Shampoo Cleanses And Fortifies All Types Of Hair. Saw Palmetto Protects The Prostrate, Encourages Hair Re-growth, Slows Down Hair Loss

## Actives

st. john's wort  
litsea cubeba  
ylang ylang  
saw palmetto  
nettle  
horsetail  
pygeum  
galanga oil  
jasmine oil  
ginger oil

# Hair Detox



## **KUNZEA & CEDARWOOD SHAMPOO**

PURIFYING HAIR DETOX

For Oily Hair × 85% Certified Organic

250mL 8.5 fl. oz.

A Deep Cleansing Formula That Gently And Effectively Removes Sebum, Skin And Chemical Build-up, While Helping To Refresh The Scalp.

## Actives

lemon oil  
peppermint oil  
cedarwood oil  
nettle  
lemon myrtle  
gingko biloba  
sage  
juniperberry oil  
cypress oil  
kunzea oil  
spearmint oil  
yarrow oil



# Damage Relief

## FRAGONIA & SANDALWOOD SHAMPOO

NOURISHING DAMAGE RELIEF

For Damaged & Dry Hair × 85% Cert. Organic

250ml 8.5 Fl. Oz.

Our Replenishing Shampoo Helps Repair Damaged Hair With Fenugreek, While Nurturing The Scalp With Rich Calendula And Gotu Kola - Lending New Life To Your Hair.

## Actives

rosemary oil  
orange oil  
lavendar oil  
petitgrain oil  
fragonia oil  
gotu kola  
fenugreek  
henna  
parsley  
rosemary  
comfrey root  
sandalwood oil  
vanilla oil



# Silky Milk Conditioner

## Actives

soapnut  
aloe vera  
angelica  
coconut  
geranium  
jojoba oil  
panthenol (vitamin B5)  
lavender oil  
lemon oil  
rice protein  
geranium  
ginger  
neem  
fennel sweet  
burdock root  
apple cider vinegar  
white willow extract

## ANGELICA & GINGER CONDITIONER

SILKY CONDITIONING MILK

Leave On Or Rinse Off For Silky Smoothness × 88% Cert. Organic

250ml 8.5 Fl. Oz.

Quenches Your Hair's Thirst & Hunger And Sets Tangles Free, Organically. Plant Emollients Restore Hair So It Looks Shiny. Whisks Away Damage.

# Flake waiver

## Actives

soapnut  
lavender oil  
rosemary oil  
tea tree oil  
thyme oil  
rice protein  
neem leaf  
eucalyptus peppermint  
brahmi leaf  
birch leaf  
comfrey root  
clary sage  
rosalina oil  
manuka oil



## ROSALINA & MANUKA SHAMPOO

SOOTHING ANTI-DANDRUFF

For Dandruff Or Itchy Scalp × 84% Cert. Organic

250ml 8.5 Fl. Oz.

Uses Soothing And Purifying Plants To Relieve Serious Scalp Itchiness While Effectively Eliminating And Preventing The Appearance Of Dandruff.



Thank you.