



Honua

HAWAIIAN SKINCARE



HONUUA: Earth, Land, Foundation

Honua supports non-profits and farms that restore our ecosystem and keep our Hawaiian agricultural, coastlines, and culture thriving



The logo for Honua Hawaiian Skincare features the brand name 'Honua' in a large, elegant, white script font. Below it, the words 'HAWAIIAN SKINCARE' are written in a smaller, clean, white, all-caps sans-serif font. The background of the entire image is a lush, green tropical forest with various plants and trees, creating a natural and serene atmosphere.

Honua
HAWAIIAN SKINCARE

Traditional wisdom: *from the root*

Honua Skincare combines Hawaiian botanicals and traditional healing practices with modern skincare technology to target the root causes of skin conditions, while delivering remarkable results for all skin types. This simple yet powerful facial line of spa/clinical grade products are powered by both plants and high performing natural ingredients.

A truly unique experience from Soil to Skin to Soul...

Kapua Browning

FOUNDER + FORMULATOR

Hawai'i born Master Esthetician and Formulator, Kapua Browning founded Honua Skincare in 2015, when the demand for her Hawaiian crafted products grew beyond her treatment room.

Her personal experience and passion for Hawaiian healing methodologies catalyzed her career in the beauty industry. With years of experience as a licensed esthetician and extensive training in herbalism and product development, Kapua began the building blocks 15 years ago for her own hand-crafted skincare collection and now Honua is found in spas and stores around the world.





The Retail Collection

And ... How to use them in a routine or ritual

AM Routine



STEP 1: CLEANSE

Pa'akai Cleansing Cream

A fresh creamy cleanser that harnesses the deep cleansing and healing properties of Hawaiian Salt.

STEP 2: TONE, FIGHT BREAKOUTS AND PREP SKIN

Lihau - Hawaiian Sandalwood Face Mist

Infused with Aloe and Hyaluronic acid; Antibacterial, Antimicrobial and Antifungal properties.

**Also great to use after gym, yoga, sweating, and even to clean your make-up brushes.*



STEP 3: BOOST HYDRATION + ANTIOXIDANTS

Hibiscus Beauty Booster

Hydrate AND Protect your skin from sun damage with this one step booster that contains both Hyaluronic acid with Astaxanthin (6,000x more powerful than vitamin C).

STEP 4: TREAT/PREVENT/CORRECT

Aloha Youth Serum

A silky serum that treats the root of all skin conditions: powered by Hawaiian antioxidants, anti-inflammatories and omega fatty acids like 'Ōlena, Noni, Kukui and Hibiscus.

**Pro Tip - If you have both the booster and the youth serum, mix together in one step to make a "cocktail" (1-2 drops of each)*



STEP 5: MOISTURIZE + SUN PROTECTION

Malu- Day Cream

Infused with Noni + zinc based (reef friendly) SPF 30 (no white cast or pilling).

PM Routine



STEP 1: CLEANSE

Pa'akai Cleansing Cream

A fresh creamy cleanser that harnesses the deep cleansing and healing properties of Hawaiian Salt.

STEP 2: EXFOLIATE

Hawaiian Beauty Water

A liquid exfoliating/resurfacing tonic that removes dead skin, tightens and brightens with a botanical blend of AHAs and BHAs (use on cotton or reusable round).

**Pro Tip (For nights you don't want an extra step... add a pump of Beauty Water in to your Cleansing Cream to super power it/make it an exfoliating cleanse)*



STEP 3: BOOST HYDRATION + ANTIOXIDANTS

Hibiscus Beauty Booster

Hydrate AND Protect your skin from sun damage with this one step booster that contains both Hyaluronic acid with Astaxanthin (6,000x more powerful than vitamin C).



STEP 5: MOISTURIZE, SMOOTH, & CALM

Olena Beauty Oil

An anti-inflammatory dry oil made from Hawaiian Turmeric and Kukui oil, that calms, redness, softens skin, helps with breakouts and corrects sun damage.

STEP 6: SEAL IN MOISTURE, DEEPLY HYDRATE AND MOISTURIZE, PLUMP

Mahealani Moonlit Glow Balm

A rich balm, "sleeping mask" or face butter that plumps, seals in moisture and addresses fine lines, pre-mature aging and dryness while you sleep (powered by liliko'i, blue tansy and Kukui butter).



STEP 4: TREAT/PREVENT/CORRECT

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Botanical Spotlights

Why our products work...

Pa'akai

CLEANSING CREAM



**HAWAIIAN
SEA SALT**
Gentle detoxifier
filled with skin
loving minerals

**SEAWEED
EXTRACT**
Strengthens and
renews skin

HIBISCUS
Gentle yet effective AHA
(alpha hydroxy acid) also
known to tighten and
plump skin.

PAPAYA ENZYMES
Skin brightening and
exfoliating enzymes

WILLOW BARK
Exfoliating BHA, helps
to breakthrough oil
barrier



Hawaiian

BEAUTY WATER

Līhau

REFRESHING FACE MIST



HAWAIIAN SANDALWOOD

Reduces dryness while combating breakouts with antibacterial, antimicrobial and antioxidant properties

ALOE VERA

Boosts skin cell reproduction, while reducing inflammation and redness

'Ōlena

BEAUTY OIL



'ŌLENA

Reduces surface inflammation and redness and helps to brighten and even out skin tone

HAWAIIAN OIL BLEND

Hawaiian oil blend (Maui grown sunflower oil, Kukui nut oil & Kamani Oil) - Plant Ceramides, antioxidants, and omega fatty acids work together to replenish skin.

Aloha

YOUTH SERUM

BAKUCHIOL
Plant-derived
retinol alternative

'ŌLENA CO2
Skin brightening, anti-
inflammatory
powerhouse that treats
the root of all conditions

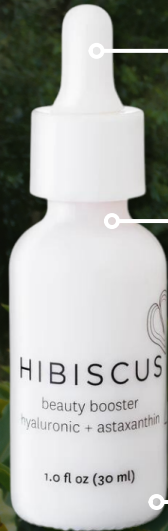


KUKUI & KAMANI OIL
Hydrate and nourish
with omega fatty acids
and antioxidants that
plump and renew skin

NONI
Heals and restores skin
with powerful anti-aging
antioxidants Vitamin C and
Selenium

Hibiscus

BEAUTY BOOSTER



HIBISCUS
Brightens + tightens!
Plumps and hydrates

HYALURONIC ACID
Provides deep hydration helping to minimize fine lines

ASTAXANTHIN
Powerful carotenoid antioxidant, protects skin and reduces sun damage

Malu

PROTECTING
DAY CREAM
SPF 30



LAUKAHI
A wound healing skin protectant, also known as our Hawaiian bandaïd

NONI
Vitamin C rich superfood that aids in protecting and reversing sun damage

NON-NANO ZINC
A physical sun protecting mineral that defends against UV damage

Māhealani

MOONLIT GLOW BALM



LILIKO'I

Vitamin A rich antioxidant known to prevent premature aging

Moana

REJUVENATING MASK



LIMU

Also known as Hawaiian Spirulina – an algae high in antioxidants that is known to boost cell regeneration to help premature aging.

'Āina

INVIGORATING MASK



CHARCOAL

Powerful detoxifier

TURMERIC

Antibacterial and antiinflammatory

Professional & Back Bar

For Estheticians and Spa Partners

Pa'akai Cleansing Cream	8 oz.	\$38	60-80 treatments
Hawaiian Beauty Water	8 oz.	\$38	60-80 treatments
Brightening Facial Polish	8 oz.	\$92	60-80 treatments
'Aina Detoxifying Mask	16 oz.	\$104	80-100 treatments
Moana Revitalizing Mask	16 oz.	\$104	80-100 treatments
Aloha Youth Serum	4 oz.	\$92	60-80 treatments
'Ōlena Facial Oil	4 oz.	\$82	50-70 treatments
Honua Eye Glow	2 oz.	\$62	60-80 treatments
Hibiscus Beauty Booster	2-1oz.	\$52	40-60 treatments
Mahealani Glow Balm	2-2oz.	\$82	40-60 treatments
Malu Day Caem +SPF 30	2-1oz.	\$38	40-60 treatments
Lihau Facial Mist	2-4 oz.	\$52	60-80 treatments



www.honuaskinare.com