

MÁDARA
organic skincare

NEW TIME MIRACLE

Looking as young as you feel can now be achieved the natural way with clinically proven results!

Organic skincare brand MÁDARA introduces their latest innovation; The TIME MIRACLE Range. The unique 'no water' formulation harnesses the power of the new must-have super-water that is currently taking the UK by storm... birch water. It's time to discover the finest organic anti-ageing routine.

**CREATED BY SCIENCE –
UNCONDITIONALLY NATURAL**



0% WATER

To ensure the ultimate anti-ageing formulation, MÁDARA replaced the traditional base ingredient – water – from all formulations instead using birch water, a revolutionary ingredient proven to reduce all key signs of visible ageing. In the UK birch water is being hailed as the 'new coconut water' and is being embraced by health and fitness fanatics country-wide and MÁDARA are utilising its extraordinary skin benefits in their new range. Skin rejuvenating birch water gives your skin a boost like only nature can. Birch water is one of the richest sources of bio-available nutrients including vitamins, proteins, amino acids and enzymes and is known to help cleanse and remove toxins from the body and help nourish the body's cells with organic acids. Recognised as a pure, potent anti-ageing ingredient, Birch sap is one of Nordic women's top beauty secrets.

"Scientists have proven in both in vitro and in vivo tests that birch water provides energy for your skin, stimulating cell growth, repair and protection. We obtain this unique, organic, birch sap early in the spring in the North, right after the soil thaws and nature begins to re-awaken."

Lotte – founder of MÁDARA



THE DNA SAVIOR
Madara (Galium verum)
Protects skin cell DNA from free radical damage.



THE HORMONE SPECIALIST
Red clover (Trifolium pratense)
Contains phytoestrogens that facilitate the formation of collagen and polysaccharides that improve skin moisture.

MEET THE POWERFUL 7

The Time Miracle range also harnesses the power of an organic cellular repair bio-complex - GALIUM 7.

By combing the wisdom of nature with the knowledge of scientists and the quest for innovation, MÁDARA have harnessed a breakthrough cell repair bio-complex that directly targets collagen formation, lifts and regenerates skin and protects against free radical damage. The patented technology is based on the Madara plant (Galium verum), a strong anti-oxidant plus 6 other plants that have been carefully selected to promote the rejuvenation of collagen. In vitro tests prove that these plants have high antiradical effects, which neutralise free radical and delay the ageing process.



90%
THE ULTIMATE ANTOXIDANT
Lady's mantle (Alchemilla vulgaris)
Neutralises up to 90% of free radical damage.



THE REGENERATOR
Sea Buckthorn (Hippophae rhamnoides)
Extraordinary concentrations of vitamins E, provitamin A, fitosterols and carotenoids boost skin regeneration. Dramatically reduces time of dermal cell multiplication.



THE ELASTICITY SHAFT
Horsetail extract (Equisetum arvense)
Extremely high concentrations of silica, an essential mineral for skins health and elasticity.



THE COLLAGENIST
Blueberry (Vaccinium myrtillus)
Contains 15 variations of antocians – powerful antioxidants – known to stabilise collagen fibers and stimulate collagen production.



THE STRONG TONER
Horse chestnut (Aesculus hippocastanum)
Tones and strengthens blood-vessels, capillaries and skin.

TIME MIRACLE

THE BEAUTY OF CONFIDENCE

CELLULAR REPAIR SERUM (£38):

Dramatically boosts the cellular renewal cycle to visibly improve the smoothness of your skin and reduce the appearance of fine lines and wrinkles. Facial contours become firmer, and skin is recharged with essential moisture and vitality.

- 91% had increased collagen synthesis in the skin dermis layer after 4 weeks
- 86% Experienced instant lifting effect
- 100% said their skin looks more youthful and glowing in just 4 weeks



AGE DEFENCE DAY CREAM (£34):

This luxurious age-defying moisturiser protects your skin from environmental damage, stimulates the production of collagen, repairs skin structure and brightens a tired complexion.

- 91% had smoother skin instantly
- 88% had more elastic and firmer skin after 4 weeks
- 93% had reduced fine wrinkles after 4 weeks



TOTAL RENEWAL NIGHT CREAM (£34):

A richly nutritious yet fast-absorbing moisturiser which instantly softens, hydrates and recharges your skin and works overnight to rebuild collagen and elastin fibres and activate the cell renewal process for smoother, rested and radiant skin.

- 97% had smoother looking skin the next morning
- 85% had increased dermis collagen synthesis of more than 20% after 4 weeks
- 93% had reduced fine line wrinkles after 4 weeks



WRINKLE SOOTHING EYE CREAM (£25):

This gentle hydrating cream firms and reconstruct the skin around the eyes, reduces signs of fatigue, and reduces crow's feet and fine lines.

- 91% had instantly smoother looking and brighter looking eye-area
- 88% had reduced appearance of fine lines and wrinkles in the eye-area after 4 weeks



ULTIMATE FACELIFT DAY CREAM (£xx):

A daily facelift cream that provides both instant and long-term lifting, tightening and smoothing effects. Ideal for mature skin that has lost its firmness or for those who whose skin looks tired and dull and in need of a quick repair.

- Instantly: fewer imperfections with less visible lines and smoother skin
- 5 mins: Immediate tightening effect on the collagen fibre network
- 15 mins: lifted skin, less visible lines and wrinkles
- 1 hr: proven to reduce wrinkle depth by 26% within 1 hour
- 2 weeks: renewed skin, increases dermal skin cell regeneration by 25%



CELLULAR NUTRIENTS TONING MIST (£xx):

Helps to maintain moisture and firmness by improving skin structure and collagen synthesis.



I ACTIVE ANTI-AGE

CONCERNS: fine lines, dryness, wrinkle prevention

CELLULAR NUTRIENTS
TONING MIST
+
AGE DEFENCE
DAY CREAM
+
TOTAL RENEWAL
NIGHT CREAM
+
WRINKLE SMOOTHING
EYE CREAM

II ADVANCED ANTI-AGE

CONCERNS: lines and wrinkles, dehydration, uneven skin tone, loss of firmness

CELLULAR NUTRIENTS
TONING MIST
+
CELLULAR REPAIR
SERUM
+
AGE DEFENCE
DAY CREAM
+
TOTAL RENEWAL
NIGHT CREAM
+
WRINKLE SMOOTHING
EYE CREAM

III ULTIMATE ANTI-AGE

CONCERNS: deep wrinkles, dehydration, uneven skin tone, sagging skin

CELLULAR NUTRIENTS
TONING MIST
+
CELLULAR REPAIR
SERUM
+
AGE DEFENCE
DAY CREAM
or
ULTIMATE FACELIFT
DAY CREAM
+
TOTAL RENEWAL
NIGHT CREAM
+
WRINKLE SMOOTHING
EYE CREAM