



joyce blok  
natural skin care

joyce blok natural skin care  
simple solutions for healthier skin



the joyce blok  
natural skin care story

Joyce Blok Natural Skin Care is New Zealand's original professional skin care range. For more than 30 years, we have offered the best quality, natural-source, active products to suit local climatic and skin care needs.

European-qualified beauty therapist Joyce Blok led the way for beauty therapy in New Zealand when she established the first local beauty therapy school. Frustrated by a lack of quality professional skin care products, she enlisted the help of experts both here and overseas to create New Zealand's first professional skin care range.

Her aim was to offer products with high concentrations of active, natural-source extracts such as herbs, essential oils and vitamins to improve the skin's condition. This philosophy lives on today in the professional skin care range that bears the Joyce Blok name.

That name is now synonymous with leadership in New Zealand beauty therapy, due both to Joyce Blok's own pioneering efforts and development of her range, which continues to offer innovative skin care solutions, drawing on worldwide expertise in natural-source ingredients.

# essential marigold



for normal skin

## what is normal skin?

Normal skin is rarely troubled by excess oiliness or dryness but it still needs care and protection, especially as stress, hormonal changes and even the weather can all affect its balance. You may also find skin is slightly drier across the cheeks and neck and a little more oily in the T-zone (centre panel and forehead).

Naturally active ingredients in the essential marigold range include marigold oil (calendula oil), geranium oil, avocado oil, cucumber extract, witch hazel and carrot oil, chosen for their ability to heal and calm, encourage cell regeneration and soften, hydrate and protect skin.

### cleanse

#### normal skin cleanser

a gentle creamy cleanser to sooth and rebalance

### tone

#### normal skin tonic lotion

an alcohol-free aromatic lotion to hydrate and energise

### moisturise

#### normal skin moisturiser

a light, nourishing moisturiser to heal and soothe during the day

#### normal skin night cream

a protective, regenerating cream to nourish and rebalance at night

#### eye care cream

a smooth light cream to rejuvenate and firm the skin around the eyes

### protect

a joyce blok sunscreen should be part of your daily skin care routine

# essential rose



for dry skin

## what is dry skin?

Dry skin reflects the skin's inability to protect itself from moisture loss. As we get older, our skin produces less sebum, cell renewal slows and circulation becomes more sluggish, all of which results in drier skin. Sun exposure, climate and pollution also contribute towards drier skin.

Naturally active ingredients in the essential rose range include rose oil, particularly beneficial for dry skin because of its soothing and moisturising properties, as well as sweet almond oil, linden extract and St John's Wort oil to balance, moisturise, protect and regenerate skin.

### cleanse

#### dry skin cleanser

a gentle creamy cleanser to balance and provide anti-oxidants

### tone

#### dry skin tonic lotion

an alcohol-free aromatic lotion to refresh and protect

### moisturise

#### dry skin moisturiser

a creamy moisturiser to hydrate and comfort skin during the day

#### dry skin night cream

a deeply nourishing cream to revitalise and regenerate at night

#### eye care cream

a smooth light cream to rejuvenate and firm the skin around the eyes

### protect

a joyce blok sunscreen should be part of your daily skin care routine

# essential neroli



for sensitive skin

## what is sensitive skin?

Sensitive skin is often dry, with a taut and fragile texture. It can redden and become irritated very easily and often suffers more from environmental changes. Stress, chronic or occasional illness, alcohol, smoking and pollution can all aggravate sensitive skin.

Naturally active ingredients in the essential neroli range include neroli oil, extracted from bitter orange blossom, for its exceptional soothing qualities to calm irritated skin. St John's Wort oil, lavender oil and harmonised extracts of herbs provide anti-inflammatory and healing benefits to sensitised skin.

### cleanse

#### sensitive skin cleanser

a very gentle cleanser to soothe and calm

### tone

#### sensitive skin tonic lotion

an alcohol-free aromatic lotion to heal and refresh

### moisturise

#### sensitive skin moisturiser

a soft, creamy moisturiser to nourish and protect during the day

#### sensitive skin night cream

an utterly soothing cream to calm and rebalance at night

#### eye care cream

a smooth light cream to rejuvenate and firm the skin around the eyes

### protect

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# essential herbal



for oily skin

## what is oily skin?

Oily skin is a result of overactive sebaceous (oil-producing) glands which cause skin to look shiny and the pores to appear enlarged. Pores can become clogged with excess oil, causing breakouts. Oily skin needs gentle cleansing and rebalancing without triggering further oil production.

**Naturally active ingredients in the essential herbal range include harmonised extracts of balm, chamomile, fennel, hops, mistletoe and yarrow to help calm, soothe and heal skin. Camphor and lemon oil offer antiseptic, cooling and refreshing benefits.**

cleanse

### **oily skin cleanser**

a refreshing creamy cleanser to calm and cool

tone

### **oily skin tonic lotion**

an alcohol-free lotion to offer natural antibacterial protection

moisturise

### **oily skin moisturiser**

a non-oily moisturiser to hydrate, protect and calm skin during the day and at night

### **eye care cream**

a smooth light cream to rejuvenate and firm the skin around the eyes

protect

a joyce blok sunscreen should be part of your daily skin care routine



## refreshing gel cleanser

a soap-free facial wash with a mild foaming action, suitable for most skins. It contains glycerine to help protect the skin from moisture loss and lime and neroli oils for antiseptic, calming and antibacterial qualities. Ideal for use at the gym, while travelling, for men and for teenagers.

## caring for your skin

The skin holds no secrets – as the largest organ in our body, it is connected to all our other body systems and as such, tells the world about our physical, hormonal and even emotional state.

It is an intricate structure that breathes, absorbs, excretes and most importantly, protects. Skin reveals not only the quality of our lives but also the outside influences it has been subjected to. Sun damage, pollution, gravity and the passage of time all leave their mark.

**No matter what your skin type, your everyday skin care routine involves the same basic steps:**

### cleansing

Cleanse in the morning to remove accumulated waste and oil and in the evening to remove grime, pollution and make up. Remove any make up with Eye & Lip Cleanser and then place a 20 cent piece sized amount of cleanser in your hand, allowing your body heat to warm it slightly. Gently massage it over your face and neck with small circular motions and remove with a moist, clean face cloth or sponge.

### toning

Toning your skin is a link between cleansing and moisturising. Apply your Tonic Lotion to your face and neck with cotton wool or spritz it over your skin using a spray attachment.

### moisturising

Moisturising gives your skin a protective 'seal' that slows water evaporation as well as providing nutrients for healthy skin. Dab your moisturiser or night cream gently over the skin and blend in with upward movements, avoiding the eye area.

## eye, lip & neck care care

The eye is surrounded by the thinnest tissue on the face with very little support structure, leaving it vulnerable to wrinkles and signs of ageing. The neck is often neglected and can show signs of ageing even before the face does. Temperature changes and stress can also play havoc with our lips, leaving them dry and chapped. That's why these areas of our face need special care and attention every day.



### eye & lip cleanser

a balm-like texture, which softens upon application to gently melt away all traces of eye make up and lipstick. An absolute must for gentle and effective removal of make up.

### eye care cream

a protective and emollient cream which helps to firm, rejuvenate and hydrate the delicate eye contour area. Vitamin E and Proteodermin® aid healthy new skin growth for firmer, smoother skin around the eyes.

### eye contour gel

an excellent choice for those particularly concerned with signs of ageing around the eyes. It contains BioCare SA, a complex which offers three way action to help soften visible lines, restore elasticity and smoothness and instantly tighten and lift wrinkles for an immediately visible effect.

### lip balm

rich in natural antioxidant, skin protecting and soothing ingredients which help restore smoothness to dry, chapped lips. Macadamia nut oil, grapeseed oil and shea butter all offer protective and moisturising properties.



### neck cream

a rich and deeply moisturising cream, with anti-oxidant and nourishing ingredients to hydrate and refine skin from the chin to the décolleté

Apply your eye product morning and night after moisturising. Using your ring finger, dab a small amount of Cream or Gel around the eye contour bone. Massage in gently, avoid direct contact with the eyes.





# exfoliants & masks

Keep skin in optimum condition between visits to your beauty therapist by exfoliating and treating yourself to a home care mask once a week. Not only will your complexion look and feel fresher, cleaner and healthier in just a few minutes, you will also feel refreshed and relaxed.

# exfoliation



Exfoliation is an essential part of your skin care routine as it enhances the skin's own natural renewal process. Use Gentle Facial Exfoliant once a week to slough away the very top layers of dull, dead skin cells, revealing fresh and healthy new skin. Regular exfoliation helps to improve the absorption of treatment products, removes surface debris for deep cleansing benefits and evens out the texture of skin, making it look smoother and fresher.

## gentle facial exfoliant

an exceptionally effective, yet delicate, exfoliating cream containing silica granules which gently slough away dead skin cells, for smoother and softer skin.

Gentle Facial Exfoliant can be used damp or dry, depending on skin type. Damp: After cleansing, apply evenly to the skin and massage in circular motions for 2-5 minutes. Cleanse off any remnants with a moist cloth and Tonic Lotion for your skin type. Dry: After cleansing, apply evenly to the skin and leave on for 4-5 minutes. Then rub gently with fingertips, supporting the skin, until cream is removed. Cleanse away any remnants with a moist cloth and Tonic Lotion for your skin type.

# masks



The first step before applying any mask is to exfoliate your skin. This removes dead, dull skin cells to ensure your skin gets the most benefit from the active ingredients in the mask. Then apply a thin, even layer of mask all over the face, avoiding the eyes and lips. After 15 minutes, remove the mask with a clean compress or damp cotton wool. Follow with the Tonic Lotion and Moisturiser for your skin type.

## aloe vera and camphor gel mask

a calming, healing and soothing gel mask which helps hydrate skin. Aloe vera is well known for its healing properties, while camphor helps to soothe inflammation and glycerine offers moisturising benefits. Best for: almost all skin types, especially oily, overactive and problem skin.

## aloe vera & cucumber gel mask

a cooling, soothing mask which helps to hydrate skin. Aloe vera's soothing properties are combined with the cooling and refreshing benefits of cucumber extract and glycerine to moisturise. Best for: almost all skin types, especially dry, sun and wind damaged skin. Also excellent as an eye contour mask.

## collagen & elastin gel mask

a firming, smoothing and revitalising mask that contains marine-source collagen to attract and bind water in the skin, elastin to restore and protect and glycerine to moisturise. Best for: dry, dehydrated, devitalised, photo-damaged or ageing skin.

## linden refining mask

an excellent treatment mask for all skin types, which offers the soothing benefits of zinc oxide, linden extract to hydrate and boost circulation, and vitamins F and E for healing and antioxidant properties. Best for: all skin types.

## soothing azulene clay mask

a light clay mask which contains bisabolol, extracted from azulene, which is healing and restorative, while kaolin clay absorbs excess oil and zinc oxide protects, soothes and heals. Best for: almost all skin types, especially sensitive, delicate skins.

## vitamin cream mask

enriched with a vitamin complex, as well as kaolin clay, and sweet almond and wheatgerm oils for a nourishing, moisturising and rehydrating treatment. Best for: almost all skin types.

# alpha-beta



## what is dull skin?

Sun, environmental pollution and the natural ageing process all make their mark on skin, leaving it dull, uneven and etched with fine lines. The change of season is the perfect time to give skin a rejuvenating boost.

A specific blend of alpha and beta hydroxy acids in the Alpha-Beta range have been specially selected to renew, hydrate and restore for more radiant skin. The range contains citric, malic, lactic and salicylic acids to exfoliate and enhance skin hydration.

### cleanse

#### alpha-beta radiance cleanser

a thorough cleanser to gently exfoliate and hydrate the skin while dissolving dirt and grime

### exfoliate

#### alpha-beta facial exfoliant

an exfoliating treatment cream to remove dead skin cells and stimulate skin renewal

### tone

#### alpha-beta radiance tonic lotion

an alcohol-free aromatic lotion helps to correct the skin's pH balance

### treat

#### alpha-beta clear skin gel

a treatment gel to clarify and refine the skin while helping to rebalance with anti-oxidant green tea and bilberry extracts

### moisturise

#### alpha-beta moisture repair

a superior moisturiser which helps to repair the skin's protective barrier and restore, refresh and smooth the skin

#### alpha-beta radiance cream

a moisturising cream helps skin to look and feel smoother, softer, more hydrated, supple and radiant.

#### alpha-beta radiance plus cream

an extra moisturising cream helps more mature or sun-damaged skin to look and feel smoother, softer, more supple, hydrated and radiant.

### protect

a joyce blok sunscreen should be part of your daily skin care routine



### serum bha3

is a deep-cleansing pore treatment containing salicylic acid (also known as beta hydroxy acid) which is ideal for helping control acne-prone oily skin and reducing the appearance of blackheads and whiteheads.

### active purifying lotion

has astringent, antiseptic and healing benefits with orris root extract, vitamin A and zinc sulphate. It helps to reduce and prevent skin blemishes and reduce oiliness in overactive skin.



### rejuvenating skin cream

contains Proteodermin® and glycolic acid to help rejuvenate, strengthen, firm and rehydrate skin. Ideal as part of a skin rejuvenation programme, used alongside Serum C20 and Rejuvenating Ampoules.



# antioxidant serums



Vitamin C is known to neutralise free radicals, thus defending against environmental ageing. It is also a key component in collagen production and has a brightening effect on the complexion. With Joyce Blok Natural Skin Care's range of antioxidant serums, every skin type can benefit from Vitamin C, all year around.

## serum c10

With 10% vitamin C, this lightweight non-oily serum is best for sensitive skin, or in winter when UV activity is lower, to help neutralise free radicals, defend against environmental ageing, support collagen production and brighten the complexion.

## serum c20

With 20% vitamin C, the optimum concentration for best results, this lightweight non-greasy serum is ideal for normal, oily, mature or sun-damaged skin, especially during summer, to help neutralise free radicals, defend against environmental ageing, support collagen production and brighten the complexion.

## serum cef

With 15% vitamin C, 1% vitamin E and 0.5% ferulic acid, this combination of antioxidants provides eight times the skin's own photoprotection, offering the highest effectiveness in neutralising free radicals, supporting collagen production and brightening the complexion.

How to: apply 4-5 drops of serum, using clean fingertips, to clean dry skin and gently massage into face, neck and décolletage. Wait a few minutes for the serum to be absorbed into your skin care. These serums are not moisturisers so follow with your Joyce Blok moisturiser and sunscreen in the morning.

# ampoules

a concentrated treatment for the face which is ideal for a powerful and rejuvenating boost to skin that is looking or feeling dull, devitalised and stressed out. Use as an intensive treatment at the change of season or whenever skin is in need.



## active purifying ampoules

Best for calming overactive skin, these ampoules contain orris root extract for astringent and decongestant properties, Vitamin A to normalise sebum production and Zinc acetate to protect and heal.

## azulene ampoules

The concentrated bisabolol (extracted from azulene) and squalene in these ampoules will soothe, heal, restore and protect irritated or damaged skin.

## collagen & elastin ampoules

With marine-source collagen and elastin as well as anti-oxidant vitamin E to help restore, smooth and firm skin, especially dry, mature, tired or devitalised skin.

## rejuvenating ampoules

Contains marine-source collagen and orange flower water to hydrate and prevent moisture loss as well as calm and firm. Skin's texture is improved, leaving it feeling satin smooth.

## trace elements ampoules

Ideal for all skin types, this ampoule contains marine-source collagen, horsetail extract and proline which provides essential minerals, restores the skin's moisture balance and improves elasticity.

Use at night, after cleansing and toning. Wrap an ampoule in tissue and snap off the top. Pour serum into the palm of one hand (touch the lip of the open ampoule to the skin to start the flow). Apply all over the face and neck with clean fingertips, working into the skin with firm pressure. Follow with your night cream



# body

Looking good and feeling great from top to toe starts by establishing a skin care routine from the neck down. Though the skin on the body is harder than that of the face, it too demands attention. And just as for the face, there are three steps to caring for the body – cleansing, exfoliating and moisturising.



# body products



## active purifying lotion

has astringent, antiseptic and healing benefits with orris root extract, vitamin A and zinc sulphate. It helps to reduce and prevent skin blemishes and reduce oiliness in overactive skin. Ideal for those who struggle with an oily, blemished back.

## aloe & e body lotion

is a smooth moisturising lotion with soothing aloe vera extract and vitamin E for antioxidant benefits. To moisturise and protect the entire body.

## body firming gel

has refreshing and toning properties, thanks to sea algae, plant extracts and vitamins which act together to help firm the skin, stimulate circulation and encourage healthy cell renewal.

## collagen hand care cream

helps to moisturise and provide a protective barrier to restore and prevent dry, chapped skin. Collagen is an excellent hydrating and water-binding ingredient.

## exfoliating shower gel

contains exfoliating granules and refreshing aloe vera extract in a gel which gently foams to leave skin feeling fresh, smooth and invigorated.

## bath & body oils

Four divine essential oil blends to soften, smooth and scent skin in the bath or after showering. Bliss to soothe and calm, Grace to tone and stimulate, Vitality to energise and revitalise and Zest to invigorate and heal.

# sun products



Joyce Blok Natural Skin Care's Sun Care range is formulated to provide effective, broad-spectrum protection from damaging UV rays. They contain a blend of three highly-effective sunscreens.

## everyday sun fitness spf15+ \*

This creamy, non-greasy gel is an ideal everyday sunscreen, which not only makes a great make up base, but is also light enough to be reapplied over make up. It can be applied to dry or wet skin, so should be reapplied as often as needed, especially after swimming.

## intense sun guard spf30+

A broad-spectrum, water-resistant sun-cream which provides maximum protection against damaging UV rays and includes the moisturising and antioxidant protection of sweet almond oil and Vitamin E.

## auto bronzing cream

This non-staining moisturising cream gives the effect of a golden tan, without exposure to skin-damaging UV rays. It contains moisturising, protective and antioxidant ingredients to help skin stay soft and moisturised.

Before applying Auto Bronzing Cream, cleanse skin, exfoliate and moisturise any dry areas (elbows and knees). Using your fingertips, work in a light and even coverage of Auto Bronzing Cream. Wear protective gloves or wash hands thoroughly immediately after application to prevent staining. Wait at least 30 minutes and then reapply if a deeper colour is desired.

\* Only available in New Zealand

# My Recommended Skin Care Routine

## essential care

cleanser .....	when .....
tonic lotion .....	when .....
moisturiser .....	when .....
eye care .....	when .....
other .....	when .....

## enhanced care

.....	when .....
.....	when .....
.....	when .....
.....	when .....
.....	when .....

## sun care

.....	when .....
.....	when .....
.....	when .....
.....	when .....

## body care

.....	when .....
.....	when .....
.....	when .....
.....	when .....

## when

# index

## a

active purifying lotion (body) .....	33
active purifying lotion (face) .....	25
aloe & e body lotion .....	33
aloe vera & camphor gel mask .....	21
aloe vera & cucumber gel mask .....	21
alpha-beta moisture repair .....	23
alpha-beta clear skin gel .....	23
alpha-beta facial exfoliant .....	23
alpha-beta radiance cleanser .....	23
alpha-beta radiance cream .....	23
alpha-beta radiance plus cream .....	23
alpha-beta radiance tonic lotion .....	23
ampoules .....	29
auto bronzing cream .....	35

## b

bath & body oils .....	33
body firming gel .....	33

## C

collagen & elastin ampoules .....	33
collagen & elastin gel mask .....	21
collagen hand care cream .....	33

## d

dry skin cleanser .....	7
dry skin moisturiser .....	7
dry skin night cream .....	7
dry skin tonic lotion .....	7

## e

everyday sun fitness SPF15+ .....	35
exfoliating shower gel .....	33
eye & lip cleanser .....	15
eye care cream .....	15

eye contour gel .....	15
-----------------------	----

## g

gentle facial exfoliant .....	19
-------------------------------	----

## i

intense sun guard SPF30+ .....	35
--------------------------------	----

## l

linden refining mask .....	21
lip balm .....	15

## n

neck cream .....	15
normal skin cleanser .....	5
normal skin moisturiser .....	5
normal skin night cream .....	5
normal skin tonic lotion .....	5

## O

oily skin cleanser .....	11
oily skin moisturiser .....	11
oily skin tonic lotion .....	11

## r

refreshing gel cleanser .....	12
rejuvenating skin cream .....	25

## S

sensitive skin cleanser .....	9
sensitive skin moisturiser .....	9
sensitive skin night cream .....	9
sensitive skin tonic lotion .....	9
serum bha3 .....	24
serum c10 .....	27
serum c20 .....	27
serum cef .....	27
soothing azulene clay mask .....	21

## V

vitamin cream mask .....	21
--------------------------	----

Allantoin: softening, regenerating; Almond Oil: moisturising, protective; [Aloe Vera](#): healing, moisturising; Alpha Hydroxy Acids: moisturising, exfoliating; Apricot Kernel Oil: soothing, nourishing; [Avocado Oil](#): nourishing, softening; Azulene: anti-inflammatory, healing; Balm Mint: healing, calming; Beeswax: anti-oxidant, softening; Bentonite: hydrating, oil-absorbing; Bergamot Oil: antiseptic, soothing; Birch Extract: astringent, antiseptic; Caffeine: stimulating, draining; [Calendula Oil](#): regenerating, protective; Camphor: antibacterial, soothing; Carrot Oil: regenerative, draining; Castor Oil: softening, protective; Chestnut: stimulating, astringent; Collagen: smoothing, softening; Cinnamon Oil: antiseptic, stimulating; Coltsfoot: healing, soothing; [Cucumber Extract](#): soothing, refreshing; Cutavit®: protective, hydrating; Cypress Oil: antiseptic, astringent; Dimethicone: protective, moisturising; Elastin: protective, softening; Fennel: soothing, disinfecting; [Geranium Oil](#): anti-inflammatory, astringent; Ginseng Extract: tonic, stimulating; Glycerin: humectant, protective; Glycosaminoglycans: smoothing, hydrating; Grapefruit Oil: antiseptic, tonic; Grapeseed Oil: nourishing, moisturising; Hexaplant®: soothing, antiseptic; Hops: soothing, healing; Horsetail Extract: anti-inflammatory, astringent; [Jojoba Oil](#): protective,

hydrating; Kaolin: hydrating, oil-absorbing; Lanolin: moisturising, protective; [Lavender Oil](#): healing, balancing; Lemon Oil: antiseptic, toning; Lemongrass Oil: antibacterial, astringent; Lime Oil: astringent, toning; Linden Extract: anti-oxidant, soothing; Menthol: stimulating, refreshing; Mimosa Extract: astringent, antiseptic; Mistletoe: soothing, relaxing; Myrrh: astringent, healing; [Neroli Oil](#): calming, soothing; Nettle: astringent, toning; Oak: astringent, antiseptic; Orris Root Extract: astringent, decongesting; Peach Kernel Oil: softening, nourishing; Peppermint Oil: astringent, soothing; Petitgrain Oil: stimulating, toning; Pine Oil: disinfectant, decongesting; Proteodermin®: regenerating, rejuvenating; [Rose Oil](#): soothing, moisturising; Rosemary Oil: refreshes, tones; Sage: anti-bacterial, stimulating; Salmon Egg Extract: regenerating, protective; Seaweed Extract: stimulating, revitalising; Sedaplant®: soothing, disinfectant; Soluvit CLR®: balancing, regulating; Squalene: antibacterial, moisturising; St John's Wort Oil: anti-inflammatory, regenerating; Tea Extract: anti-oxidant, draining; [Tea Tree Oil](#): healing, antibacterial; Titanium Dioxide: protective, soothing; Urea: healing, anti-inflammatory; Wheatgerm Oil: softening, moisturising; Witch Hazel: toning, astringent; Yarrow: healing, stimulating; Zinc: protective, healing

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