



The World's Purest Clay Mask

**made with 99% pure glacial oceanic
clay sourced from the mountains in
Northern British Columbia*

Visit www.nenaskincare.com

Introducing NENA Skincare:

The 4-Step Skincare System

<https://www.youtube.com/watch?v=pNSMHnKS92s>

[NENA Educational Blog Posts](#)

Why NENA?

[The Canadian Glacial Clay Skincare Difference.](#)

<https://nenaskincare.com/why-nena-canadian-glacial-clay-difference/>

Natural Skincare Benefits:

[What is Glacial Oceanic Clay?](#)

<https://nenaskincare.com/natural-skincare-benefits-what-is-glacial-oceanic-clay/>



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3. Why NENA – Unique Selling Points
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5. Star Product – NENA Clay Mask
6. Awards and Media Reports
7. Online Learning Tools
8. Appendix – Supporting Data



from the mountains of British Columbia

proudly made in Vancouver





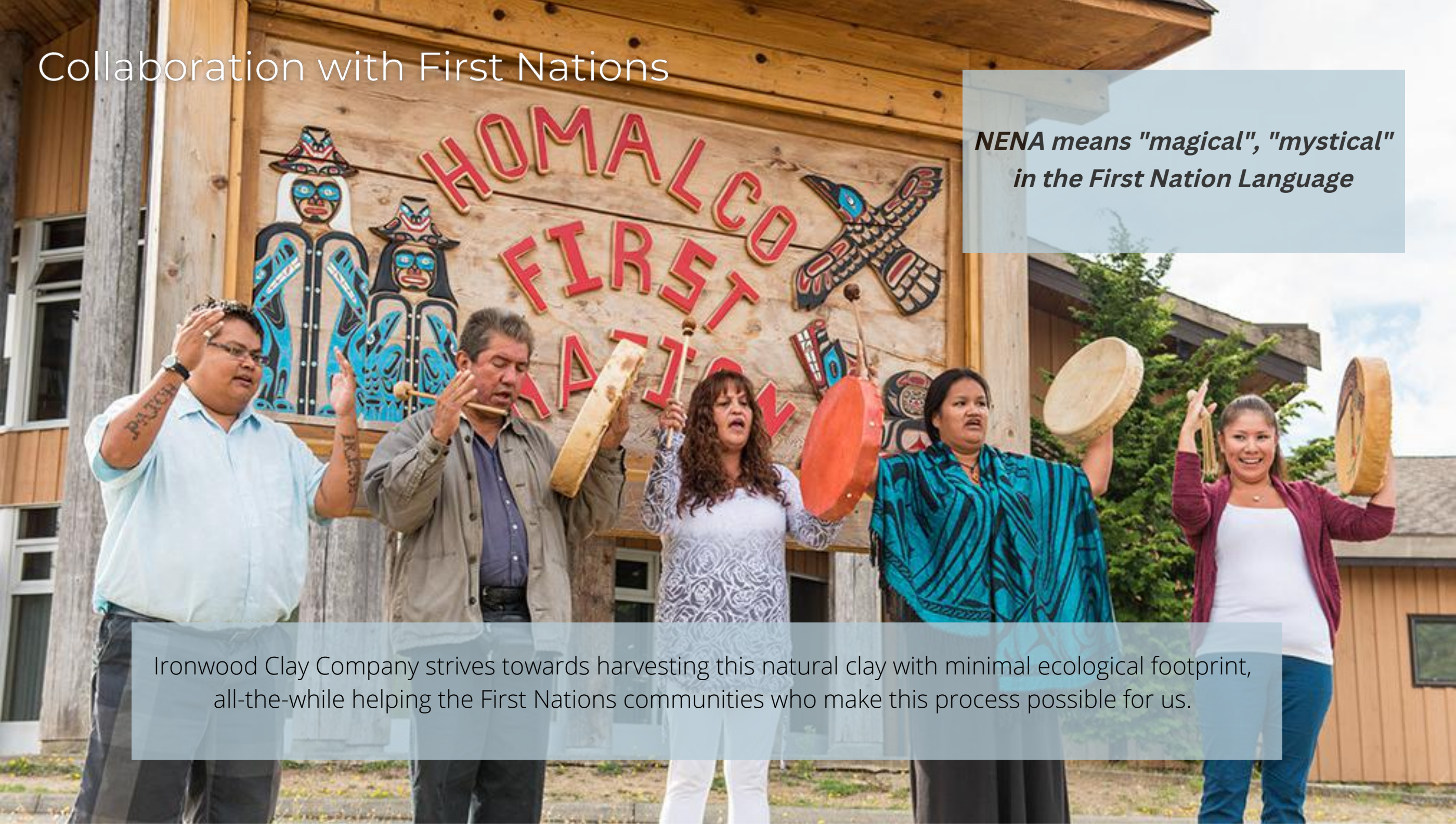
Canadian Secret: World's Hidden Beauty Treasure

Deep in the untouched heart of British Columbia, Canada, nestled along the Northern Pacific Coast, lie glaciers over 2 million years old. Pristine and untouched, reachable only by boat or seaplane, these glaciers are removed from the pollution and toxins of the modern world. This is the only place in the world where Glacial Oceanic Clay forms. Where glacial runoff meets the sea, 60+ rare-earth minerals mix with marine-rich ions, creating a silky-smooth clay with a grain so fine it feels like cool velvet on the skin.

Collaboration with First Nations

*NENA means "magical", "mystical"
in the First Nation Language*

Ironwood Clay Company strives towards harvesting this natural clay with minimal ecological footprint, all-the-while helping the First Nations communities who make this process possible for us.



30+ years of exclusive harvest

ESTABLISHED IN 1988

Ironwood Clay Company Inc.

- The world's leading manufacturing and exclusive harvester of Glacial Oceanic Clay from pristine British Columbia, Canada.
- The sole permittee authorized by the government of British Columbia to harvest from the eight mine sites.
- Uniquely harvested during low tides (intertidal) to access the clay and not affect plants and aquatic life.
- Fully accredited and sanctioned by international standard association.
- Over 5 billion kgs of clay surveyed so far.
- Worked on over 5000 formulations and developed over 500 formulations globally.



FROM GLACIER & EARTH
BECAUSE
Nature Knows Best

The Legend

It is said that the First Nations people were trying to make pottery from this special clay.

They were unsuccessful because of the Glacial Oceanic Clay's fine particle size, but noticed their hands were softer and smoother.

They continue to use this clay for various purposes –ingesting one teaspoon helps strengthen the immune system for harsh Canadian winters, while topical applications of the Glacial Oceanic clay can help with various skin concerns.



NENA[®]

The World's Purest Clay Mask

powered by 99% pure glacial oceanic clay



At Nena Skincare , we proudly present our flagship offering, the Purest Clay Mask, a potent formulation crafted with 99% clay sourced directly from the heart of nature.

Unveiling the Power of 99% Pure Clay:
Our clay mask is a revelation—a testament to the untamed beauty found within the Earth's core. It contains no additives, preservatives, or synthetic substances—only the purest form of clay that Mother Nature intended.



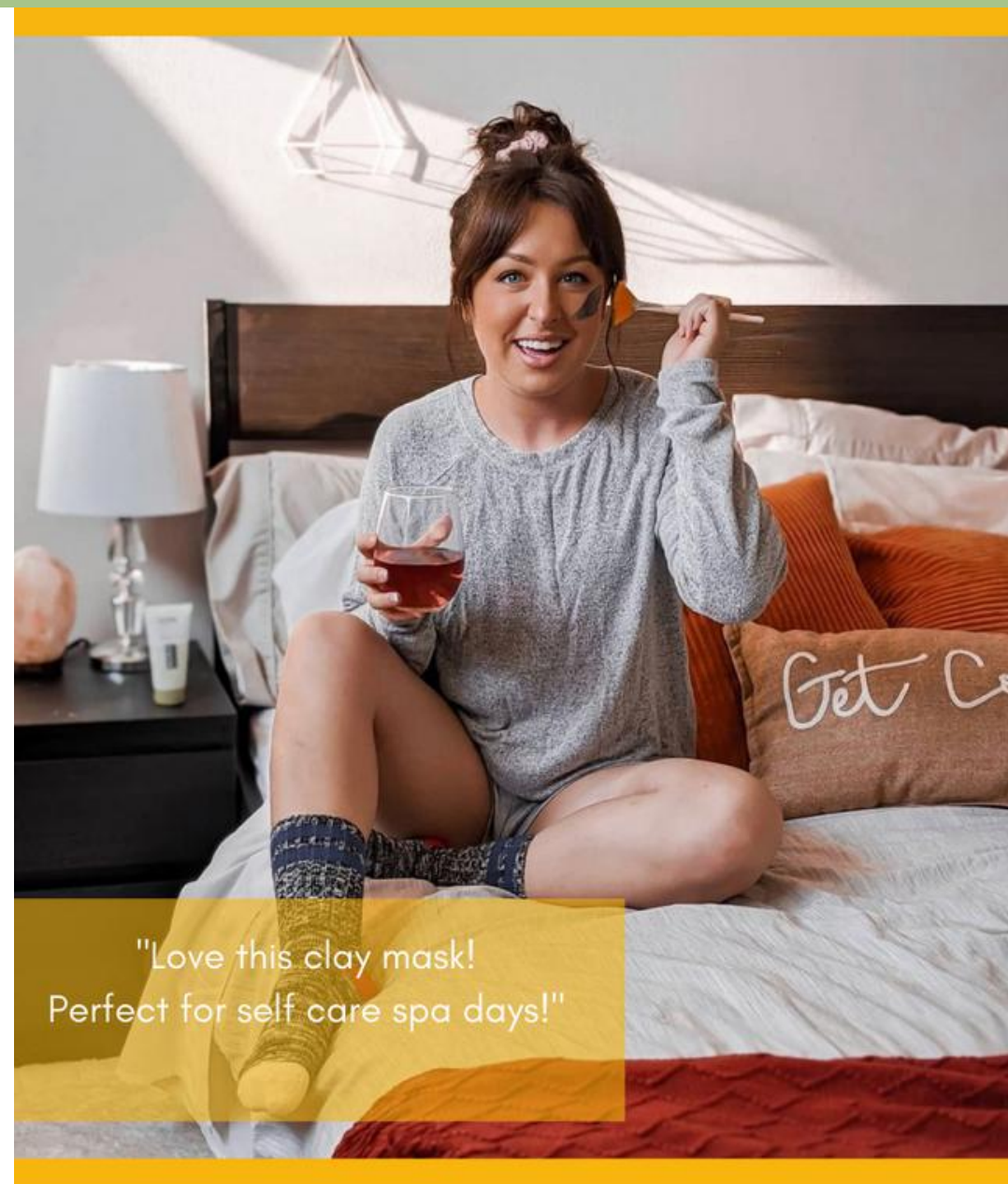
Award Winning Product!

Made with 99%* Pure Canadian Glacial Oceanic Clay

Glacial Oceanic Clay

Features & Benefits

- ✓ **60*+ minerals** and rare earth elements
- ✓ Formed over 2.5 million years ago through the convergence of glacier deposits and ocean waters along the Canadian Pacific Coast
- ✓ **Ionic power** - Glacial Clay negatively charged, attracts positively charged impurities = purifying
- ✓ **Osmotic strength** – maintains moisture = softens skin and improves skin texture
- ✓ **Dermatologist tested*** = hypoallergenic & non-irritating



"Love this clay mask!
Perfect for self care spa days!"

Loved & Trusted by Many because...

1. We are 100% Canadian and so is our Glacial Clay
 - Our journey to create effective natural skincare started in our home in British Columbia
 - This rare Canadian treasure was discovered 30 years ago, hidden deep in the untouched part of glacier mountains
2. We harvest our own Clay & control the entire Supply Chain
 - From the sustainable harvest of our clay, to the formulation, production and packaging of NENA Skincare products, we control the entire supply chain and manufacturing process with full transparency
3. We swear by our Most Premium, Pure, Natural Ingredients
 - Produced with high concentrations of natural Canadian Glacial Oceanic Clay and Glacial Mineral Water
 - No toxins, irritants and fillers
 - Rich in over 60 minerals and rare earth elements beneficial to the skin
 - Over 92% naturally derived ingredients
4. We are Certified & practice Accountability
 - EWG VERIFIED™
 - Halal Certified
 - GMP VERIFIED
 - COSMOS VERIFIED



Filtered By Nature
made with all natural ingredients

Testimony



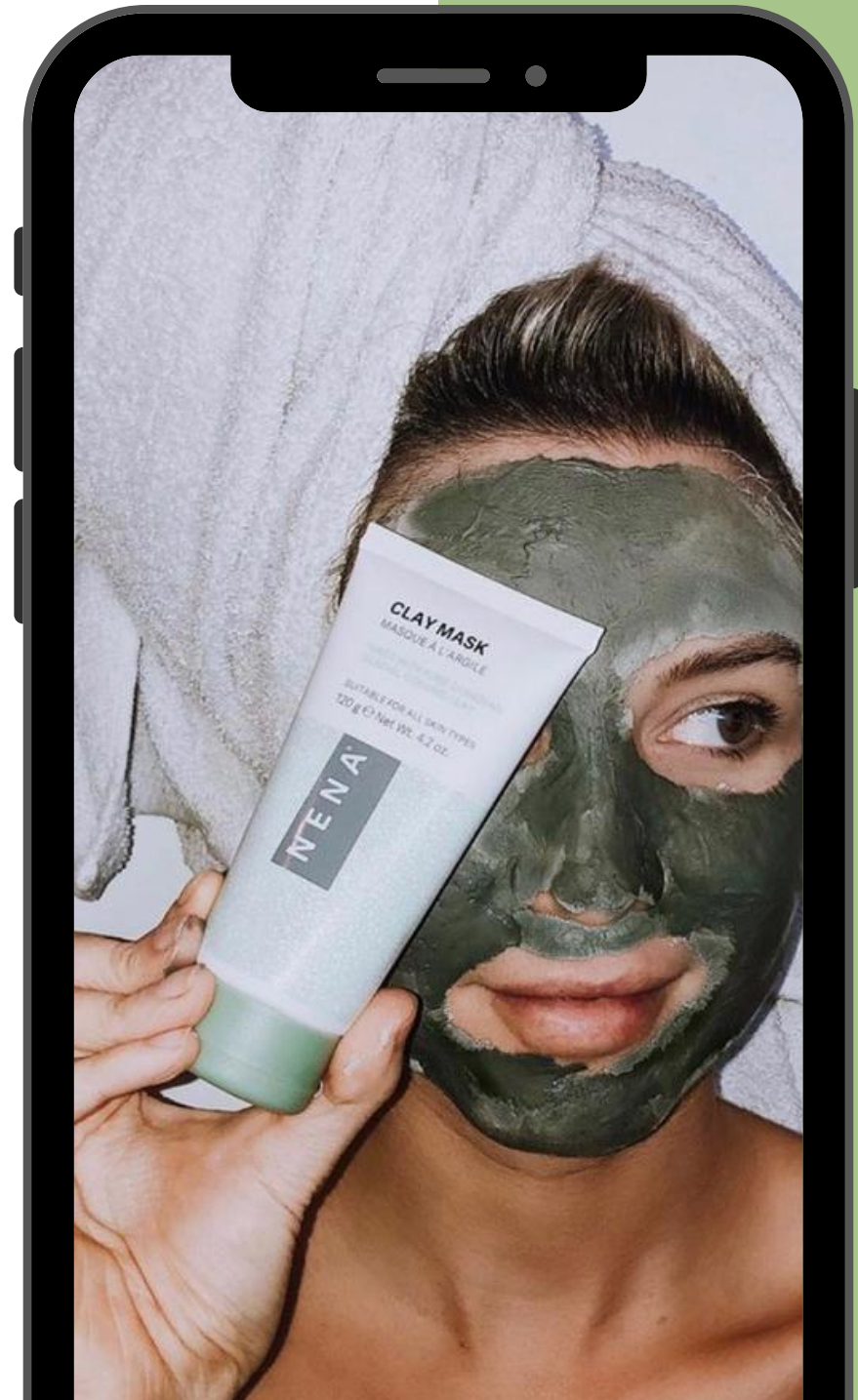
Angelina G.

I have acne prone skin and trouble with my blackheads on my chin and nose. After three days and one mask my skin is glowing- Thanks NENA!



Michele G.

This product is magic! Easy to apply and great consistency. Leaves skin feeling fresh and rejuvenated. Fresh and clean! A must have.



Over 7000 Reviews (4.5 stars) on IPSY: [CLICK HERE](#)

Award Winning Product!

REAL RESULTS

Clinical Studies on Glacial Clay show...

1. Increases collagen production by 70% - anti aging benefits.
2. Anti-inflammatory and soothing properties
3. Average 95% reduction in skin surface sebum (oil on face)*.
4. Reduces the appearance of pores, particularly dilated pores, after just one application*.
5. Dermatologist tested* = **hypoallergenic and non-irritating**

NENA Customer Survey shows...

- 87% experienced **purified and clean skin**
- 85% reported skin feels **softer and hydrated**
- 76% users confirmed **skin is less oily**

*Survey results sent to over 2000 females who used the NENA Clay Mask (September 2018).

Usage Recommendations:

Oily Skin: 2-3 times / week

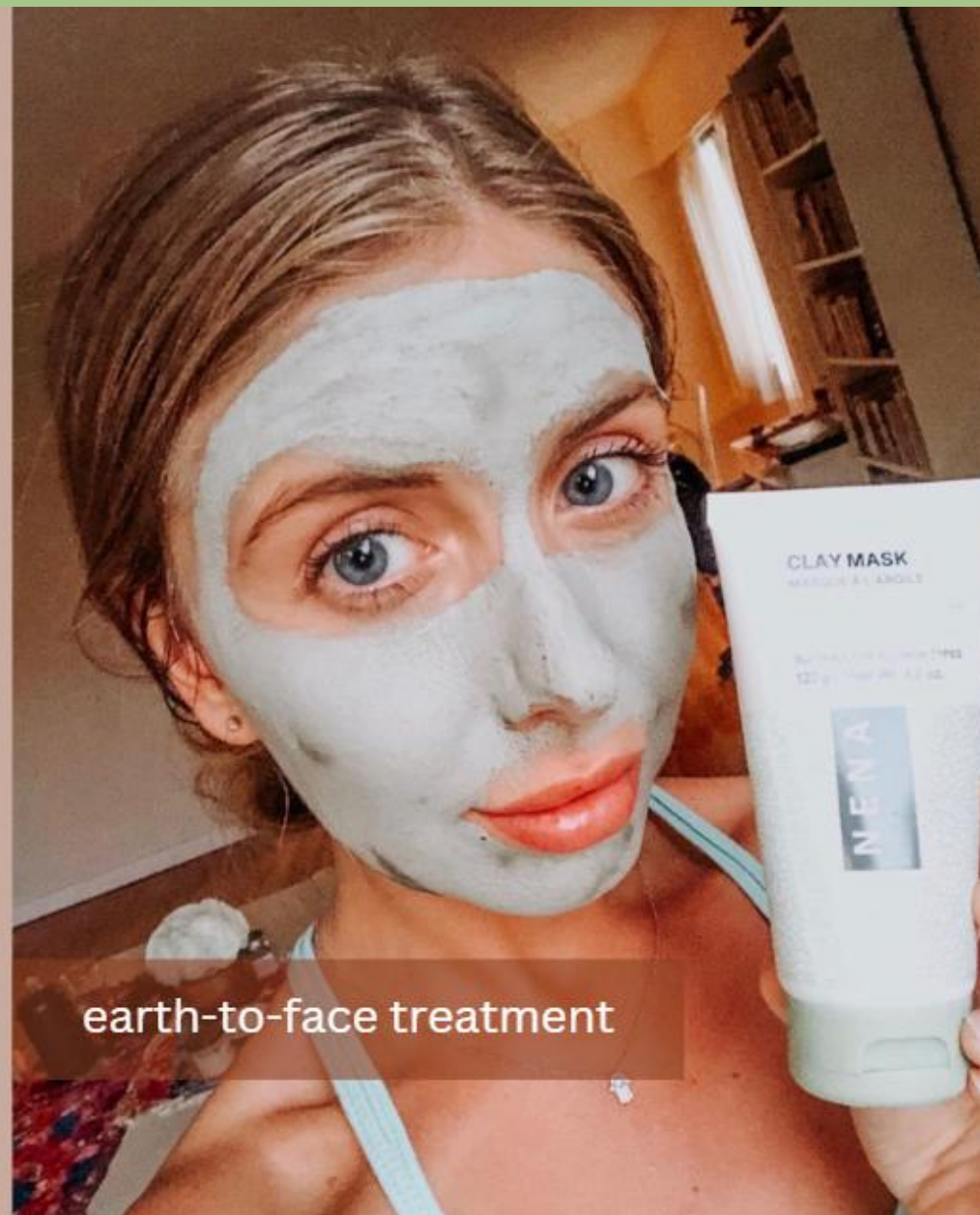
Normal and Dry Skin: 1 time / week

Blemishes: use on spots daily



Interesting Fact

Regular clay mask only contain around 15-20% of common clays such as Kaolin or Bentonite, while the NENA Clay Mask contains 99% of unique/rare glacial oceanic clay!



earth-to-face treatment

PRODUCT OVERVIEW



Glacial Skincare Kit contains:

- 1x NENA Cleansing Cream 100g
- 1x NENA Glacial Oceanic Clay Mask 120g
- 1x NENA Mineral Toner 120ml
- 1x NENA Moisturizing Cream 40g



1

CLEANSE

100 g | 3.5 oz.



CLEANSING CREAM CRÈME NETTOYANTE

Made with Glacial Mineral Water and Glacial Oceanic Clay

- ✓ Removes Makeup and Pollutants
- ✓ Restores Radiance
- ✓ Gently Exfoliates
- ✓ Antioxidant Botanical Extracts

Calming & Refreshing Lavender and Bergamot Essential Oils

2

DETOX

120 g | 4.2 oz.



CLAY MASK MASQUE D'ARGILE

Made with 99%* Glacial Oceanic Clay

- ✓ Purifies and Softens Skin
- ✓ Removes Oil and Dead Skin Cells
- ✓ Tightens Pores
- ✓ Maintains Moisture

Natural Earthy Aroma

3

TONE

120 ml | 4 fl. oz.



MINERAL TONER TONIQUE MINÉRAL

Made with Glacial Mineral Extract

- ✓ Tones & Refreshes
- ✓ Hydrates Intensely
- ✓ Firms Skin
- ✓ Serum-like Texture

Calming & Refreshing Lavender and Bergamot Essential Oils

4

HYDRATE

40 g | 1.4 oz.



MOISTURIZING CREAM CRÈME HYDRATANTE

Made with Glacial Mineral Water

- ✓ Hydrates & Nourishes
- ✓ Soothes & Calms Skin
- ✓ Light & Non-Sticky
- ✓ Moisturizing Sunflower Oil
- ✓ Soothing Aloe Vera

Calming & Refreshing Lavender and Bergamot Essential Oils

PRODUCT OVERVIEW




30 g | 1 oz.

MINERAL SERUM SÉRUM MINÉRAL

REJUVENATE. RADIATE.

- ✓ Deeply Hydrates
- ✓ Reveals a youthful glow
- ✓ Enriches your routine
- ✓ For all skin types

 Calming & Refreshing Lavender and Bergamot Essential Oils




15 g | .5 oz.

MINERAL EYE CREAM CRÈME MINÉRALE CONTOUR DES YEUX

REVITALIZE. REFRESH.

- ✓ Incredibly Nourishing
- ✓ Brightening
- ✓ The Perfect Addition
- ✓ Certified Quality

 Calming & Refreshing Lavender and Bergamot Essential Oils




20 g | .7oz.

OVERNIGHT LIP MASK MASQUE DE NUIT POUR LES LEVRES

SOOTHE. NOURISH

- ✓ Deeply Nourishing
- ✓ Anti-Inflammatory
- ✓ Soothing
- ✓ Hydrating

 Soothing & Refreshing Blueberry, Raspberry & Lavender Oils



120 ml | 4fl.oz

GLACIAL MICELLAR WATER EAU MICELLAIRE GLACIAIRE

CLEANSE. CLARIFY.

- ✓ Cleansing
- ✓ Skin-nourished
- ✓ Cooling Sensation
- ✓ Soothing

 Calming & Refreshing Witch Hazel & Lavender Oil

NENA MINERAL SUNSCREEN

**MINERAL
SUNSCREEN** SPF30
ECRAN SOLAIRE MINERAL



PROTECTS. MOISTURIZES FACE.

- ✓ Cosmos Natural Approved
- ✓ Coral Reef Friendly
- ✓ Non-Nano Mineral Protection
- ✓ 100% Mineral filter sunscreen



DIRECTIONS:

For Infants 0.5 years and older, children, adolescents, and adults: Shake well before use. Apply liberally/generously (and evenly) 15 minutes before sun exposure. Reapply at least every 2 hours.

INGREDIENTS: Medicinal Ingredients (%W/W):

Zinc Oxide 22%, Titanium Dioxide 2.3%

Non-medicinal Ingredients:

Sea Silt Extract/Extrait de limon marin*, Propanediol, Caprylic/Capric Triglyceride, Aloe Barbadensis Leaf Juice, Undecane, Glycerin, Glyceryl Stearate SE, Tridecane, Myristyl Alcohol, Helianthus Annuus (Sunflower) Seed Oil, Sea Silt**, Aloe Barbadensis Leaf Extract, Xanthan Gum, Brassica Campestris/Aleurites Fordi Oil Copolymer, Jojoba Esters, Calendula Officinalis Flower Extract, Behenyl Alcohol, Arachidyl Glucoside, Camellia Sinensis Leaf Extract, Tocopherols, Salicylic Acid, Stearyl Alcohol, Myristyl Glucoside, Arachidyl Alcohol, Benzyl Alcohol, Sorbic Acid, Alumina, Chromium Oxide Greens.

*Glacial Mineral Water

Global Standards



VEGAN FRIENDLY



**NATURAL
INGREDIENTS**



GLUTEN FREE



SULFATE FREE



SILICONE FREE



**COSMOS
NATURAL CERTIFIED**



EWG VERIFIED



IPSY APPROVED



**AMAZON
CLIMATE PLEDGE
FRIENDLY**



HALAL CERTIFIED

Media Features



Awards & Recognitions



LOCALLY SOURCED, ETHICALLY
HARVESTED
TO GIVE THAT 100% NATURAL,
EARTH-TO-FACE TREATMENT.



Contact Us!

contact@nenaskincare.com

www.nenaskincare.com

Ironwood Clay Company Inc.
3771 Jacombs Rd, Richmond, BC V6V 2L9

www.nenaskincare.com

Glacial Treasure

from a source so pristine

Why Glacial Oceanic Clay?

THE WAY NATURE INTENDED

More than *2.5 million years ago*, glacier and ocean deposits started forming along the northern Pacific coast of Canada, and they continue to do so to this day.

The convergence of mountains and ocean waters create a nutritive silt composed of more than 60 rare earth elements and marine-rich ions that are continuously enriched by the flow of the sea and sand together.

INTRODUCING THE NENA 4-STEP GLACIAL SKINCARE SYSTEM

NENA KEY INGREDIENTS



Glacial Oceanic Clay

Tightens pores,
removes excess oils
and dead skin cells



Fruit Extracts

Bilberry, sugar cane,
orange and lemon
extracts effectively
brighten skin



Glacial Mineral Water

Rich in 60 skin-nourish-
ing minerals, including
Calcium, Magnesium,
Potassium



Essential Oils

Naturally scented

CLEANSING CREAM CRÈME NETTOYANTE

DIRECTIONS: Rinse face with warm water. Apply cleanser onto fingertips, add small amount of water. Apply lather to face in circular motions. Rinse thoroughly with warm water. Gently pat dry with towel. Use morning and/or night.

INGREDIENTS: Sea Silt Extract/Extrait de Limon Marin*, Aqua, Decyl Glucoside, Cetearyl Alcohol, Glycerin, Potassium Cocoyl Glycinate, Sea Silt**, Montmorillonite, Glyceryl Stearate SE, Hydroxyacetophenone, Vaccinium Myrtillus Fruit Extract, Saccharum Officinarum (**Sugar Cane**) Extract, Acer Saccharum (**Sugar Maple**) Extract, Citrus Aurantium Dulcis (**Orange**) Fruit Extract, Citrus Limon (**Lemon**) Fruit Extract, Lavandula Angustifolia (**Lavender**) Oil, Citrus Aurantium Bergamia (**Bergamot**) Fruit Oil, Chondrus Crispus Powder, Citric Acid, Limonene, Linalool.

*Glacial Mineral Water

**Glacial Oceanic Clay

CLAY MASK MASQUE D'ARGILE

DIRECTIONS: Natural water separation may occur. Shake well before use. After cleansing apply clay evenly over the entire face, avoiding eyes and mouth. Leave until dried. Wash off completely with warm or cold water. Use as often as needed, as a full face mask or spot treatment.

INGREDIENTS: Sea Silt*, Glycerin, Xanthan Gum, Propanediol, Hydroxyacetophenone.

*Glacial Oceanic Clay

MINERAL TONER TONIQUE MINÉRAL

DIRECTIONS: After cleansing skin, splash onto dry face or apply with a cotton ball. Once dry, follow with NENA Moisturizing Cream.

INGREDIENTS: Sea Silt Extract*, Aloe Barbadensis Leaf Juice, Propanediol, Aqua, Sodium PCA, Sodium Hyaluronate, Vaccinium Myrtillus Fruit Extract, Saccharum Officinarum (**Sugar Cane**) Extract, Acer Saccharum (**Sugar Maple**) Extract, Citrus Aurantium Dulcis (**Orange**) Fruit Extract, Citrus Limon (**Lemon**) Fruit Extract, Lavandula Angustifolia (Lavender) Oil, Citrus Aurantium Bergamia (Bergamot) Fruit Oil, Lysolecithin, Sclerotium Gum, Xanthan Gum, Pullulan, Silica, Chondrus Crispus Powder, Caprylyl/Capryl Glucoside, Hydroxyacetophenone, Sodium Hydroxide.

*Glacial Oceanic Mineral Water

MOISTURIZING CREAM CRÈME HYDRATANTE

DIRECTIONS: Gently massage the cream over entire face and neck after each cleansing and tone. Use morning and evening.

INGREDIENTS: Sea Silt Extract*/Extrait de Limon Marin, Aloe Barbadensis Leaf Juice, C15-19 Alkane, Caprylic/Capric Triglyceride, Glycerin, Propanediol, Cocos Nucifera (**Coconut**) Oil, Arachidyl Alcohol, Butyrospermum Parkii (**Shea**) Butter, Cetearyl Oliviate, Sorbitan Oliviate, Hydrolyzed Sodium Hyaluronate, Sodium PCA, Potassium Sorbate, Behenyl Alcohol, Helianthus Annuus (**Sunflower**) Seed Oil, Avena Sativa (**Oat**) Kernel Extract, Xanthan Gum, Lecithin, Tocopherol, Levulinic Acid, Sodium Levulinate, Sodium Hydroxide, Lavandula Angustifolia (**Lavender**) Oil, Citrus Aurantium Bergamia (**Bergamot**) Fruit Oil, Rosa Canina Fruit Oil, Arachidyl Glucoside, Aqua, Sodium Acrylates Copolymer, Sodium Benzoate.

Product Overview




30 g | 1 oz.

MINERAL SERUM SÉRUM MINÉRAL

REJUVENATE. RADIATE.

- ✓ Deeply Hydrates
- ✓ Reveals a youthful glow
- ✓ Enriches your routine
- ✓ For all skin types

 Calming & Refreshing Lavender and Bergamot Essential Oils




15 g | .5 oz.

MINERAL EYE CREAM CRÈME MINÉRALE CONTOUR DES YEUX

REVITALIZE. REFRESH.

- ✓ Incredibly Nourishing
- ✓ Brightening
- ✓ The Perfect Addition
- ✓ COSMOS Verified

 Calming & Refreshing Lavender and Bergamot Essential Oils



20 g | .7oz.

OVERNIGHT LIP MASK MASQUE DE NUIT POUR LES LÈVRES

SOOTHE. NOURISH

- ✓ Deeply Nourishing
- ✓ Anti-Inflammatory
- ✓ Soothing
- ✓ Hydrating

 Soothing & Refreshing Blueberry, Raspberry & Lavender Oils




120 ml | 4fl.oz

GLACIAL MICELLAR WATER EAU MICELLAIRE GLACIAIRE

CLEANSER. CLARIFY.

- ✓ Cleansing
- ✓ Skin-nourished
- ✓ Cooling Sensation
- ✓ Soothing

 Calming & Refreshing Witch Hazel & Lavender Oil

NENA KEY INGREDIENTS



Glacial Oceanic Clay
Tightens pores, removes excess oils and dead skin cells



Fruit Extracts
Bilberry, sugar cane, orange and lemon extracts effectively brighten skin



Glacial Mineral Water
Rich in 60 skin-nourishing minerals, including Calcium, Magnesium, Potassium



Essential Oils
Naturally scented

MINERAL SERUM SÉRUM MINÉRAL

DIRECTIONS: After cleansing your skin, apply the Mineral Serum evenly over the face and neck. Use morning and evening.

For all skin types. For external use only.

INGREDIENTS: Sea Silt Extract*, Propanediol, Glycerin, Ascorbyl Glucoside, Caprylic/Capric Triglyceride, Coco-Caprylate/Caprates, Aqua, Inonotus Obliquus (Mushroom) Extract, Acer Rubrum Extract, Tocopherol, Hydrolyzed Sodium Hyaluronate, Helianthus Annuus (Sunflower) Seed Oil, Citrus Aurantium Bergamia (Bergamot) Fruit Oil, Lavandula Angustifolia (Lavender) Oil, Sucrose, Levulinic Acid, Lysolecithin, Sclerotium Gum, Cellulose Gum, Chondrus Crispus (Carrageenan) Extract, Sodium Hydroxide, Sodium Levulinate, Sodium Benzoate, Xanthan Gum, Pullulan, Ceratonia Siliqua Gum, Potassium Sorbate, Silica.
*Glacial Mineral Water

MINERAL EYE CREAM CRÈME MINÉRALE CONTOUR DES YEUX

DIRECTIONS: Apply 1 or 2 times a day, gently massage a small amount of eye cream under the eye and around crow's feet until thoroughly absorbed.

INGREDIENTS: Sea Silt Extract/Extrait de Limon Marin*, Undecane, Glycerin, Aqua, Cetearyl Alcohol, Glyceryl Stearate, Propanediol, Caprylic/Capric Triglyceride, Tridecane, Cetearyl Oliviate, Sodium Hyaluronate, Vaccinium Angustifolium (Blueberry) Fruit Extract, Acer Saccharum (Sugar Maple) Extract, Arctostaphylos Uva Ursi Leaf Extract, Sorbitan Oliviate, Lactobacillus Ferment Lysate, Camellia Sinensis Leaf Extract, Punica Granatum Extract, Vaccinium Macrocarpon (Cranberry) Seed Oil, Xanthan Gum, Lactobacillus Ferment, Caffeine, Citric Acid, Sodium Benzoate, Potassium Sorbate.

*Glacial Oceanic Mineral Water

OVERNIGHT LIP MASK MASQUE DE NUIT POUR LES LEVRES

DIRECTIONS: Apply generously to the lips in the evening and leave on overnight.

INGREDIENTS: Ricinus Communis (Castor) Seed Oil, Helianthus Annuus (Sunflower) Seed Oil, Hydrogenated Castor Oil, Candelilla Cera, Cannabis Sativa Seed Oil, Olea Europaea (Olive) Fruit Oil, Tocopheryl Acetate, Simmondsia Chinensis (Jojoba) Seed Oil, Caprylic/Capric Triglyceride/ Helianthus Annuus (Sunflower) Seed Oil/ Vaccinium Angustifolium (Blueberry) Fruit Extract/ Pyrus Malus (Apple) Fruit Extract/ Jasminum Officinale (Jasmine) Flower/Leaf Extract/ Prunus Armeniaca (Apricot) Fruit Extract/ Lavandula Angustifolia (Lavender) Flower/Leaf/Stem Extract/ Chamomilla Recutita (Matricaria) Flower Extract/ Elettaria Cardamomum Seed Extract/ Rubus Idaeus (Raspberry) Leaf Extract/ Vitis Vinifera (Grape) Fruit Extract/ Vanilla Planifolia Fruit Extract/ Citrus Aurantium Dulcis (Orange) Peel Extract, CI 77491, CI 77499, CI 77007

GLACIAL MICELLAR WATER EAU MICELLAIRE GLACIAIRE

DIRECTIONS: After cleansing your skin, apply the Mineral Serum evenly over the face and neck. Use morning and evening.

For all skin types. For external use only.

INGREDIENTS: Sea Silt Extract*, Propanediol, Glycerin, Ascorbyl Glucoside, Caprylic/Capric Triglyceride, Coco-Caprylate/Caprates, Aqua, Inonotus Obliquus (Mushroom) Extract, Acer Rubrum Extract, Tocopherol, Hydrolyzed Sodium Hyaluronate, Helianthus Annuus (Sunflower) Seed Oil, Citrus Aurantium Bergamia (Bergamot) Fruit Oil, Lavandula Angustifolia (Lavender) Oil, Sucrose, Levulinic Acid, Lysolecithin, Sclerotium Gum, Cellulose Gum, Chondrus Crispus (Carrageenan) Extract, Sodium Hydroxide, Sodium Levulinate, Sodium Benzoate, Xanthan Gum, Pullulan, Ceratonia Siliqua Gum, Potassium Sorbate, Silica.

A Growing Community of #NENAGlacial Fans



Glacial glow for all skin types

Mineral-rich ingredients from the coast of British Columbia.

SHOP NOW



Contact Us!

✉ contact@nenaskincare.com

🌐 www.nenaskincare.com

📍 Ironwood Clay Company Inc.
3771 Jacombs Rd, Richmond, BC V6V 2L9



Products approved for EWG VERIFIED™ Ironwood Clay Company

Below is a list of products that have been licensed for the EWG VERIFIED™ program. Only the products listed below may utilize the EWG VERIFIED™ Trademarks for branding, packaging, merchandising, or other marketing purposes. All use of the mark associated with this product must go through review and approvals prior to being published or printed.

Product	UPC	Date Licensed
Ironwood Clay Company NENA Clay Mask	(620048345897), (620048123549)	1/24/18
Ironwood Clay Company NENA Cleansing Cream	(620048123532)	1/24/18
Ironwood Clay Company NENA Mineral Toner	(620048123525)	1/24/18
Ironwood Clay Company NENA Moisturizing Cream	(620048123518)	1/24/18

HEALTHY LIFESTYLE BRANDS, LLC

By: 

Title: AP Brand Licensing

Date: 1/24/18



المجلس الإسلامي الأمريكي للغذاء و التغذية

THE ISLAMIC FOOD AND NUTRITION COUNCIL OF AMERICA

IFANCA HALAL PRODUCT CERTIFICATE شهادة حلال

This is to certify that the following product(s) have been produced under the supervision of the Islamic Food and Nutrition Council of America (IFANCA). The production facility as well as component ingredients have been reviewed and approved. The product(s) are in compliance with the halal requirements under Islamic laws.

Date: July 24, 2019

Document #: 14271.13422.II190001

Company Name & Address: Ironwood Clay Company Inc. Unit 450 - 3771 Jacombs Road Richmond, Ontario V6V 2L9 Canada

Plant Name & Address: Ironwood Clay Company Inc. Unit 450 3771 Jacombs Road Richmond, British Columbia V6V 2L9 Canada

Product Name	Product Code	Halal-ID	Product Certificate #
1. Clay Mask 30 g	6 20048 34589 7	C42632	HC-18IR2S30
2. Clay Mask 120 g	6 20048 12354 9	C42633	HC-18IR2T31
3. Cleansing Cream 100 g	6 20048 12353 2	C42636	HC-18IR2G32
4. Mineral Toner 120 g	6 20048 12352 5	C42635	HC-18IR2W33
5. Moisturizing Cream 40 g	6 20048 12351 8	C42634	HC-18IR2J34

Muhammad Munir Chaudry
Muhammad Munir Chaudry, Ph.D.
President



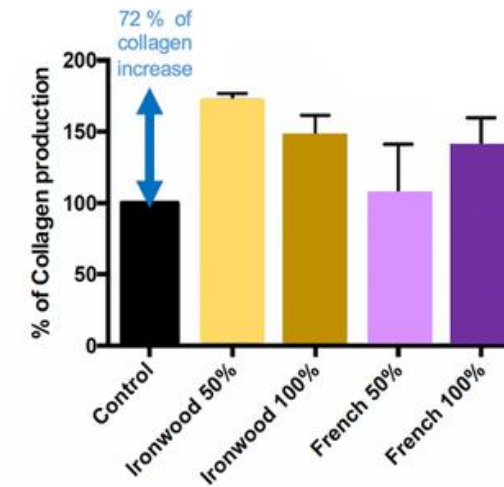
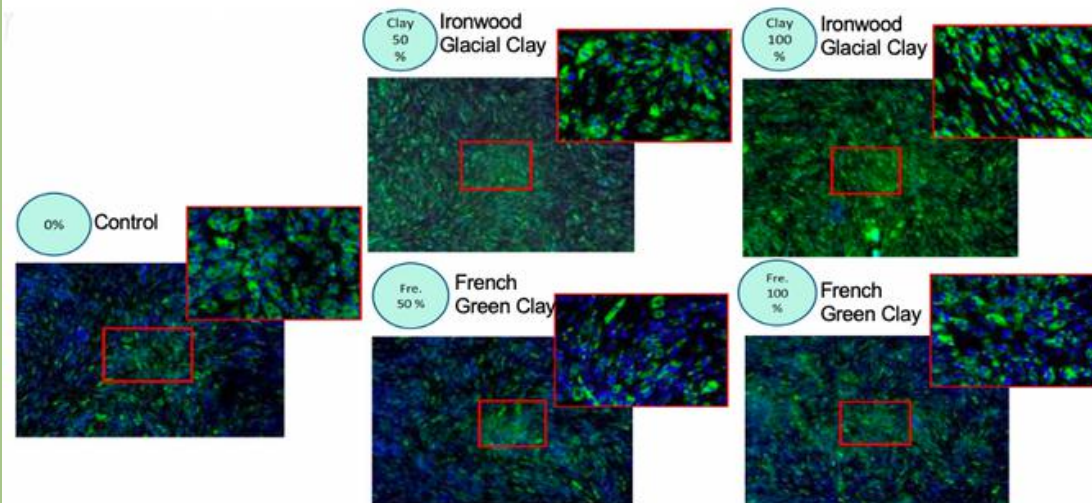
This certificate is valid until December 31, 2019 and subject to renewal at that time.



Page 1 of 1

Effect of Glacial Oceanic Clay on Collagen Production Immunofluorescence microscopy

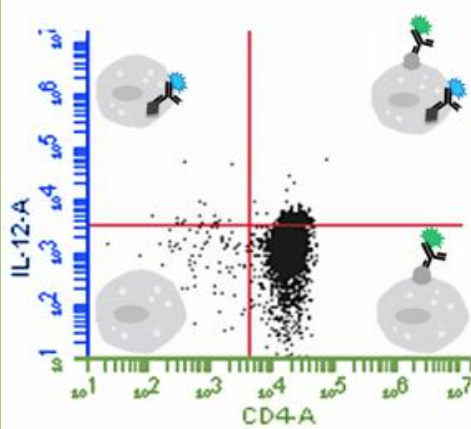
Green fluorescence shows collagen production which compares with French Green Clay is more prominent.



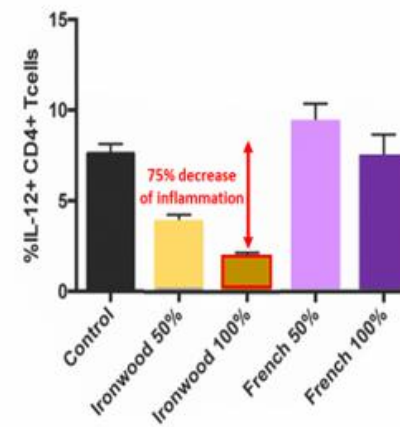
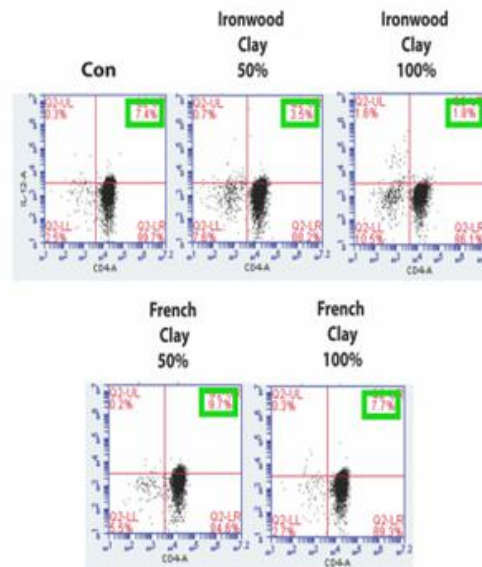
Glacial Oceanic Clay with 50% concentration increase collagen production by 72%.

Effect of Glacial Oceanic Clay on pro inflammatory proteins

Flow Cytometry Results Interpretation



Detection of **FEWER** number of pro-inflammatory cells in the **top right corner** of the graphs means: **LESS INFLAMMATION**



Glacial Oceanic Clay decrease inflammation by 75%.

Ironwood Clay Company Inc. Jan 2020

Determination of the Efficacy and Tolerance of a Facial Mask

Study N° 16AO-0627
Final Report

Study Sponsor:
Ironwood Clay Company Inc.
Represented by Holly Xing, Director of R&D
450 - 3771 Jacombs Rd.,
Richmond, BC, V6V 2L9
Canada
Tel: 604-279-9498 ext 122
Email: holly.xing@ironwoodclay.com

Study Investigator:

Represented by Marie-Laure Oula, Laboratory Director
5475 Paré, Suite 206,
Mont-Royal, Québec, H4P 1P7
Canada
Tel: (514) 343-0001
Fax: (514) 343-9996
Email: mloula@evalulab.com

This report is composed of 42 pages including appendices (25 pages).

August 19th, 2016

SUMMARY

In this study, the product "Glacial Oceanic Clay Mask" was evaluated for performance and tolerance over a period of 28 days by twenty (20) men and women healthy volunteers. The recruited volunteers applied the test product three times per week over the entire face including wrinkles in the crow's feet area.

During the entire length of the study, the test product was very well accepted and tolerated by the volunteers. The tolerance and the perceived efficacy of the test product were evaluated via self-evaluation questionnaire.

There were reports of "Slight" to "Moderate" + "High" levels of tightness experienced by the volunteers when the tested mask was drying on their faces.

After 28 days of product use, the great majority (90%) of the participants declared that the tested mask provided a cooling and a soothing effect. According to seventy-five percent (75%) of the participants, the tested mask reduced their skin sebum level. Sixty-five percent (65%) of the participants noticed the test product improved their skin hydration and reduced the appearance of their pores.

The scores for the perceived effects of the tested mask on the appearance of wrinkles were lower. After 28 days of study, fifty-five percent (55%) of the volunteers noticed their fine lines were attenuated, forty-five percent (45%) of them noticed their wrinkles were filled in. Finally, only eleven percent (11%) of the participants observed their deep wrinkles were attenuated.

A significant proportion of participants (80%) considered that the test mask was suitable people with mature and normal to oily skin types. Overall, the majority of the volunteers (80%) rated the test product as a performing facial mask.

Skin Surface Sebum was assessed via the Sebumeter® device. Statistical analysis of the data demonstrated a significant ($p < 0.01$) average reduction of 95% in skin sebum level ($p < 0.01$) after first application (D0-T30) and an average reduction of 26% after 28 days of product application.

The effect of the test mask on the appearance of pores was assessed by image analysis. After first application (D0-T30), statistical analysis conducted on the obtained results demonstrated a significant reduction of 4% ($p < 0.05$) in the total number of pores, of 14% ($p < 0.01$) in the number of open pores, and of 5% ($p < 0.01$) in the pores fractional area. There were no significant changes in the appearance of pores at visit D28. Additionally, no significant change in the number of closed pores was observed during the study.

The anti-wrinkle effect of the test product was assessed by profilometry. After 28 days of product use, statistical analysis conducted on the obtained results demonstrated no significant change for any of the studied profilometry parameters (i.e., the number of wrinkles, the total area of wrinkled skin, the total length and mean length of wrinkles as well as the mean depth).

CONCLUSION

Under the conditions of this study, the test product "Glacial Oceanic Clay Mask" developed by Ironwood Clay Company Inc. was well tolerated and well appreciated by the volunteers for various subjective parameters such as sensory attributes and improvement of overall skin condition.

Furthermore, the test product provided a statistically significant reduction in skin surface sebum. The test product provided only a significant immediate effect on pores appearance. Nevertheless, under the conditions of the study, the test mask did not provide any significant effect in reducing the appearance of wrinkles.

I, the undersigned, Marie-Laure Oula, declare that this study was conducted in accordance with the principles of "Good Clinical Practice" and that the information provided in this report reflects in a complete and exact manner the results obtained during the study.



Signature
Marie-Laure Oula, M. Sc.
Investigator, Laboratory Director

Date: Mont-Royal – August 19th, 2016

I, the undersigned, Linh Nguyen, declare having validated the information provided in this report.



Signature
Linh Nguyen, M. Sc.
Quality Assurance Director

Date: Mont-Royal – August 19th, 2016

Determination of Cutaneous Tolerance and Sensitization on Healthy Participants by Human Repeat Insult Patch Test (HRIPT)

Final Report
Study N°18J-0305-12

Study Sponsor:

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This final report was prepared by a clinical testing laboratory with a quality management system registered to ISO 9001.

This report is composed of 11 pages including appendices (2 pages).

May 4th, 2018

SUMMARY

Human Repeat Insult Patch Test STUDY 18J-0305-12

Sponsor Code: [REDACTED]

Test: Determination of the cutaneous tolerance (irritation potential) and sensitization to a facial mask tested on fifty (50) healthy participants by HRIPT.

Product tested: Raw unpreserved Glacial Oceanic Clay
Customer Lot#: [REDACTED]
Evalulab Lot#: [REDACTED]

Date: April 23rd, 2018

Results: Under the conditions of the test procedure referenced herein, the test product referenced above has produced no signs of cutaneous irritation or intolerance and no signs of sensitization. Hence, the test product may be considered as non-irritant and hypo-allergenic.

Signatures:



Doctor Michel Journet, M.D.
Dermatologist F.R.C.P (C)



Marie-Laure Oula, M. Sc.
Investigator, Evalulab Inc.



Marilou Nadeau, B. Sc.
Quality Assurance Director, Evalulab Inc.

CONCLUSION

Under the conditions of the study described herein, the test product "Raw unpreserved Glacial Oceanic Clay" has produced no signs of cutaneous irritation nor of skin sensitization.

It is therefore considered non-irritant and hypo-allergenic.

Also given the control provided by a dermatologist, the test product may bear the claim "Tested under the control of a dermatologist".

I the undersigned, Rebecca Padey, – Laboratory Assistant, declare that the study was conducted in accordance with the principles of "Good Clinical Practice". The recorded results show exactly and completely the raw data of the study.



Signature
Rebecca Padey, M.A.
Laboratory Assistant

Date: Mont-Royal – May 4th, 2018

I the undersigned, Marie-Laure Oula, declare that the information provided in this report reflects in a complete and exact manner the results obtained during the study.



Signature
Marie-Laure Oula, M. Sc.
Investigator, Laboratory Director

Date: Mont-Royal – May 4th, 2018

I the undersigned, Marilou Nadeau, declare having validated the information provided in this report.



Signature
Marilou Nadeau, B. Sc.
Quality Assurance Director

Date: Mont-Royal – May 4th, 2018

APPENDIX-Customer Survey

EXECUTIVE SUMMARY

Program Results



Results



+600K
women reached



2,528
targeted women

4.0%
Conversion rate



+300
shared pics on social
Instagram and
facebook

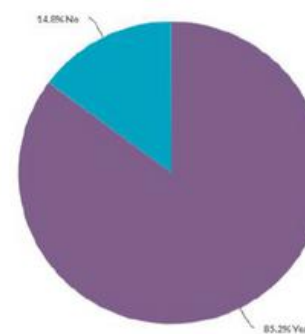
+200
Shared Product Reviews

+2,000
survey respondents

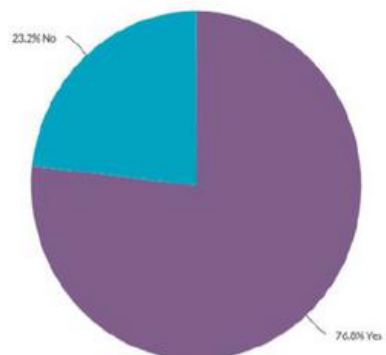
+282
new Facebook Likes
and emails opt-ins



1. Does your skin feel soft and hydrated after the mask?



2. My skin is less oily after the mask



4. My skin feels purified and clean

