

LÜK BEAUTFOOD

EST. 2012



PRODUCT KNOWLEDGE

DELICIOUS... INSIDE + OUT



THE LÜK

modern beauty standard

We began our clean beauty journey in 2012.

Today we're so much more.

At Lük Beautifood we're committed to creating beauty products that protect our customers, our people and the planet. That's why you can hold our products to the same standard you hold your food.

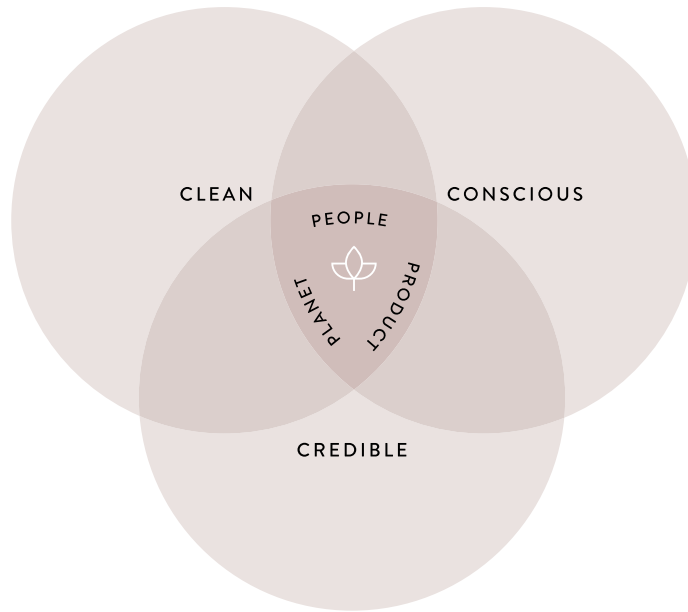
We've created our own modern beauty standard to translate the science and our ethos into practice; set guidelines for how we work with our partners and manufacturers; and share what it means for our customers and partners.

The Lük Modern Beauty Standard sits at the nexus of our foundational pillars of clean, conscious and credible to meet the highest global standards for safety, efficacy and sustainability.

As a company we more broadly align our definition of sustainability with that of the UN Sustainable Development Goals (SDGs) to ensure the wellbeing of people are also at the forefront of our strategy.



Learn more at: lukbeautifood.com/pages/luk-beauty-standard



CLEAN

Her wellbeing is our top priority and we're uncompromising in our standards of health and safety.

- Natural ingredients
- Certified toxin free
 - Transparency
 - Clean colour



100% NATURAL

or



100% NATURAL ORIGIN



NUTRIENT ACTIVE



TOXIN FREE



MADE FROM FOOD



PALM OIL FREE

or



RSPO CERTIFIED

CONSCIOUS

We're mindful of our impact on both people and planet and tread thoughtfully on our path towards meeting our sustainability and social goals.

- Diversity & inclusion
- Wellbeing of our people
 - Carbon neutral
 - Reuse & recycle
 - Cruelty free
 - Ethical sourcing
 - Renewable energy
 - Local manufacture



MADE from RENEWABLES



RECYCLABLE

CREDIBLE

We apply real expertise in food science and colour cosmetics to create high quality products that work.

- Nutrient active ingredients
- Manufacturing & supply chain certifications
 - EU cosmetic regulation
 - Preferred partners
- Supply chain transparency
- Safety and stability testing
 - Product claims
 - Clean colour experts
 - Consumer feedback
- Awards & certifications
- Food science innovation
- Qualified and experienced team
- 90% made in Australia, 10% made in Italy





LIP NOURISH™

Ingredient Statement

Combined Ingredient List: Ricinus Communis (Castor) Seed Oil, Persea Gratissima (Avocado) Oil†, Sesamum Indicum (Sesame) Seed Oil*†, Euphorbia Cerifera (Candelilla) Wax, Jojoba (Simmondsia Chinensis) Esters, Copernicia Cerifera (Carnauba) Cera, Isopropyl Jojobate, Jojoba Alcohol, Cera Alba (Beeswax), Caprylic/Capric Triglyceride, Zea Mays (Corn) Starch, Theobroma Cacao (Cocoa) Seed Butter*†, Tocopherol (Vitamin E), Lecithin (Soy).

May contain: Prunus Avium (Cherry Kernel) Oil, Citrus Aurantifolia (Lime) Oil*†, Zingiber Officinale (Ginger) Root Oil*†, Cinnamomum Zeylanicum (Cinnamon) Bark Oil*†, Aroma (Vanilla Natural Flavour Oil), Juniperus Communis (Juniper Berry) Fruit Oil*†, Citrus Sinensis (Orange) Peel Oil*†, Citrus Paradisi (Pink Grapefruit) Peel Oil*†, Citrus Limonum (Lemon) Oil*†, Mentha Piperita (Peppermint) Oil*†,

Rosmarinus Officinalis (Rosemary) Leaf Oil*†, Citrus Reticulate (Mandarin) Peel Oil*†, Citrus Reticulate (Tangerine) Peel Oil*†, Helianthus Annuus (Sunflower) Seed Oil‡, Maltodextrin‡, CI 75470 (Carmine), CI 77491 (Iron Oxide), CI 77492 (Iron Oxide), CI 77499, (Iron Oxide), CI 77742 (Manganese Violet), CI 77019 (Mica), CI 77891 (Titanium Dioxide), Benzyl Benzoate^, Cinnamal^, Limonene^, Citronellol^, Benzyl Alcohol^, Benzyl Cinnamate^, Eugenol^, Linalool^, Citral^.

***Organic Ingredients** ^From Natural Essential Oils ‡From Carmine †AAA Hydra-soft Complex™

Shades containing Carmine are

Tangerine Pomegranate, Peach Melon, Ruby Grapefruit, Cherry Plum, Cranberry Citrus, Nude Pink, Rosé, Nude Sugar and Guava Blush



100% NATURAL



NUTRIENT ACTIVE



TOXIN FREE



MADE FROM FOOD



RSPO CERTIFIED

Box

Sustainable renewables. Water based varnish. Vegetable Inks.



Recycle Home

Tube

Aluminium outer tube & shell with PCR inner base & cap. Magnet.



Terracycle Recycling Programme

Participating store drop off or return to LUK Beautifood





LIPSTICK CRAYON

Ingredient Statement

Combined Ingredient List: Cocos




Nucifera (Coconut) Oil*, Octyldodecyl Stearoyl Stearate, C10-18 Triglycerides, Copernicia Cerifera (Carnauba) Wax*, Silica, Hydrogenated Vegetable Oil, Polyglyceryl-3 Diisostearate, Oryzanol, Tocopherol (Vitamin E), Glyceryl Undecylenate. **May Contain** (+/-): Kaolin, CI 77019 (Mica), CI 77891 (Titanium Dioxide), CI 77742 (Manganese Violet), CI 77491, CI 77492, CI 77499 (Iron Oxides). ***Organic**

 100% NATURAL ORIGIN

 VEGAN

 TOXIN FREE

 RSPO CERTIFIED

Box	Crayon	Lid
Sustainable renewables. Water based varnish. Vegetable inks.	Sustainably grown wood. Pencil shavings.	55% plant based plastic
		
Recycle Home	Compost or vegetative recycling bin Home	Terracycle Recycling Programme Participating store drop off or return to Lük Beautifood





INSTANT GLOW TINTED COMPLEXION BALM™


Ingredient Statement

100% Natural Ingredients: Aqua (Water), Caprylic/Capric Triglyceride*, Glycerin*, Jojoba Oil / Macadamia Seed Oil Esters, Glyceryl Stearate*, Stearic Acid, Propanediol, Butyrospermum Parkii (Shea) Butter, Coco-Caprylate/Caprate, Lecithin (Soy), Persea Gratissima (Avocado) Oil, Punica Granatum (Pomegranate) Seed Oil, Rosa Canina (Rosehip) Fruit Oil, Terminalia Ferdinandiana (Kakadu Plum) Seed Oil, Crambe Abyssinica Seed Oil, Jojoba Esters, Squalene, Tocopherol (Vitamin E), Beta-Carotene, Xanthophylls, Morinda Citrifolia (Noni) Callus Culture Lysate, Carthamus Tinctorius (Safflower) Seed Oil, Phytosteryl Macadamiate, Phytosterols, Silica, Glyceryl Caprylate*, Caprylhydroxamic Acid, Citric Acid, Kaolin, Magnesium Aluminum Silicate, Cellulose Gum, Sodium Hydroxide, Helianthus Annuus (Sunflower) Seed Oil, Rosmarinus Officinalis (Rosemary)

Leaf Extract, 100% Natural Fragrance Blend, Limonene[^], Linalool[^], Citronellol[^], Geraniol[^]. **May Contain:** +/- CI 77019 (Mica), CI 77891 (Titanium Dioxide), CI 77491, CI 77492, CI 77499 (Iron Oxides), CI 77861 (Tin Oxide)

Note: [^]From Natural Essential Oils.

***RSPO**

 **100% NATURAL**

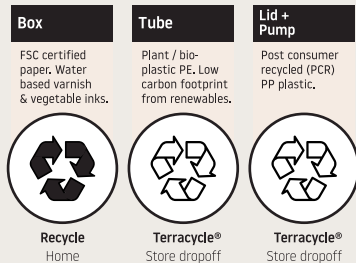
 **NUTRIENT ACTIVE**

 **MADE FROM FOOD**

 **VEGAN FRIENDLY**

 **CRUELTY FREE**

 **ECO-FRIENDLY PACKAGING**






GOLDEN GLOW LIP POLISH™

Ingredient Statement

100% Natural Ingredients:

Helianthus Annuus (Sunflower) Seed Oil*, Cocos Nucifera Sugar, Olea Europaea (Olive) Fruit Oil, Brassica Campestris (Rapeseed) Seed Oil, Glycerin (Vegetable Glycerin), Aqua (Water), Leptospermum Scoparium Mel (Manuka Honey), Zingiber Officinale (Ginger) Root Extract, Ginkgo-Biloba, Tocopherol (Vitamin E), Quillaja Saponaria Wood Extract, Saponaria Officinalis (Soapwort) Leaf/Root Extract, Vanilla Planifolia (Vanilla) Bean Extract, Anthemis Nobilis (Chamomile) Flower Oil, Citrus Aurantium Bergamia (Bergamot) Peel Oil, Limonene[^], Linalool[^]. ***Organic** [^]**From Natural**

Essential Oils

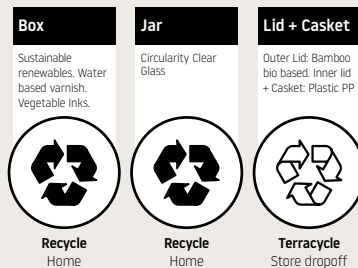
 100% NATURAL

 NUTRIENT ACTIVE

 TOXIN FREE

 MADE FROM FOOD

 PALM OIL FREE






SUPERGREENS LIP SCRUB™

Ingredient Statement

100% Natural Ingredients: Sucrose, Vitis Vinifera (Grape) Seed Oil, Camellia Sinensis (Green Tea) Extract, Ascorbic Acid, Brassica Oleracea (Broccoli) Seed Oil, Apium Graveolens (Celery) Seed Oil, Solum Diatomeae, Fucus Vesiculosus (Seaweed) Extract, Coco-Caprylate/Caprates, Ricinus Communis (Castor) Seed Oil, Mentha Arvensis (Mint) Leaf Oil, Rosmarinus Officinalis (Rosemary) Leaf Oil, Salvia Sclarea (Clary Sage) Oil, C175810 (Chlorophyll), Caprylhydroxamic Acid, Glyceryl Caprylate, Glycerin (Vegetable Glycerin), Limonene[^], Linalool[^]. [^]From Natural Essential Oils

Box	Jar	Lid + Casket
Sustainable renewables. Water based varnish. Vegetable inks.	Circularity Clear Glass	Outer Lid: Bamboo bio based. Inner lid + Casket: Plastic PP
		
Recycle Home	Recycle Home	Terracycle Store dropoff



 100% NATURAL

 NUTRIENT ACTIVE

 TOXIN FREE

 MADE FROM FOOD

 PALM OIL FREE




SWEET DREAMS LIP MASK™

Ingredient Statement

100% Natural Ingredients: Glycerin (Vegetable Glycerin), Aqua (Water), Helianthus Annuus (Sunflower) Seed Oil*, Prunus Armeniaca (Apricot) Kernel Oil*, Macadamia Ternifolia Seed Oil, Olea Europaea (Olive) Fruit Oil, Theobroma Cacao (Cocoa) Seed Butter*, Kaolin (White Clay), Volcanic Ash, Benzyl Alcohol, Salicylic Acid, Sorbic Acid, Terminalia Ferdinandiana (Kakadu) Fruit Extract, Sodium Hyaluronate, Quillaja Saponaria Wood Extract, Saponaria Officinalis (Soapwort) Leaf/Root Extract, Propanediol, Theobroma Cacao (Cocoa) Extract, CI77019 (Mica).

***Organic**




 100% NATURAL

 NUTRIENT ACTIVE

 TOXIN FREE

 MADE FROM FOOD

 PALM OIL FREE

Box	Jar	Lid + Casket
Sustainable renewables. Water based varnish. Vegetable inks.	Circularity Clear Glass	Outer Lid: Bamboo bio based. Inner lid + Casket: Plastic PP
		
Recycle Home	Recycle Home	Terracycle Store dropoff





PEPPERBERRY LIP JAM™

Ingredient Statement

100% Natural Ingredients: Aqua (Water), Glycerin (Vegetable Glycerin), Hibiscus Sabdariffa Flower Extract, Salvia Hispanica (Chia) Seed, Xanthan gum, Zanthoxylum Piperitum (Szechuan) Fruit Extract, Benzyl Alcohol, Salicylic Acid, Sorbic Acid, Cinnamomum Zeylanicum (Cinnamon) Bark Oil, CI75470 (Carmine), Beta Vulgaris Rubra (Beetroot) Root Extract, Vaccinium Macrocarpon (Cranberry) Fruit Extract, Cinnamal[^], Eugenol[^], Benzyl Benzoate[^], Linalool[^]. **^From Natural Essential Oils**

Box	Jar	Lid + Casket
Sustainable renewables. Water based varnish. Vegetable inks.	Circularity Clear Glass	Outer Lid: Bamboo bio based. Inner lid + Casket: Plastic PP
		
Recycle Home	Recycle Home	Terracycle Store dropoff



-  100% NATURAL
-  NUTRIENT ACTIVE
-  TOXIN FREE
-  MADE FROM FOOD
-  PALM OIL FREE



VITAMIN C LIP NECTAR™

Ingredient Statement


100% Natural Ingredients: Vitis

Vinifera (Grape) Seed Oil, Rosa canina (Rosehip) seed oil, Hippophae Rhamnoides (Sea Buckthorn) Oil, Silica, Camellia Sinensis (Green Tea) Extract, Ascorbic Acid, Simmondsia Chinensis (Jojoba) Seed Oil *, Daucus Carota Sativa (Carrot) Seed Oil, Punica Granatum (Pomegranate) Seed Oil, Salvia Hispanica (Chia) Seed Oil, Curcuma Longa (Turmeric) Root Oil, Marine (Seaweed) Collagen, Citrus Nobilis (Mandarin Orange) Peel Oil, Zingiber Officinale (Ginger) Root Oil*, Limonene[^], Linalool[^], Citral[^].

***Organic [^]From Natural Essential Oils**

Box	Jar	Lid + Casket
Sustainable renewables. Water based varnish. Vegetable inks.	Circularity Clear Glass	Outer Lid: Bamboo bio based. Inner lid + Casket: Plastic PP
		
Recycle Home	Recycle Home	Terracycle Store dropoff



 100% NATURAL

 NUTRIENT ACTIVE

 TOXIN FREE

 MADE FROM FOOD

 PALM OIL FREE




AROMATIC SKIN NOURISH™

Ingredient Statement

100% Natural Ingredients: Aqua (Water), Theobroma Cacao (Cocoa) Seed Butter *, Glycerin (Vegetable Glycerin), Glyceryl Stearate SE, Helianthus Annuus (Sunflower) Seed Oil *, Butyrospermum Parkii (Shea Butter) *, Cetyl Alcohol, Glycol Distearate, Pentylene Glycol, Persea Gratissima (Avocado) Oil, Isoamyl Laurate, Olive Oil Decyl Esters, Squalane, Coconut Alkanes, Tocopherol (Vitamin E), Glyceryl Caprylate, CI77019 Mica, Punica Granatum (Pomegranate) Fruit Extract, Sodium Hyaluronate, Daucus Carota Sativa (Carrot) Seed Oil, Brassica Oleracea (Broccoli) Seed Oil, Rosa canina (Rosehip) seed oil, 100% Natural Fragrance Blend (Citrus Aurantium (Bitter Orange) Flower Oil, Anthemis Nobilis (Chamomile) Flower Oil, Thymus Vulgaris (Thyme) Flower/Leaf Oil, Salvia Officinalis (Sage) Oil*, Coriandrum Sativum (Coriander) Fruit Oil, Cananga Odorata (Ylang Ylang)

Flower Oil*, Citrus Paradisi (Grapefruit) Peel Oil, Rosa Centifolia Flower Oil, Ferula Galbaniflua (Galbanum) Gum Extract, Melaleuca Leucadendron Cajuputi Leaf Oil, Pelargonium Graveolens (Geranium) flower Oil, Copaifera Officinalis (Balsam Copaiba) Oil, Aniba Rosaeodora (Rosewood) Leaf Oil, Benzyl Salicylate^, Citral^, Eugenol^, Geraniol^, Benzyl Benzoate^, Citronellol^, Farnesol^, Limonene^, Linalool^). ***Organic** ^**From Natural Essential Oils**

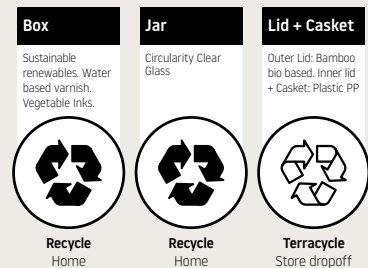
 **100% NATURAL**

 **NUTRIENT ACTIVE**

 **TOXIN FREE**

 **MADE FROM FOOD**

 **PALM OIL FREE**






LUMINIZER DROPS

Ingredient Statement

100% Natural Ingredients: Aqua (Water), Theobroma Cacao (Cocoa) Seed Butter *, Glycerin (Vegetable Glycerin), Glyceryl Stearate SE, Simmondsia Chinensis (Jojoba) Seed Oil, Squalane, CI77019 (Mica), Butyrospermum Parkii (Shea) Butter*, Olive Oil Decyl Esters, Cetyl Alcohol, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Calendula Officinalis (Calendula) flower extract, Pentylene Glycol, 100% Natural Fragrance Blend (Citrus Aurantium (Bitter Orange) Flower Oil, Anthemis Nobilis (Chamomile) Flower Oil, Thymus Vulgaris (Thyme) Flower/Leaf Oil, Salvia Officinalis (Sage) Oil*, Coriandrum Sativum (Coriander) Fruit Oil, Cananga Odorata (Ylang Ylang) Flower Oil*, Citrus Paradisi (Grapefruit) Peel Oil, Rosa Centifolia Flower Oil, Ferula Galbaniflua (Galbanum) Gum Extract, Melaleuca Leucadendron Cajuputi

Leaf Oil, Pelargonium Graveolens (Geranium) flower Oil, Copaifera Officinalis (Balsam Copaiba) Oil, Aniba Rosaodora (Rosewood) Leaf Oil, Benzyl Salicylate[^], Citral[^], Eugenol[^], Geraniol[^], Benzyl Benzoate[^], Citronellol[^], Farnesol[^], Limonene[^], Linalool[^]. ***Organic** [^]**From Natural**

Essential Oils



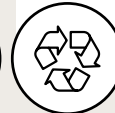
 **100% NATURAL**

 **NUTRIENT ACTIVE**

 **TOXIN FREE**

 **MADE FROM FOOD**

 **PALM OIL FREE**

Box	Jar	Lid + Dropper
Sustainable renewables. Water based varnish. Vegetable inks.	Circularity Clear Glass	Lid: Bamboo bio based. Dropper: silicone + glass
		
Recycle Home	Recycle Home	Terracycle Store dropoff

 **PETA APPROVED**
Vegan Global Animal Test Policy





WE STAND FOR:

**EVERY WOMAN TO FEEL NOURISHED AND ALIVE
EVERY DAY WITH SIMPLE AND UPLIFTING BEAUTY
PRODUCTS THAT DON'T COMPROMISE HER
HEALTH AND WELLBEING.**

LÜK BEAUTFOOD

EST. 2012

*WE'RE OBSESSED WITH
MAKING NOURISHING
COLOUR & TREATMENTS
THAT LOOK, TASTE AND
FEEL AMAZING!*



CONSCIOUSLY MADE, AWARD WINNING, AUSTRALIAN CLEAN BEAUTY