

terranova®

TN

INTRODUCING SHEA BUTTER

Our best-selling collection gets a fresh, new look
to boost sales and inspire new devotees!



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Our TerraNova® Promise

TRUTH & BEAUTY

With TerraNova, experience simple, true body care for a more beautiful, healthy you.

Always made with premium plant ingredients and fresh, evocative fragrances.

Trust that you are getting the very best in every bottle.

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Shea Butter

INTRODUCTION

Shea butter, nature's miracle-working moisturizer harvested from the sacred African Shea tree, is proven to heal, protect against harsh environments and soothe dry, irritated skin. Revered since the days of Cleopatra, Shea butter provides extra nourishment and ultra hydration to depleted skin, leaving it replenished, smooth and glowing. Each of our formulas contains a high concentration of Shea butter to maximize effectiveness.

Freshly scented with exquisite Shea Blossom, our artful blend of uplifting citrus, florals and spice inspired by the bursting blooms of the sacred African Shea tree.



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Shea Butter THE STORY

Known as “women’s gold”, Shea butter is harvested by women across the African Savannah following age old traditions. It provides great economic benefits to these women and their families.

Expeller pressed from the nut of the fruit of the sacred African Shea tree, Shea butter is enjoyed for its myriad of uses.

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Shea Butter SKIN BENEFITS

1. Shea butter is an extraordinary moisturizer that has long been used to protect skin against harsh environments.
2. It visibly improves skin texture, suppleness and clarity while softening & soothing.
3. It has been proven to heal dry, chapped skin.
4. It soothes, and smoothes cuts and minor irritations.
5. It is known to ease muscle aches.
6. It keeps skin looking young, revitalized and replenished.
7. Rich, yet highly absorbing it doesn't leave a greasy film.





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Shea Butter

SELLING POINTS

- 1) High concentrations of Shea butter keeps skin soft, smooth and fully hydrated. Customers will enjoy instant results.
- 2) Tresses-to-Toes Amazing Moisture Remedy Cream is a customer favorite and TerraNova's best selling product of all time!
- 3) Bright, sunny floral, citrus fragrance with wide appeal.
- 4) Eye-catching packaging evoking the colors of the Savannah and the fragrance's brightness. Bottles are easily recyclable and user friendly. Merchandises beautifully with Lime Blossom & Jasmine.
- 5) Boxed items for easy gift giving and gorgeous shelf presence.
- 6) Made in the USA.
- 7) Natural ingredients. All paraben-free. No FD&C colors. Never tested on animals,

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Shea Blossom

FRAGRANCE DESCRIPTION



Jasmine



Foliage



Citrus



Ginger



Spice

An exquisite interpretation of the flower of the sacred African Savannah Shea tree. Shea Blossom comforts and refreshes with notes of warm ginger, jasmine, fresh foliage, citrus and spice. A fresh, sunny and sweet scent.



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KEY INGREDIENTS

Shea butter and Shea oil : replenishes, protects against drying, hydrates.

Certified organic sunflower oil – emollient, moisturizer.

Avocado and safflower oils – moisturize, nourish.

Organic aloe, plus comfrey, calendula & goldenseal – soothe, calm and soften.

Vitamins A, D & E – anti-oxidants, protect and nourish



Shea Butter

PRODUCT LIST

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PERFUME ESSENCE : Dab this alcohol-free, ambrosial perfume, inspired by the sacred African Shea Blossom, on pulse points. Infused with hints of sparkling sunshine, green citrus and warm spice to brighten your spirits. Convenient roll-on bottle for easy touch ups throughout the day! 0.33fl oz (8.5 ml) rollette bottle. Boxed.



COLOGNE MIST : Spritz this refreshing mist to uplift your spirits with the aroma of the sacred African Shea Blossom, infused with hints of sparkling sunshine, green citrus and warm spice. 1.65 fl oz (50ml) bottle w/atomizer and overcap. Boxed.

CREAMY MOISTURE BATH & SHOWER GEL : This creamy-rich bath and shower gel, enriched with Shea butter, gently cleanses while providing essential hydration. Calendula, comfrey and goldenseal offer extra soothing, while agave gives skin an extra drop of moisture. Paraben-free. 8.7 fl. oz. (255 ml)

SOOTHING TOUCH MASSAGE & BODY OIL : Renew skin and spirit when smoothing on this rich blend of therapeutic Shea oil, certified organic sunflower oil and anti-oxidant vitamin E. Perfectly pampering as a sensual, soothing massage balm, in the bath or on wet skin apres-shower to hold moisture and soften skin. Paraben-free. 8.7 fl. oz. (255ml) bottle.





Shea Butter PRODUCT LIST



DAILY SKIN SMOOTHER BODY LOTION : This super-moisturizing, easily absorbed hand and body lotion is enriched with 5% Shea butter, a highly effective level proven to hydrate the driest, most depleted skin. Anti-oxidant vitamins A and E, plus organic aloe, calendula and comfrey leave skin smooth, revitalized and looking young. Paraben-free. 8.45 fl. oz. (250ml) bottle w/pump. Boxed.

TRESSES-TO-TOES AMAZING MOISTURE REMEDY CREAM : Containing 10% Shea butter, an extremely effective level prove to rescue the thirstiest skin, this amazing cream restores and softens areas during their driest spells. Anti-oxidant vitamins A and E leave skin revitalized and looking young. Emollient avocado and safflower oils, as well as calendula, comfrey and goldenseal smooth and calm, while nourishing milk proteins help keep nails strong. Ideal too for a muscle-easing massage or even on hair for soft shine and frizz control without a greasy feel. Paraben free. 5.25 oz (148g) jar. Boxed. 2.4 oz (60g) tube.

