

WELEDA



**YEARS OF CONNECTING
PEOPLE WITH NATURE**



WELEDA

Since  1921

Birch Tones, smooths and firms the skin

The birch tree is a true expert in letting go, renewing and bringing life and movement to where there is stagnation and this ritual taps into these properties.

A weekly exfoliation with invigorating **Birch Pearl Body Scrub** helps to keep skin smooth, toned and radiant using the tiny ocean-friendly granules made from natural waxes, which are especially gentle on the skin. Take your time to cover your entire body and let the scrub's invigorating aroma of zingy grapefruit and citrus lift the spirits while cypress supports the birch in its eliminatory function.

At the same time, you can experience **Weleda's** century-long expertise in creating 100% natural fragrances, developed by **Weleda's** own in-house perfumers. Sustainability and efficacy are always at the forefront of the perfumer's ingredient choices. The fragrance philosophy also recognises that scents have a physical, biochemical and psychological effect on us.

Begin your birch ritual with **Birch Pearl Body Scrub**, using gentle circular movements that are not too fast, nor too slow. Instead, create a soothing yet active rhythm as the natural wax beads lift and remove dead skin cells.

While exfoliating, take the opportunity to connect with your inner self, thinking about what you choose to let go of that day, week or month. Perhaps it is

an unhelpful thought or feeling. Consider what you might want instead. Be conscious of the water lifting and removing the scrub as well as all else that is not needed.

While your skin is warm and slightly damp, follow your exfoliation with **Birch Cellulite Oil**, applying to your upper limbs, tummy and your lower back. Use active circular movements towards the heart when applying the oil to limbs and buttocks. Continue with three clockwise circles over the tummy and finish with large warming circles on either side of the base of lower back.

Help the letting go process and the cleansing action of the birch by ensuring you drink plenty of water throughout the day.



To access your bespoke Weleda bathroom playlist, please go onto your Spotify app, click the search icon and finally, click the camera icon on the top right.

