



ORGANIC SKINCARE FROM NEW ZEALAND





«Moana is made and sent into the world with love. Love transforms us, giving us hope, joy and confidence. Love changes us and those around us.

With love the world changes."

Nina, Founder of Moana

Guided by nature

Carefully selected premium ingredients from the pristine oceans and nature of New Zealand. Moana was created as an all natural and certified organic skincare brand with unprecedented efficacy.

When the Maori people first set foot on the island of New Zealand, the mantra “A tree on land, and a rock at sea”//“He kaihua ki uta, he toka hapuka kit e moana”// was used as a guideline for survival in an unfamiliar world. For them it meant that “Any plant or rock/reef that is popular amongst animals, is a good resource for food”. The same philosophy guided the creation of their traditional natural medicine – Rongoa.

Inspired by Rongoa and the Maori approach, Moana skincare selects the purest and most effective ingredients from the pristine nature of New Zealand. Plant based ingredients are carefully selected, from ancient knowledge and modern research. We even harvest from the depth of the ocean, where we have found a unique treasure – our red seaweed. By Maori language, “Moana” means “deep sea”.

If it is not part of nature, you will certainly not find it in our products

In traditional cosmetics, the active ingredients are heavily diluted in a mixture of oil-and-water. Typically, the concentration level of active ingredients is about 1% or at similar low levels. This mixture is then typically stabilized using synthetic emulsifiers and viscosity modifiers.

In Moana skincare products on the other hand, we use all natural ingredients “as is”. The amount of active ingredients in all our products are above 70% and sometimes as high as 95%. Our mixture is stabilized using our unique Glycoplus® red seaweed extract, keeping Moana free of any synthetic ingredients.



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Reinventing Skincare

Natural trends – here to stay

- «Green»
- «Blue»
- «Ecological»
- «Organic»
- «Natural»
- «Whole foods»
- «Superfoods»
- «Clean»
- «Genuine»
- «Non-chemical»
- «Non-GMO»
- «Marine»

Natural trends – here to stay

- Consumer demands
 - 463 bill USD, 111 bill USD + 4%, 13 bill USD + 10%
 - Efficacy + natural alternatives
- Regulations
- Cross-over trends
- The trade structure and power-shifts
- Demographics
- Economics
- Digitalisation
- The market growth dynamics

How to meet consumer demands?

- Efficacy => uncompromising effects
- Natural alternatives => something that is a “no bullshit” natural alternative
- Certified Organic
- Glycobiology for your skin – help your skin to help itself

The science behind Moana

The marine polyglucans in Glycoplus® are known for its high skin absorption. Extensive research shows that nutrients in Glycoplus® are able to penetrate deep into your skin. Red seaweed contains superoxide dismutase enzymes, molecules that support your skin's free-radical defence. It improves your skin barrier quality by boosting your skin's nutrient reservoirs, promoting a flawless skin appearance.

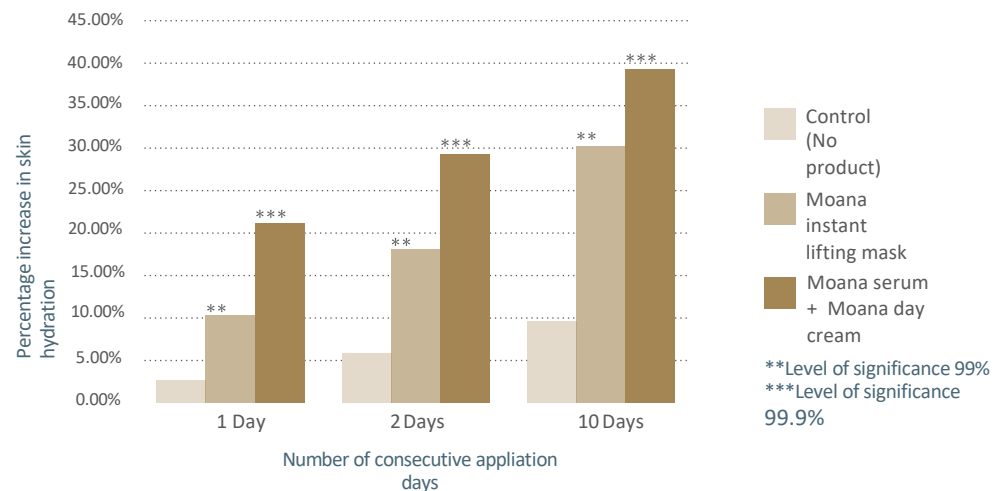
In a clinical study* it was shown that Moana skincare provided an unprecedented hydration of the skin.

A combination of our instant lifting mask, serum and renewal day cream was applied twice a day for 14-days.

A significant improvement was seen in skin hydration already after the first application. Even more impressive, a lasting skin hydration effect of up to 60 hours was seen after the last application. This is unprecedented and 8 to 10 times higher than traditional cosmetics.

This is why we call Moana a “superfood” for your skin.

Percentage increase in skin hydration on application of Moana skin care products



Certified Organic

New Zealand is one of the most pristine countries in the World and the Government goes far and beyond to protect its oceans and nature.

The strict rules and regulations put in place by the Government also apply to their definition and certification process of Organic products.

Moana Skincare is a brand that goes beyond empty promises and has obtained a Certified Organic status through AsureQuality, the New Zealand Government's body for these processes.

Moana Skincare is a natural alternative, certified organic, and we are happy to document our claim by showing our certificate



Unique New Zealand ingredients



Seaweed Extract

The high levels of Moana's own unique ingredient, Glycoplus® is the backbone in Moana



Mamaku Extract

New Zealand's native black fern extract has unique soothing properties. The unique soothing effect also promotes skin hydration which is vital for a younger-looking complexion.



Manuka Honey

The high manuka content contributes to increased and long-lasting hydration of the skin important in order to fight the signs of ageing.



Kawakawa oil

Kawakawa was traditionally called "the pharmacy of the forest" because of its plethora of effects. In Moana we are utilising the soothing and hydrating effects of kawakawa oil to target the visible signs of aging promoting skin radiance and smoothness.



Kowhai Extract

This unique extract contains ingredients that promotes exfoliation while supporting skin barrier function and retaining moisture.



Harakeke extract (New Zealand's aloe vera)

Harakeke extract is considered a super hydrator with soothing properties. In Moana harakeke helps soothe the skin while at the same providing the necessary hydration to your skin.



Sunflower Oil

Concentrated in linolenic acid, this incredible fatty acid helps prevent transepidermal water loss from the skin's delicate tissues, assisting in keeping skin soft and supple.



Avocado Oil

High in vitamins A, D and E, avocado oil helps create a supple skin tone and is particularly good for ageing or dry skin. It provides deep penetrating hydration while anti-oxidants help combat the effects of sun damage.



Evening Primrose Oil

High levels of antioxidants and the soothing properties of this ingredient help fight the signs of fine lines and wrinkles as well as dark circles under the eye area.



Grapeseed Oil

High levels of essential fatty acids from grapeseeds have shown to provide benefits for problem skin.



Jojoba Oil

Jojoba oil helps moisturise the skin and acts as a natural skin conditioner.



Borage Oil

This incredible fatty acid has the highest levels of GLA's with up to 14% higher levels than Evening Primrose oil. Providing strong soothing effects and can be used with problem skin.



Olive Oil

Renowned for its deep penetrating effects, it helps to cleanse the skin while its antioxidants provide support in the fight against free-radical damage to the skin.



Aloe Vera Extract

Polysaccharides bestow hydrating, emollient and soothing benefits while providing support for a strong skin barrier function. Packed with vitamin B, folic acid, vitamin C and carotene - this extract helps in the fight against oxidative stress.



Hemp Seed Oil

Known for its high levels of vitamins and minerals, in addition to the content of omega-3 and omega-6 fatty acids, hemp seed oil contributes to a healthy skin barrier while keeping your skin moisturised.



Kiwi Seed Oil / Kiwi Fruit Extract

Known for its high levels of vitamin C, a known vitamin important in collagen formation, kiwi fruit extract helps fight the signs of aging.



Rice Powder

Manufactured from organic rice seed. These fine particles make an ideal exfoliating ingredient that helps remove dead skin cells and prepare the skin for welcoming our other unique ingredients.



Caprylic & Capric Triglycerides

These carrier oils help to remove every trace of makeup whilst leaving your skin feeling light, silky and non-greasy. Suited to sensitive and dry skin, they contain excellent anti-oxidant properties.

Glycoplus®

Moana's red seaweed extract is at the forefront of cosmetic ingredients. At the core of almost all our products is our very own unique ingredient: Glycoplus®.

Traditionally, skin care products are made by mixing oil- and water-soluble ingredients, making an emulsion a base and then adding low percentages of active ingredients. This process yields products that we believe are inferior in offering cosmetic benefits as the main content comprises of the base cream (no actives). Even though there are new delivery systems introduced in cosmetic products, we believe the base cream sits on the surface of the skin, making it difficult for the low-level active ingredients to penetrate the skin barrier in order to exert their effects.

Moana Skincare has turned this process completely upside down! Our products use Glycoplus®, a unique active ingredient from red seaweed, as the base before adding other native New Zealand botanicals into the formulation. Together, these plant-based extracts are providing glycans, vitamins, minerals and antioxidants, a superfood cocktail, to your skin.

Moana is an organic skin care range with a blend of unique and native marine and plant-based active ingredients that we believe are perfect for your skin.



Moana Skincare for Women



moana
cleansing milk



moana toner



moana
makeup remover



moana
moisturiser



moana
serum



moana
eye firming gel



moana
oil



moana
gentle exfoliator



moana
renewal day cream



moana
nourishing cream



moana
instant lifting mask



moana
night repair
serum



moana
night repair
complex

Moana Skincare Collections



moana oily skin solution collection



moana ultimate night care collection



moana normal skin solution collection



moana intensive dry skin solution collection



moana anti-ageing solution collection



moana advanced eye care collection

Moana Skincare for Women - RSPs



moana
cleansing milk
EUR 49.-



moana toner
EUR 49.-



moana
makeup remover
EUR 49.-



moana
moisturiser
EUR 89.-



moana
serum
EUR 119.-



moana
eye firming gel
EUR 89.-



moana
oil
EUR 59.-



moana
gentle exfoliator
EUR 89.-



moana
renewal day cream
EUR 89.-



moana
nourishing cream
EUR 109.-



moana
instant lifting mask
EUR 109.-



moana
night repair
serum
EUR 119.-



moana
night repair
complex
EUR 109.-

Moana Skincare Awards

- Natural Beauty Awards 2014 UK
- Blue Planet Award - best organic natural brand at InterBeauty Prague 2014
- Best Concept in Skincare at InterBeauty Greece in November 2014





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