

The RAW Skin Method Consists of 5 Universal Skin Laws.

These simple easy steps morning and night will support your skin for maximum results.

+ AM METHOD

STEP 1. CLEANSE + Blue Agave Wash or Zeo Cleanse

Pump cleanser into moistened hands and work into skin. Spread evenly onto face and neck. If necessary, re-wet hands and continue massaging cleanser into skin for several minutes. Remember this is the first step to healthy skin — so don't rush through this. Be sure and use fingertips to work cleanser into areas that contain more oil and residue (around nose and forehead).

Begin removal by using a warm, wet, white washcloth. Don't just splash water on your face; you will not know how well you have cleansed.

With firm pressure, wipe away the cleanser. Rinse the cloth and wipe face and neck again. If there is no residue on the cloth, you have done a great job and are ready to move on to the next step.



STEP 2. EXFOLIATE + Buffed (Optional)

2-3 times a week exfoliate skin with Buffed Granular Scrub, the perfect way to exfoliate surface dead skin cell build-up. This is a great step to do in the shower.

Pump a small amount of Buffed into hands and work into skin. Massage granular beads over face and neck for several minutes. The fast action of the bamboo/jojoba beads gently rolls over skin lifting away surface cells and residue.

Rinse skin with spray of water and smooth hands over face to remove all of the grains. When out of shower, towel dry face and brush away any excess beads.

STEP 3. TONE + ReZone or Stone Power Toner/After Shave

Do this step after you have finished cleansing or morning shave. The best way to make the most of RAW treatment toners is to pump liquid onto a cotton pad or 2" gauze (your professional may have these). With a saturated pad, smooth liquid onto face and neck using medium pressure. Let the liquid absorb before going to the next step.

STEP 4. RESTORE & BUILD + Mineral Freeze/Firming Peptides

Pump 2-3 drops of Mineral Freeze into palm and apply to skin with fingertips. Smooth in evenly and let absorb before final step.

STEP 5. PROTECT + EnviroProtect

Pump a generous amount of EnviroProtect into hands and blend into skin. EnviroProtect is a light citrus cream that absorbs quickly into skin leaving a matte finish; skin will feel smooth and refreshed.

PROTECT + Lip Guard

For additional day time support, put a few drops of Lip Guard on lips and carry with you to reapply throughout the day. This will keep lips conditioned all day long and aid in preventing cold sores, and dry, chapped lips.



+ PM METHOD

STEP 1. CLEANSE + Blue Agave Wash or Zeo Cleanse

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Begin removal by using a warm, wet, white washcloth. Don't just splash water on your face; you will not know how well you have cleansed.

With firm pressure, wipe away the cleanser. Rinse the cloth and wipe face and neck again. If there is no residue on the cloth, you have done a great job and are ready to move on to the next step.

STEP 2. TONE + ReZone or Stone Power Toner/After Shave

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STEP 3. RENEW + Radical Redux/Retinoid Complex

Pump 2-3 drops of Radical Redux into palm and apply to skin with fingertips. Smooth in evenly all around face and neck. Do not apply to eyelids or directly under eyes. Let remain on skin overnight.

Continue to use as directed. If skin begins to exfoliate or becomes tender or red, discontinue use for a few days. Once exfoliation is complete, begin application again. **(Use with professional guidance.)**

OR REBUILD + Complex VI/Hydrating Antioxidant Serum

Pump 2-3 drops of Complex VI into palm and blend onto face and neck with fingertips. Let remain on overnight. **Note:** May also be used in the morning in place of Mineral Freeze.

STEP 4. REPLENISH + Eye Firm

The eye area is the first to show the years. Pump a few drops of Eye Firm onto fingertip and pat around eye tissue. Smooth across eyelids, around crows feet, and under eye area. May use morning and night for focused attention to diminish eye wrinkles.

REPLENISH + Lip Guard

Revive and prevent chapped, dry lips with the cooling relief of peppermint and plant sterols. With the added benefits of Vitamin E and tea tree oil, lips will feel moist and rejuvenated throughout the evening.



SCIENTIFICALLY-FORMULATED FOR A MAN'S FACE

RAW's skin care system is for MEN only; combining the very best of nature and science. RAW uses the power of organic minerals, plants, and cutting edge bio-tech ingredients for the ultimate rejuvenating system offering younger, healthier, and more refined skin.



BLUE AGAVE WASH **Energizing Cleanser**

Cleansing is where it begins. The RAW extracts of Tequila and Yucca Root are part of this invigorating wash that awakens and energize your skin, balancing your pH for the optimum deep pore cleanse.

ZEO CLEANSE **Purifying Mineral Wash**

The foaming effects of Zeo Cleanse leave your skin smooth, refreshed and ready. The RAW extracts of Zeolite minerals protect skin from stirring up free radicals while the light aroma gives you the optimum experience in daily cleansing.

CTRL.HALT.DEL. **Salicylic Cleansing Pads**

Control oil. Halt breakouts. Delete bacteria. Harness the power of earthy elements with Ctrl.Halt.Del. Salicylic Cleansing Pads. These all-purpose pads are a great addition to your daily cleansing method; quick, easy, and effective.

BUFFED **Granular Scrub**

Exfoliate. It matters. Take facial cleansing to the next level starting at the surface. Bamboo and jojoba granular beads work together to properly exfoliate skin cells for a deeper kind of clean and healthier skin.

REZONE **Sake Toner**

Why ReZone? To balance and clarify skin. Rice wine, specialty teas and precious minerals rezone skin's oils. The RAW fluids greatly reduce and prevent ingrown hairs while leaving skin toned and refreshed.

STONE POWER **Skin Strengthening Toner**

Reduce environmental stresses on your skin with RAW's skin strengthening and re-hydrating toner/aftershave. Stone extracts and peptides soothe and firm your skin, while additional actives calm irritation and redness. The perfect aftershave splash.

RADICAL REDUX **Skin Corrective**

The planet constantly renews itself – why not your skin? Radical Redux uses powerful actives and raw organics boosted by Malachite and Black Tea extracts to reduce wrinkles, smooth texture, refine pores and brighten your skin tone.

MINERAL FREEZE **Skin Firming Peptide**

Maximize your skin's potential for healthier, robust skin. RAW's daily regeneration serum is powered with the organic compounds of Vitamin C, Hematite extracts and a science-based firming peptide that "freeze" wrinkles.

COMPLEX VI **Hydrating Serum**

Complexity is a good thing and by linking six key actives your skin will feel quenched and refreshed. Skin will also enjoy the raw infusion of wines, sea-water and other plant derived nutrients for an optimum dose of hydration for oily or dry skin.

EYE FIRM **Wrinkle Diminisher**

Eyes are the first to show the years. Eye Firm uses self-regenerating mechanisms that directly target collagen-forming cells. The results will be fewer wrinkles, smoother eye tissue and enhanced hydration.

LIP GUARD **Moisture Protection**

Revive and prevent chapped, dry lips with the cooling relief of peppermint and plant sterols. With the added benefits of Vitamin E and tea tree oil, lips will feel moist and rejuvenated all day.

ENVIROPROTECT **Daytime Cream**

Until the world gets more serious about protecting the environment, you need to get serious about protecting your face from it. Armor your skin with fast absorbing Zinc Oxide and Red Algae Extract to bring radical damage to a halt.

CACTI MUD MASK **Weekly Detox**

Who says real men don't mask? The earthy clays and cacti extracts provide skin with balance, hydration, and tone and reduces pore size.

THE RAW MAN FACIAL

See an immediate difference in your skin with the RAW Man Facial. Offering the ultimate experience that will leave skin refreshed and vibrant for weeks, the RAW Man Facial is enhanced with the added benefits of hot and cold applications, relaxing massages, enticing aromas, and tingling sensations. Ask your professional about the RAW Man Facial or RAW Sake Peel treatment today.