



*Annique* **rooibos** health and skin care  
+27 12 345 9800 [www.annique.com](http://www.annique.com)  
*"we create life-changing opportunities"*



dr. Annique Theron with daughter Lorinda  
the rooibos story: dr. annique theron discovered the anti-allergic properties  
of Rooibos in 1968 – South Africa's indigenous herb  
Read more about the discovery and step-by-step help for allergic babies  
and adults in her book, "The Rooibos Baby".

# rooibos discovery



## how it all started

### Discovering Rooibos' miracles

Generations of South Africans have enjoyed the natural sweet and revitalising taste of Rooibos since its discovery by botanists in 1772.

Little did they realise the powerful and natural healing properties of this rare and unique plant from the cold, windy, South-Western tip of Africa.

### 1968 – an amazing discovery

Dr. Annique Theron stumbled on the natural healing powers of Rooibos when, one sunny April morning in 1968, she warmed her allergic baby's bottle with warm Rooibos tea. Annique was amazed at the instant calming, soothing and healing effect it had on her baby daughter of fourteen months, Lorinda.

Annique set out to investigate this tea's healing potential and found she stood alone in her discovery of its anti-allergic qualities. However, she soon found hundreds of mothers with similar problems varying from food allergies to eczema, insomnia and hyperactivity in their babies and children. Annique published her findings about allergies in children and adults in her book: "*Allergies: An Amazing Discovery*".

### Help for adults and babies

Rooibos tea is a trusted remedy for the last three decades among South African mothers. Now Rooibos' miraculous properties to cure and soothe are backed not only by scientific research and international recognition, but also by thirty years of mothers' hands-on experience.

If your little one suffers from colic, insomnia, food allergies, stomach cramps or eczema, Annique's Rooibos tea is the perfect answer to your problems.

It is simple to use; simply substitute the water of baby's bottle feed with Rooibos tea. Rooibos tea will benefit the digestive system, calm your child and ensure untroubled sleeping patterns.

## Revealing research

In the 1980's Japanese and American scientists found a powerful and stable antioxidant called *super-oxide dismutase* in Rooibos tea.

In 1995 Infruitec, a South African research company, as well as Dr. Charlene Marais of the University of the Free State, found and verified that Rooibos tea did indeed have the following properties:

- Anti-allergic
- Anti-spasmodic
- Anti-bacterial
- Anti-ageing
- Anti-viral
- Antioxidant and
- No caffeine and very low tannin from pure Rooibos leaves.

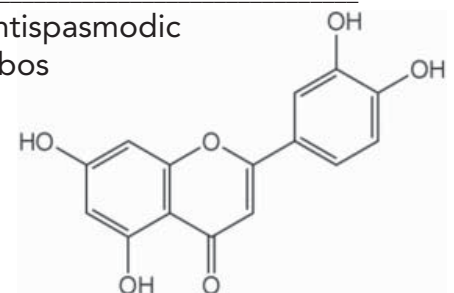
Rooibos tea is enjoying increasing popularity around the world.

## Nutrition from Mother Nature

Because Rooibos tea is low in tannin, it won't deplete baby's natural iron reserves during pregnancy or feeding while the protein absorption and metabolism remain undisturbed. It also contains calcium to ensure normal development of teeth, bones and the nervous system, as well as magnesium and zinc for healthy skin and hair.

Because Annique's Rooibos tea has a *natural sweet taste* there is no need to add sugar or honey to baby bottles. Parents will love it too.

### > The Luteolin antispasmodic molecule in Rooibos





# product philosophy

## nature and science

### Creating flawless skin

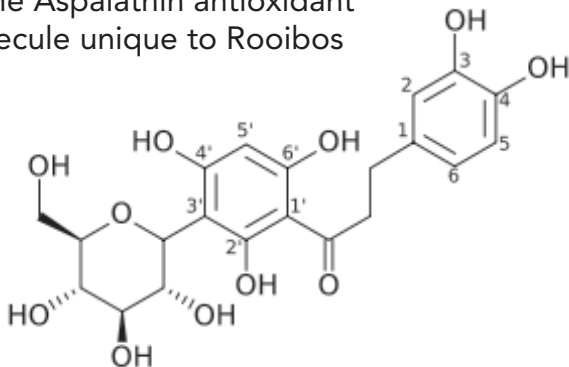
In the age of laser treatments, chemical peels, injections and cosmetic surgery, Annique has captured nature's power by creating a range of super-effective skincare products.

Annique products deliver targeted treatments to specific skin concerns from wrinkles and age spots to cellulite and stretch marks.

In Annique products, Rooibos antioxidant extract, with its natural anti-ageing, anti-allergic and health-boosting properties, is combined with breakthrough natural ingredients to show results.

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> The Aspalathin antioxidant molecule unique to Rooibos



## research

### Crucial Rooibos molecules

**ASPALATHIN** : The molecule unique to the Rooibos plant is a powerful antioxidant (flavonoid) and many scientific studies show its anti-carcinogenic properties and free radical scavenging potential.

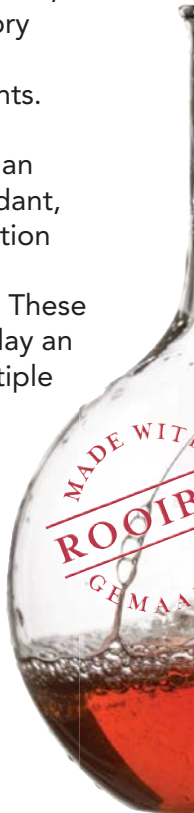
With this molecule Rooibos provides a very effective, natural and safe supply of antiageing and anti-allergic effects.

**QUERCITIN** may have positive effects in combating or helping to prevent cancer, prostatitis, heart disease, cataracts, allergies/inflammations, and respiratory diseases such as bronchitis and asthma.

Also included in the Annique dietary supplements.

**LUTEOLIN** is a flavonoid and is thought to play an important role in the human body as an antioxidant, a free radical scavenger, an agent in the prevention of inflammation, a promoter of carbohydrate metabolism, and an immune system modulator. These characteristics of luteolin are also believed to play an important part in the prevention of cancer. Multiple research experiments describe luteolin as a biochemical agent that can dramatically reduce inflammation and the symptoms of septic shock.

This molecule is also the reason for Rooibos having an anti-spasmodic effect on colicky babies.





NOTHOFAGIN is a flavonoid found in Rooibos and has wonderful antioxidant properties. You will find ten times the amount of Nothofagin in green Rooibos tea, than fermented Rooibos.

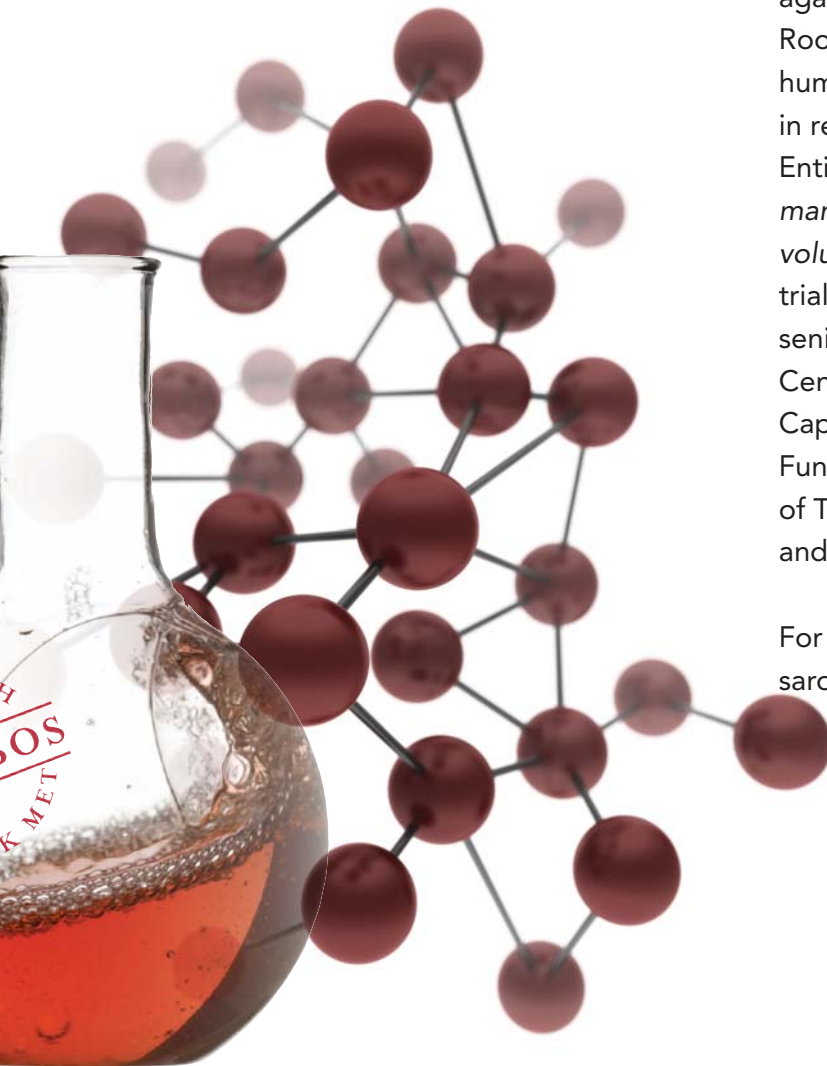
LATEST NEWS!  
POSITIVE RESULTS FOR ROOIBOS  
– June 2009

Trial results indicate that Rooibos tea helps reduce cardiovascular disease risk as it protects the body against oxidative damage. This is the first time that Rooibos has been subjected to a tightly controlled human clinical trial to determine its potential benefit in reducing cardiovascular disease factors.

Entitled "*Modulation of blood oxidative stress markers and DNA damage by rooibos tea in volunteers at risk for coronary heart disease*", the trial was conducted by Jeanine L. Marnewick, Ph.D., senior researcher at the Oxidative Stress Research Centre at Cape Peninsula University of Technology in Cape Town.

Funding was provided by Cape Peninsula University of Technology, THRIP National Research Foundation, and the South African Rooibos Council.

For more research on the benefits of Rooibos visit [sarooibos.co.za](http://sarooibos.co.za)



# the annique story

## revolutionary formulas

1971

Annique's desire to help others is evident from her first product – the Annique Wonder Slim or as it is now known – the Annique Lifestyle Shake formula. This product was originally formulated by the CSIR to supplement malnourished people's food with the essential nutrients. Thanks to this product thousands of clients regained their slim figures and improved their health – with Annique's help.

1973

Annique Theron launches her first skin care products, with the star product the Annique Revitalising Cream. This unique product contains three revitalising serums that repair, renew and rejuvenate the skin like no other product. The Annique Revitalising Cream is supplemented by other Annique products and produces unbelievable results for all skin types across the world.

1978

The first Annique health formula is launched and heralds the beginning of an entire range of sophisticated capsules with unique combinations of vitamins, minerals and enzymes.

1985 – 1995

Annique Rooibos tea is introduced. Its unrivalled taste and quality wins over thousands of people to enjoy Rooibos tea internationally. Testimonials about Annique Rooibos tea are received from all over the world.

The University of Bloemfontein completes an independent study, which proves Annique's discovery on the therapeutic qualities of Rooibos, which are: anti-allergenic; anti-ageing; anti-viral and anti-bacterial; and anti-carcinogenic.



## before

It is apparent that Dr. Annique was at 45, a sun-lover.

After the discovery with Rooibos, Annique started a search for the ultimate rejuvenating product. A new discovery was about to be made with three unique serums in combination with a Rooibos extract.



## after

The results of Dr. Annique's skin care discovery with unique serums were visible after only a few months. Here in her 50's she has a healthier skin than in her 30's.



## 2009

Dr. Annique celebrates her 80th birthday. Her energy, health and especially her skin are the best testimony to the Annique skin and health care philosophy. All of this is reflected in the Annique Rooibos formulations and the results they deliver.



## 1996

Annique launches a unique multi-level network business opportunity. By launching the Annique Business Opportunity we offer each person the opportunity to find wealth, happiness and self-fulfilment through Annique's products. The result of the latest economic revolution is that thousands of people are no longer sure of a future in a traditional position. Annique offers a timeless system for thousands of people to become financially independent and distribute products they believe in.

## 1997

Annique receives two gold medals for the formulation of the Annique Rooibos products and was the Winner in Geneva, Switzerland of the WIPO's International Woman Inventor of 1997.

## 1999

This year Annique wins the **Prix d'Excellence** for the Sunblock Roll-on as the "Most Innovative Product" from the MARIE CLAIRE magazine.

## 2000

Annique again wins the **Prix d'Excellence** for the Annique Rooibos ResQue Crème as "Most Revolutionary Product" from MARIE CLAIRE. Annique also launches an extended slimming test program with 880 participants across South Africa. We still receive new success stories on a daily basis as a result of the Annique Lifestyle Program.

## 2003

This is the year we rejuvenated our own appearance with a new, glamorous look for the whole range. Through the years the Annique image has been very adaptable to its circumstances and the new look proved to be very popular. After five years of national research into the health of South African men,

women, children and teenagers, Annique developed a unique **micronutrient range** to supply in the individual needs of our customers.

## 2004

Another year of celebration starts with Dr. Annique Theron's 75th birthday anniversary with a charity event where we donate R100,000 to child welfare.

## 2005

Dr. Annique is awarded the ATKV's [Afrikaanse Taal en Kultuur Vereniging] **Icon of the Year** Award. The Annique cellulite range receives the MARIE CLAIRE highest recommended Body Care Award. We move into our new home office in Irene, Pretoria.

## 2006

Annique celebrates 35 years of existence with a special edition Revitalising Cream. This formulation is still unsurpassable in the remarkable repair and rejuvenating results it delivers. And Dr. Annique Theron celebrates her 77th birthday.

## 2009

Annique Theron turns a wonderful 80 years young! In April, celebrating her birthday Annique launched her long awaited autobiography – MANNA, filled with life stories, encouragement and historical photo highlights. Also launched – the NEW Rooibos Miracle Tissue Oil with another unique Rooibos oil extraction for super antioxidant supply.



# basic skin care routine

## skin care logic

### The essential basics



### Step 1 – gently cleanse

Cleansing prepares your skin for the treatments to follow. It is important that this process should not disturb the pH balance of the skin.

Annique Cleansers do not make skin taught or irritated.

Choose from –

- Cleanser for Normal Skin;
- Cleanser for Dry Skin; and
- Oil-Free Cleansing Gel for problem or oily skin.

Other cleansing and resurfacing products include:

- Refining Scrub – dry skin
- The Scrub – normal/oily skin
- Detox Silk Masque – normal/oily skin
- Moisture Masque – dry/dehydrated skin



### Step 2 – youth restoring and treatment

Annique's Crown Product...

The Revitalising Cream contains the basic elements for healthy skin but also rejuvenating serums and asphalatin from Rooibos to remove free radicals and repair ageing and damaged skin cells. May be used from the age of 25.

Other youth restoring products:

- Q10 Therapy
- Eye Therapy



- RetiniQ
- Treatment products include:
- Skin Detox – prepare skin cells
  - Derma Bright
  - Sun Block SPF 30
  - Sensi Crème
  - Miracle Tissue Oil
  - Vitamin E Tissue Oil
  - Neck and Bust Firming Cream

### Step 3 – moisturise

Moisture is the key to that silky, healthy glow you want for your skin. Always apply moisturiser when skin feels tight and uncomfortable.

Annique has four different moisturisers to suit dry, normal and oily skin.

- Moisturiser Dry/Hydra3 for typical dry and aged South African skin.
- Herbal Moisturiser for normal and younger dry skin types. Also ideal for dry skin during summer months.
- Hydrating Moisturiser for the oily to normal skin.



### Step 4 – control

Finally, take control of your skin's immune defence by restoring the pH balance with the Annique pH Balancing Freshener.

This product is essential in controlling oiliness in problem skin as well as extreme dryness in dry and sensitive skin.

By balancing the pH of skin the secretion of oil is regulated according to the normal needs of any individual skin. Use throughout the day to cool, calm and revitalise skin and neutralise free radicals.

Achieve remarkable results with regular daily use. This is always the LAST STEP in the Annique skin care routine.



# DAILY programme

## Morning routine

- Rinse with Annique Rooibos tea
- Skin Detox
- Revitalising Cream
- Annique Moisturiser
- Eye Therapy
- Neck and Bust Firming Cream
- Q10 Therapy
- Sunblock SPF 30
- pH Balancing Freshener
- Annique Foundation – Colour Finish or Hydromat foundation
- Annique Lip Colour – also provides SPF lip protection and moisture

## Evening routine

- Cleanse then rinse with Annique Rooibos tea
- Skin Detox
- Derma Bright and/or RetiniQ
- Revitalising Cream
- Night Cream or Crème de Nuit
- Annique Moisturiser
- Eye Therapy
- Neck and Bust Firming Cream
- Q10 Therapy
- Vitamin E Tissue Oil and/or Miracle Tissue Oil
- pH Balancing Spray

## Weekly routine

- Refining Scrub Cream or The Scrub: Once a week
- Moisture Masque for dry and sensitive skin: Twice a week after cleansing
- Detox Silk Masque for aged, dry or problem skin: Once a week after cleansing – can be applied over Revitalising cream or Vitamin E Tissue oil or Skin Detox or Moisturiser Dry or Miracle Tissue Oil



# youth restoring skin care

## rejuvenate

visible rejuvenation and repair



### Revitalising cream

The Annique Revitalising Cream is unique – a revolutionary formula for the restoration, renewal and rejuvenation of skin.

The Annique Revitalising Cream is very successful in the maintenance of a youthful skin and for the restoration and rejuvenation of aged skin.

The Revitalising Cream restores the cells' ability to retain moisture and stimulates the cells' own production of collagen and elastin for a faster cell replacement cycle.

Combined with Annique's Vitamin E Tissue Oil/Miracle Tissue Oil, the Revitalising Cream is ideal for reducing the appearance of skin imperfections.

Collagen is vital for the creation of new cells, but only the body's own collagen is effective for the production of new cells. The principal aim of the Revitalising Cream, therefore, is to restore the cell's ability to produce its own collagen and to help it retain moisture, as though it was a younger skin.

The Revitalising Cream is fragrance-free.

The three rejuvenating serums contained in the Annique Revitalising Cream are uniquely combined to promote the improvement of the

cell's ability to produce collagen and retain moisture, to increase the elasticity of the skin, and to rejuvenate the skin.

Improved blood circulation restores the skin's natural blush and healthy glow.

The Revitalising Cream is recommended for any skin type and age.

The Revitalising Cream should never be used without an ANNIQUE moisturiser.

Combine with the Miracle Tissue Oil/Vitamin E Tissue Oil for aged and dehydrated skins. The Revitalising Cream is a tonic that enhances the function of the other products, and can only be effectively supplemented by other products from Annique.

Application:

- Younger than 25 : 3x per week;
- From ages 25 – 35 : once daily;
- Persons 35+: twice daily.

Spread a small amount (about a quarter of a teaspoonful) over palms and press onto whole face, the eyelids, neck (front and back) and breast area. Press remaining cream onto top of hands.



Revitalising cream  
**REDUCES DEEP  
LINES**

## **pure vitamin A** skin firming complex

### RetiniQ™

Retrieve your youth with this patented, stable formula with Retinoic Acid© – the purest and safest form of vitamin A and C for skin repair and rejuvenation.

- Thanks to encapsulation the RetiniQ is more stable than retinol in creams and, therefore, 10x more effective than a cream or lotion. It produces 10x the results in reducing fine lines and rejuvenating the skin.
- RetiniQ increases enzyme activity and cell metabolism for better absorption of vitamin E – another powerful antioxidant, which reverses the signs of ageing. Combine the RetiniQ with the Miracle Tissue Oil/Vitamin E Tissue Oil.

**56%**  
younger  
skin

Clinical tests have shown RetiniQ will reduce wrinkles, fine lines and enlarged pores within 12 weeks by up to 56%.

RetiniQ  
**DIMINISHES  
FINE LINES**

RetiniQ  
**REFINES and  
UNCLOGS  
PORES**

Revitalising cream  
**FIRMS UNDER  
CHIN**



- RetiniQ increases cell growth and cell division for faster rejuvenating results.
- RetiniQ reduces wrinkles and fine lines and improves softness/elasticity of the skin.
- RetiniQ increases the natural collagen content of the skin.
- RetiniQ is effective in the treatment of seasonal conditions like dryness, heat rash and pollution.
- RetiniQ helps skin appear smoother in colour and even in skin tone while cleaning pores.
- RetiniQ reduces the damage from UV-rays.

# energy therapy

turn on cell-power

## Q10 therapy

The Ultimate Test Results

Annique has tested the Annique Q10 Therapy for over 20 months to ensure rejuvenating results are visible and lasting.

With regular use 80% of our testers noted:

"...a fresher, healthier glow within 24 hours... I could not believe my eyes..."

"...fine lines, redness, uneven colourations and marks disappeared completely after 6 weeks of twice daily use."

"My enlarged pores are gone!"

"...skin is fine, smooth and completely white without a trace of marks and spots."

"My skin has reached a new level of moisture and elasticity... looking like the skin I had when I was 20 or younger!"

This miracle worker contains natural ingredients like:

- Hyaluronic acid, which forms an essential part of the connective tissue between cells. Ageing skin is low in hyaluronic acid and this results in loss of elasticity and sagging skin. Hyaluronic acid also protects the skin against loss of moisture and prevents harmful components from entering the skin.
- Evening Primrose Oil retains skin

moisture, rejuvenates, re-energises cell metabolism and restores skin elasticity.

- Vitamin E is a powerful antioxidant to remove free radicals.
- Glycosome is a liposome that disperses ingredients to restore intercellular lipid layers of the skin. The moisturising lipids in the liposomes help the upper layers of skin retain moisture and a youthful glow.
- Lipogard is the most important ingredient. Lipogard provides the essential ingredient coenzyme Q10 forming the essential link in the skin cells' energy chain. This ingredient also strengthens the skin's natural immunity.
- Energy is the key to natural skin rejuvenation – helping skin metabolism go into fast-forward to restructure collagen fibres (tightens skin); to reproduce youthful new cells; to restore blood circulation; and to distribute bio-available nutrients.
- Homeopathic herbal concentrate that has components like hops, rosemary, horsetail, pine cone and lemon, which promote the biosynthesis (production) of collagen, elastin, structural glycoproteins and mucopolysaccharides for restoring connective cell tissue.
- The Q10 Therapy also contains Rooibos extract to provide a powerful antioxidant and super-oxide dismutase (SOD) to remove free radicals from the skin cells.

There is nothing like the Annique Q10. Therapy's phenomenal formula – it offers visible results you've never dreamed possible!







## Eye Therapy

Here's the cosmetological discovery you've been waiting for. We all know wrinkles around the eyes are the first step in the ageing-battle. Annique's revolutionary Eye Therapy is a world first with the use of active revitalising ingredients, Ampsyncol III™, for the eye zone. This active ingredient provides an effective and rejuvenating agent to restore the skin's natural beauty by stimulating the collagen type III production, in other words doubling the synthesis of collagen type III.

Eye Therapy immediately reduces puffiness and improves dark circles under the eyes. Skin becomes smooth, soft and retains its normal elasticity.

The Eye Therapy also contains Annique's exclusive extract of Rooibos for its hypo-allergenic and antioxidant qualities.

Apply the Annique Eye Therapy once or twice per day on the eye lid, around and under the eye. Press cream onto skin and lightly tap until all the cream has been absorbed.

NOTE: Use ring-finger to apply eye cream - it is the weakest finger and won't stretch this delicate skin.

## Body Lift

Revitalising Body Lift contains ingredients derived from vegetable origin to counteract gravity's effect, tighten, lift and firm the skin. These ingredients induce a brighter complexion by helping the skin recover its firmness and body. The effectiveness of this fabulous cream is enhanced by the inclusion of Annique's patented antioxidant extract of Rooibos to reduce free-radical damage, premature ageing and sensitivity to the environment.

Press onto neck and chest area and massage into skin of upper body, breasts, stomach, thighs and legs in the mornings and evenings, before applying body lotion.



# skin treatments

## antioxidant

### skin clearing



### Skin detox

Ageing is a phenomenon common to all living things. Free radicals are generated by the normal metabolism of the body, environmental factors such as pollution, certain medication, and alcohol.

Super oxides (SOs) are one of the most harmful types of free radicals, which contributes to the ageing of the human body.

The presence of SOs cause the destruction of cell walls, and cell-degeneration.

The body contains its own protection mechanism, namely super oxide dismutase (SODs) which assists in removing the SOs from the body.

Stress, illness and ageing decrease the body's SOD production - leaving the way open for the SOs to take over and systematically destroy organs and cells.

Oral supplementation should therefore, be taken to aid the body in counteracting the ageing process. Antioxidants such as Vitamins A and E are used, as well as the SOD enzymes in Rooibos to combat free radicals (SOs).

The Annique Skin Detox will restore the skin's ability to protect itself against attacks from free radicals. The Skin Detox replaces the essential

fatty acids of the skin, causing transdermal water replacement in the skin. This counteracts dehydration and forms a water screen against the elements.

The skin feels smoother to the touch, cleaner and retains moisture and nourishment.

The skin starts acting like a young skin and has a new youthfulness, glow and elasticity.


#### **Application:**

Apply in the morning and at night, immediately after cleansing or rinsing your face.

Use a few drops and press onto face, neck and bust area, followed by the Revitalising Cream. **Concentrate on problem areas where wrinkles, pimples, white heads and discolouration occur.**

The Skin Detox may be used regularly throughout the day for faster results. The recommended Annique moisturiser for your particular skin type may also be applied 2 – 8 times per day.

Moisture provides the new cells with enough water and ensures normal functioning of the cells.



Derma Bright  
CLEARS SKIN

Derma Bright  
REFINES PORES

Derma Bright  
IMPROVES  
PIGMENTATION

Derma Bright  
REDUCES  
MARKS



## pure vitamin C

### skin brightening Derma Bright™

An effective skin brightening treatment. This serum enhances dull skin with pigmentation spots in only 28 days. Enriched with two forms of pure vitamin C in a time-release, micro-sponge and liquorice extract; a powerful active ingredient that targets tyrosinase. Each single dose capsule helps to prevent all signs of cutaneous ageing while you sleep. It improves the appearance of brown spots, clarifies and restores radiant luminosity to the complexion and visibly refines the skin texture. The concept is a day treatment that combines an immediate visual effect with the benefit of pure vitamin C in combination with slow release technology of Microsponge® Vit C.

- Pure Vitamin C – starts to act immediately on application, helps to improve skin radiance and firmness, it is also an antioxidant.
- Microsponge® Vitamin C gives slow release effect
- itamin E acetate – is an antioxidant and moisturiser, it has a synergistic effect in combination with vitamin C.
- Light-diffusing pigment provides reduction of fine lines and wrinkles and a smoother appearance of the skin surface.

NOTE: Use Sunblock everyday to prevent pigmentation

# repair

## repairing skin nutrients

### Rooibos Miracle Tissue

#### oil

Miracle Tissue oil is a specialised skin treatment that helps improve the appearance of scars, wrinkles, uneven skin tone (reduces uneven tone) and stretch marks. The unique combination of nourishing plant oils combined with a unique extraction of Rooibos oil, makes it highly effective for numerous skin concerns, including ageing and dehydrated skin.

- Sweet Almond – contains glucosides, minerals and vitamins and is rich in protein. Ideal for all skin types, relieves dryness, itching and inflammation.
- Rosehip – a very diverse and super effective oil for skin repair, rejuvenation, scar healing, dark spot reduction and reduces skin redness and moisturising.
- Soya bean – is high in vitamin E and a 60% linoleic acid content makes it valuable for helping many skin problems, very light without the greasy-feel.
- Baobab – superb moisturiser for skin and hair with essential fatty acids to improve elasticity, cell regeneration and skin restructuring.
- Vitamin E – nature's optimal skin rejuvenator and healer.
- **AN INTERNATIONAL FIRST**  
Rooibos oil – Annique uses a unique technique (never used before) to extract an oil from the Rooibos plant – not a liquid extract. This oil contains more of



the Rooibos plant's nourishing, soothing and rejuvenating properties. It is rich in antioxidants and flavonoids (the rarest supplement in life).

# reverse damage

## Repair collagen structures

### Vitamin E Tissue Oil

Natural vitamin E in its finest grade can reduce the signs of ageing and repair the damage from sun exposure, dehydration and general abuse of the skin.

Annique Vitamin E Tissue Oil is derived from the highest quality plant oils to ensure the oil has a high potency and absorbency.

Vitamin E provides essential protection against sunburn, dehydration and ageing, and can be used by all skin types.

Annique Vitamin E Tissue Oil is an antioxidant, which combats the ageing effects of the sun by replacing the vitamin E in cell walls which was destroyed by the sun – restructuring damaged cell walls.

In combination with the Annique Revitalising Cream it has a healing effect on old and new skin imperfections.

This oil "dries" pimples overnight – one of Annique's little miracle workers.





## lift and firm

### Neck&Bust Firming Cream



The Neck & Bust Firming Cream was developed to lift and firm bust, neck and upper arms. Also ideal for the removal of stretch marks and sagging skin around stomach and knees.

The Neck and Bust Firming Cream contains active plant ingredients, which bring about a firming and rejuvenating action in the upper layers of the skin and surrounding tissue.

The Neck and Bust Firming Cream contains the following:

- fenugreek seeds to improve appearance and rejuvenate skin;
- humulus lupulus, known as an effective revitalising ingredient;
- horsetail, used in skin care products to prevent dehydration and wrinkles; and
- boswelia corderii birdus, added for the stimulating action distinctive of this serum.

The effectiveness of this incredible cream is further enhanced by the addition of the patented Annique extract of Rooibos for its antioxidant action, which counteracts ageing.

## protect

### UV-protection is skin's best defence

### Sun Block SPF 30

Protection against full spectrum of UVAI, UVAIL and UVB sun rays.

The Sun Block SPF 30 contains a physical block and a chemical block. The Sun Block SPF 30 is safe to use and will not cause the skin to become "sick" due to the overuse of chemical protectors.

The perfect protection against UVA- and UVB-rays, cold, heat, and air-conditioning in an office or shop. Ideally the Sun Block SPF 30 should be used every day as part of the skin care routine. It is not only a screen against the sun, but also protects against the drying and ageing effect of wind, cold, pollution and air-conditioning.

Regular use of the Sun Block SPF 30 will prevent the development of sun spots (pigmentation marks, ageing spots) on the face and hands and will lighten any existing pigmentation marks, since the skin is protected from sun damage.

Note:

The SPF on Annique sun products has been tested and certified by a pharmaceutical laboratory.



## desensitise

a unique step-by-step programme for allergic and sensitive skin



### Sensi Crème

The Sensi Crème is a non-irritating, hypo-allergenic moisturiser specially formulated for sensitive skin.

This unique cream is used to condition and coach very sensitive skin types to accept and respond (positively) to the other Annique moisturising, cleansing and nourishing products.

#### **Application:**

Recondition the sensitive skin with Annique Sensi Crème:

#### Step 1:

Use the Sensi Crème as a cleanser (evenings); moisturiser (evenings and mornings) for 10 – 14 days.

#### Step 2:

Replace the Sensi Crème in your skin care routine every 10 – 14 days with ONE other Annique product. Start with the Cleanser for Normal and moving on to Skin Detox and the pH Balancing Freshener.

#### Step 3:

After another 10 – 14 days add the Annique Crème de Nuit to nourish the skin. Do not stop using the Sensi Crème as a moisturiser during the mornings and evenings.

#### Step 4:

After another 10 – 14 days add the Annique Revitalising Cream if rejuvenation is required. You can keep doing this until the Sensi Crème has been replaced by a normal skin care range of products.

If your skin is very dry, the Annique ResQue Crème may also be used in this manner to reprogramme and condition allergic and sensitive skin.

Always rinse skin with Rooibos water to calm sensitive responses and allow the tea to dry on the skin.

# daily skin care

## cleansing

only once a day at night...



### Cleansing lotion for normal skin

The Cleansing Lotion for Normal Skin is pH balanced and will not disturb the skin's own acidic balance. It leaves the skin with a tingling fresh feeling. Ideal for cleansing of normal and sensitive skin. Ideal for the removal of foundation and eye make-up. Although cleansing is not the most important part of your skin care programme, it prepares the skin for the creams to follow.

Squeeze a little bit of cleanser onto the palm of the hand; use the finger tips and apply the cleanser in LIGHT circular movements across the whole of the face. The cleanser is then removed from the face with lukewarm water or Rooibos and a facial cloth or sponge. The cleanser is water-soluble. It also glides on smoothly without stretching the skin.



### Cleansing lotion for dry skin

The Cleansing Lotion for Dry Skin, formulated for the dry and dry-sensitive skin, is used only at night. The Cleanser for Dry Skin is ideal for the gentle removal of facial make-up. Use the finger tips and apply to the whole face in gentle, circular movements without stretching or massaging the skin. Remove

immediately with a wet facial cloth or sponge.

Immediately apply the Skin Detox and/or Revitalising Cream to clean skin followed by the Moisturiser for Dry and pH Balancing Freshener.

### Oil-free cleansing gel

Cleansing is the easiest step in the skin care routine. Excessive cleansing, however, may have a negative effect on the skin.

Problem and oily skin types are as vulnerable to excessive cleansing as any other type of skin. Continual over-cleansing may aggravate the problem because the skin compensates for the removal of excessive oils by simply producing more oil.

Annique adds a patented Rooibos extract to reduce the incidence of allergic reactions.

The rich foam of the Cleansing Gel washes away impurities from the surface of the skin, leaving the skin super clean and soft. The Cleansing Gel also contains alpha hydroxy acids (extracted from bilberries, oranges, lemons and sugar cane), which gently removes dead skin cells.

The anti-bacterial ingredients of the Cleansing Gel promote the healing of problem skin and reduce the incidence of infections. Immediately apply the Skin Detox and Annique Moisturiser afterwards.



## exfoliate

reveal hidden beauty of skin

### Refining scrub cream

The Annique Refining Scrub contains supple granules to prevent damage to the skin. The grains effectively remove dead cells, blackheads and whiteheads.

This leaves the skin glowing, stimulated and nourished with renewed blood flow to the surface. Do not neglect to scrub areas like ears, eyelids, neck, chest, shoulders and back of neck.

The grains of the scrub should be gently rolled over the skin. Only the thin layer of dead cells on the surface of the skin is removed. Remove the scrub with lukewarm Rooibos tea and a facial cloth or sponge.

The Annique Refining Scrub is ideal for problem skin and for areas such as the nose, chin and forehead.

The scrub should be used once/twice per week and may be applied over the Annique Cleanser.



### The Scrub – skin exfoliator

This creamy scrub removes dull skin cells and revives skin's ability to glow. The natural apricot kernel beads gently exfoliate without harming the skin. Bergamot oil soothes skin problems away. Geranium aromatherapy adds moisture and revitalising benefits.

The Scrub revives aged and dry skin; soothes problem and oily skin and energises normal skin.





## masquerade

for the best visible results



### Detox Silk masque

The Detox Silk Masque is a remarkable face and body masque to purify and detox skin and pores. It has antioxidant benefits and moisturises skin. Provides a refreshing, cleansing and rejuvenating treatment.

Dead Sea silt contains chlorophyll, carotinoid, flavanoids, and tocopherol and has antioxidant and rejuvenating properties. Also recommended for sensitive and combination skin.

Cleanse skin with Annique cleanser. Apply masque over Miracle Tissue Oil/Vitamin E Tissue Oil or Annique moisturiser and leave for 10-15 minutes. Spray with Annique pH Balancing Freshener and rinse with Rooibos tea. Apply Annique nourishing creams and moisturiser.



### Moisture masque

The Annique Moisture Masque contains ingredients which “bombards” moisture into the skin. This masque is famous for its moisturising qualities. It may even be used on a sensitive skin and left on overnight.

The Moisture Masque gently massages the skin without stretching or pulling it, while simultaneously removing dried cells from the surface.

However, this is not an exfoliating agent. The action of the Moisture Masque is so gentle it does not harm the living cells beneath the dead cells. This masque promotes cell renewal.

For a stimulating treatment the masque may be applied in a thick layer and washed off after 20 – 30 minutes.

The Moisture Masque may also be applied over other products. As the masque’s action is very gentle, it may be left on the skin for longer periods than other masques.

Dehydrated skin may leave the masque on over-night.

# moisturise

the essential part of life – water!

## Clinical tests

Annique Moisturisers have been dermatologically approved through clinical tests. They are suitable for sensitive skin, skin around eye area and will not harm, irritate or aggravate skin.



## Moisturiser for dry skin

The Moisturiser for Dry Skin is one of the most complex formulations in the world. It has been developed for the restoration of the moisture content of the dry and dehydrated skin.

It could be recommended for all ages with extremely dry and aged skin.

Because the cream is so thick we have a unique way of application:

This practical application saves product and time while it increases absorption. The method is quick; the cream is evenly applied; and the skin is not stretched.

- Spread only a small amount in the palms of the hands;
- Press lightly onto the whole face, over eyes, neck (front and back) and breast area. Pat remainder onto back of hands.

During the day the moisturiser may be applied over foundation.

The Moisturiser for Dry Skin is unique in every way. It was formulated especially for the dry and dehydrated skin, with due allowance for harsh climatic conditions.

For the best results, the moisturiser should also be applied regularly throughout the day, (after all, one quenches the body's thirst regularly – why not the skin's?), and should be used in conjunction with the

Revitalising Cream.

When the reproduction of the cells is accelerated by the Revitalising Cream, the cells rise to the surface more quickly where the elements will, in turn, dehydrate them again.

The moisturiser prevents the new cells from prematurely losing their moisture, causing them to wilt and flatten.

## Herbal moisturiser

The Herbal Moisturiser is perfect for the normal, oily and combination skin types. The Herbal Moisturiser may also be used in summer, when the dry skin may need less moisturising.

A non-greasy, hypo-allergenic moisturiser, that leaves the skin moist without a greasy, oily feel.

A delightful, cooling, soft moisturiser that contains, among other ingredients, a variety of herbal extracts and Rooibos unique to skin care formulas.

The Herbal Moisturiser is ideal for the in-between season, in-between skin and in-between age.

The Herbal Moisturiser is applied after the Revitalising Cream, and may also be applied during the day, depending on the specific needs of the skin.





## Hydrating moisturiser

The Hydrating Moisturiser is immediately absorbed by the skin. It protects the skin against dehydration and irritation throughout the day. Contains Annique's unique extract of Rooibos with antioxidant properties. The Hydrating Moisturiser counteracts deficiencies of essential moisture by supporting the skin's ability to retain moisture. It gives the skin a soft and healthy glow. It is a refreshing, moisturising "drink" to the skin that soothes away dehydration and replaces lost moisture. The Hydrating Moisturiser is recommended for normal, oily, combination and problem skin. Apply with Annique's palm-press method in the morning, and evenings and throughout the day to ensure the skin feels comfortable and elasticity is maintained.



## Hydra3

Hydra3 combines science and nature to give skin three-way moisture protection. [1] A moisturising ingredient that binds with the skin providing long-lasting effectiveness; [2] the natural extract of carob tree provides moisture in the formulation to penetrate the epidermal layer; and [3] extract from the *imperata cylindrica* root preserves moisture content in skin for up to 24 hours. Other ingredients help repair matrix at epidermal-dermal connective tissue to reduce the signs of ageing while repairing collagen structures.



## Moisture Cover

### Tinted Moisturiser with SPF 15

Protecting your skin from sun damage and dehydration is the best thing you can do to prevent premature ageing and discolouration. Annique's Moisture Cover Tinted Moisturiser is a three-in-one skin care wonder that provides light sheer moisturising coverage with added broad spectrum sun protection. Moisture Cover is the perfect light-weight sun filter for every day wear and creates an ideal base for foundation and make-up, making it last longer. A unique blend of ingredients gives light coverage providing even skin tone and hides blemishes without looking heavy. It will hydrate the skin while Annique's exclusive antioxidant Rooibos extract provides an antioxidant treatment. The natural colour blends invisibly into any light to medium skin tone. Moisture Cover is suitable for all skin types, use it in conjunction with your moisturiser.

## night time nourishing skin clearing



### Crème de Nuit

A rich night cream with an increased moisturising ability. May be used by all skin types, ideal for even the most sensitive skin.

The Crème de Nuit is fragrance-free. The Crème de Nuit is richer in nourishment and moisture than the normal night cream to provide the extra requirements of the aged skin. The Crème de Nuit is applied after the Revitalising Cream to ensure optimal penetration.

Benefits:

- Forms, in combination with the Revitalising Cream, Moisturiser and Vitamin E Tissue Oil, a balanced "diet" for the skin.
- Provides sufficient nourishment to the younger skin that does not yet need to use the Revitalising Cream.
- The skin shows signs of repair within days: it gains in firmness, elasticity, and moisture.
- Has been tested by our customers and was successful in all instances. It is a very popular product.



### Nourishing Night Cream

This cream was formulated especially for the night, with a deep penetrating action. The Anniq Night Cream is rich in vitamins (A, C and E – antioxidants) and minerals to nourish skin cells.

One's skin feels dewy, moist and smooth the next morning, without any residue on the skin. This unique Night Cream is suitable for all skin types.

At night, the skin's cell division, as well as the metabolism of the cells close to the surface of the skin, accelerates.

Toxic substances (including free radicals) are cleared out of the cells and the cells are provided with added moisture. This is why night creams differ from day creams: they provide for the nocturnal needs of the skin – hence the term beauty sleep!

The enhanced activity of the cells during the night requires a nourishing cream that may provide in the increased need of essential vitamins and minerals.



## restore

restoring pH prevents ageing

### pH Balancing freshener

A gentle soothing pH-restoring agent with the anti-allergic Rooibos and other calming herbal extracts. Rooibos not only calms and soothes irritated or hot skin, it also has anti-oxidant enzymes, revitalising qualities and anti-bacterial characteristics to protect the skin against premature ageing. The pH Balancing Freshener was formulated to restore the pH balance after cleansing, and contains, among other ingredients, an extract of Rooibos.

The pH Balancing Freshener cools, calms and soothes skin while controlling dryness and oiliness to prevent irritation and breakouts. Reapply regularly during the day.

The pH Balancing Freshener is applied after all the Annique creams have been pressed onto the skin.

This is because the pores are open after cleansing, allowing easier absorption of creams. Application of the pH Balancing Freshener will balance the pH of the skin, and assists in better absorption of creams.

The final result: an even more beautiful skin, faster!



# younger skin care

## face facts

the latest skin care technology and ingredients



### Crystal Clear Cleanser

Crystal Clear is a delicate herbal cleanser that wipes away dirt and leaves skin refreshingly clean and even-toned.

It also contains fruit acids to gently exfoliate dead skin cells and remove oiliness. Suitable for all skin types. Crystal Clear has a fresh dual therapeutic fragrance which helps control oiliness and limits pimple forming factors.

Application:

Use in the evenings. Rinse face with Rooibos Tea. Massage Crystal Clear gel onto face and neck then wipe away dirt and pollutants with a damp facial sponge or cloth.

Apply Moisture Shield SPF 8 or Moisture Source after.

Organic Green Rooibos Extract is a super antioxidant. It detoxifies, has anti-inflammatory properties and regenerates skin cells.



### Moisture Source

Moisture Source was formulated for normal, sensitive and problem skin. It contains a unique ingredient to control sebum production and helps prevent problem skin.

It contains *uva-ursi* and *zinc sulphate*, which inhibits breakouts combined with antioxidant moisturisers.

Application:



Apply after cleansing then balance skin with Liquid Skin Nutrition.

Organic Green Rooibos Extract is a super antioxidant. It detoxifies and regenerates skin cells

### Moisture Shield SPF 8

Moisture Shield SPF 8 is a daily moisturiser for young skin with sufficient sun filter to protect against UV-rays. The sun filter will not cause skin allergies or breakouts.

Application:

Apply Moisture Shield SPF 8 once or twice a day and after cleansing.



### Smooth Over Scrub

Smooth Over Scrub removes dead cells from skin's surface – this prevents clogging of pores and introduces new cells faster.

The gentle exfoliating action stimulates blood circulation to remove free radicals and increase nourishment to cells for a clearer skin.

Application:

Use Smooth Over Scrub on face and neck after cleansing, apply the Face Facts Moisturiser.



## Spotless Pimple Treatment

Spotless is ideal for solving problems like pimples, skin blemishes and other sensitive skin conditions.

The special herbal formulation contains antioxidants like vitamins, minerals, Tea Tree and Annique's patented Rooibos extracts.

These ingredients will accelerate the healing process, while calming irritated skin.

Application:

Apply Spotless sparingly to a dry and clean skin. Use on affected areas as well as pimple-prone areas of the face, neck, chest and back. Organic Green Rooibos Extract is a super antioxidant.



## Calm Down Masque

Calm Down Masque is the ideal masque to calm red, irritated and inflamed skin. This cooling camphor masque brings instant relief for sensitive, problem and normal skin. Contains calming camphor and organic green Rooibos.

Application:

Apply on skin cleaned with Crystal Clear Cleanser or over Annique Skin Detox [removes black heads] or Annique Vitamin E Tissue oil [treat marks and pimples]. Leave to dry, then wet with Rooibos water and rinse gently. Moisturise skin afterwards.



## Liquid Skin Nutrition

Spray vitamins is fast becoming the innovative and convenient way of looking after your skin. Annique is proud to introduce our vitamin and mineral enriched spray for the face – Liquid Skin Nutrition. Liquid Skin Nutrition is an effective and convenient skin spray formulated to eliminate skin impurities that may cause spots, pimples, blemishes, blackheads and white heads. Liquid Skin Nutrition aids skin cells to utilise nutrients better, cleanses pores deep down and promotes a clearer spot free appearance.

Liquid Skin Nutrition contains a sophisticated formula of essential nutrients (including BeauPlex™ a special compound of vitamins B3, B5, B6, C, and E) that support the skin in its own natural healing and regeneration process.

This product is suitable for men and women of all ages.

# baby care

## formulations for delicate skin



### ResQue Crème

The Annique Rooibos Baby ResQue provides effective relief for any general skin problem baby may experience. This unique cream will help baby's precious and delicate skin recover to its natural healthy condition faster. It helps prevent and soothes nappy rash and brings relief from insect bites, sunburn, chafing, skin irritations, cuts and cracked skin.



### Liquid Baby Powder

This is a world first for babies. Annique has combined the soothing action of powder with a cream base to protect baby skin with a soft powdery layer PLUS avoiding the risk of irritation and allergies from loose powder floating around the room.



### Baby Sun Block SPF 15

It is essential to protect your child's skin against the sun from the day she is born. Reflected sun rays, sunny winter days in the motor car or bedroom, and even under the tree in your favourite outdoor place, her skin is exposed to the sun's damaging rays.

We know no one can resist taking baby along to the beach, where the world's largest sandpit awaits! Annique does not recommend leaving your baby in the sun, even



### Baby Moist Silky Bar

A silky soft gelatin soap for baby's skin. Hypo-allergenic qualities combined with the Annique Rooibos extract provide a safe and fragrant body soap for baby and mom.



### Baby Body Lotion

Prevents dryness, itching and relieves restlessness from the chafing and scratching of clothes and blankets. The Rooibos Baby Body & Facial Lotion may be used from birth. The gentle moisturising action cools and calms the skin while the Rooibos extract prevents further irritation from heat, handling and other irritants.



### Baby Shampoo

This fun product is gentle on baby hair and skin. The non-drying formula won't irritate the skin or burn the eyes. The delicate no-tears formula contains Annique's extract of Rooibos to ensure soft, clean hair without the tears! Makes the ideal two-in-one travel companion for baby and you.



## Baby Bath

This is an all-time bathtime great! It may be used as a shampoo, bubble bath and body wash. This makes it the ideal travelling companion. Annique's patented Rooibos extract is included to relieve skin irritations and dryness.

## Fabric Softener & Detergent

Sometimes the restlessness and irritation of children and babies are due to an allergic reaction to the softeners and detergents used to wash the bed linen. Baby Fabric Softener and Detergent infuse the bed linen and other washing with the hypo-allergenic qualities of the Annique Rooibos extract. Washing will be remarkably clean and freshly fragrant after each wash plus you'll have the added assurance that baby's skin is protected against irritation.

## Linen and Room Perfume

Freshen your home or car and baby's linen with our favourite baby fragrance. Enjoy the beautiful powdery fragrance from Annique Baby whenever you want to.

## Baby Rooibos

Give your baby the best start with the Annique Rooibos Baby Tea. Use the Rooibos tea as a supplement before breastfeeding to limit the occurrence of milk and other food allergies.

Annique's Baby Rooibos tea is suitable for babies from birth. Replace juices or water with the Rooibos Baby tea for an anti-allergic and nutritional supplementary drink. The Rooibos Baby tea may also be added to normal bottle feed but does not replace bottle-feeds or breast feeding.

To prepare:

- Add one tea bag to boiling water in tea pot. Simmer for 5 to 15 minutes to activate the anti-allergic enzymes.
- Add to baby milk or cool and add to fruit juices for a healthy, suitable baby drink.
- Annique Rooibos Baby Tea has a natural sweet and fruity flavour and need not be sweetened with honey or sugar.





# skin care: men

## rooibos man

skin and body care for men

### Shaving Gel

Rooibos Man Shaving Gel is translucent – so you can see as you shave to avoid skin imperfections or perfectly tailor your goatee or sideburns. It also sets up a slick skin surface for a shave free of nicks, cuts and razor burn. A multi-action formula that gives sensitive skin more than a close, smooth shave, it also helps keep your skin clear. Soothing Rooibos reduces your skin's sensitivity to razor burn, while the special formula removes dirt and oil, preventing breakouts. Plus it's a therapeutic treatment for skin. Rooibos Man Shaving Gel is a rich lubricating gel uniquely formulated for sensitive or irritated skin and skin that's prone to razor bumps. This therapeutic formula provides a close, smooth shave with less irritation. A special blend of moisturising lubricants rehydrates skin and reduces dryness.

### Moisture Balm

The ultimate, essential facial moisturiser for men with sensitive and allergic skin. A non-greasy, soothing balm for everyday use to prevent premature ageing and sensitive reactions. Contains ample quantities

of the Annique Rooibos extract. Apply over whole face after shaving.

Contains:

- Green Rooibos – anti-allergic, powerful natural antioxidant, prevents premature ageing.
- Moisturisers.
- Aloe Vera – for rejuvenation and healing.
- Witch Hazel – rejuvenates and renews skin.

Ideal for:

- Moisturiser for men
- Prevents premature ageing
- Sensitive skins may also use it

### Refreshing Deodorant

This deodorant is quick drying and kills odour causing bacteria.

The nature identical bacteriostatic agent effectively inhibits body odour. Ingredients won't block pores and doesn't interfere with skin's biological functions.



# fragrance: men

180°

eau de toilette for men

The 180° scent contains notes of woods, fresh citrus and spicy leaves.

Everywhere is your territory. You can navigate the urban jungle and survive in the wilderness of the southern hemisphere.

You choose your own direction and explore all the elements of life.



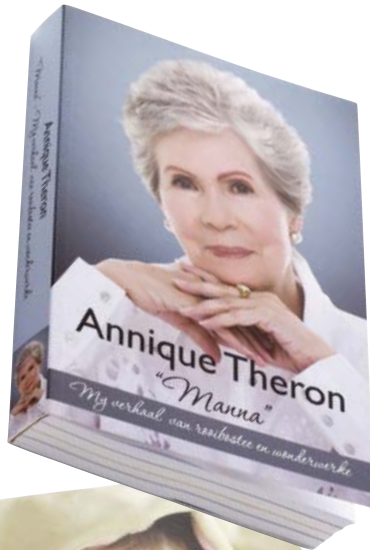
# fragrance: women

## Delight eau de parfum

Delight captures the exotic beauty and vitality of a tropical getaway. This luscious infusion of fruity, fresh florals, smells delectable, tantalizing and seductive – a tropical delight. This is such an interesting fragrance! You can wear it anytime, but it is especially nice in the summer (and in winter it reminds you of the warmer days to come – like a tropical vacation!) Once you've experienced it you just have to have it!



# loads of information



## Manna: My verhaal van Rooibostee en wonderwerke (Afrikaans)

Annique se lewe is 'n toonbeeld van haar positiewe ingesteldheid en haar verbondenheid tot goddelikheid. Om die waarheid te sê, dit loop soos 'n goue draad deur hierdie boek. In dié outobiografie van haar is die titel die sambreel waaronder sy in stille dankbaarheid nabetragting oor haar lewe kan doen en die vele seëninge wat sy daardeur ontvang het.



## The Rooibos Baby (English)

Learn all about the discovery of Rooibos' anti-allergic properties and how it could help your allergic baby, you and your family overcome allergies through diet supported with the safe Rooibos herbal tea.



## Primitive Lifestyle Programme (Afrikaans and English)

A comprehensive, easy to follow guide to the Annique Lifestyle Programme and Annique's Lifestyle Philosophy for a healthy and fit body, beautiful skin and clear mind.

# colour moods

## colour that cares

foundation – an essential part of skin care



### Colour Finish Foundation SPF 15

Feels like a moisturiser, wears like a foundation.

Hydrates and protects all day.

Delivers a glowing, natural finish.

Protects against sun and free radical damage. Is essential to healthy, younger skin.



natural beige



silky ivory



caramel silk



golden satin



pearly sand



### Hydromat SPF 10

This formulation achieves a perfect balance between ultra-micronized colour powder and moisture combined with protective UV-filters. It adds brightness with a fine, non-drying matt finish.

Cucumber extract provides a cooling sensation.



cream



ginger



peach



cinnamon



sahara



brandy



cocoa



## Duet Eye Colours

6 colour-coordinated duo shades work individually or together for glamorously gorgeous eyes. Lightweight formula applies like a dream, blends easily, and settles to a soft powder finish.

## Foundation Brush

Foundation's best friend. This brush works perfectly with the contours of the face and jawline. The tapered edge blends foundation smoothly and flawlessly.

Pour a small amount of your Annique foundation into the palm of your hand, then sweep brush across foundation and apply to face with downward strokes until the look is even and seamless. Brush can be used wet or dry.



*On the Go*



*Cafe Latte*



*Promotion*



*Working Girl*



*Ultimatum*



*After Dark*



*Blushing Success*



*Power Blush*

## Blushing Beauties

These lovely flowing colours provide soft, sheer colour that wears for hours. Gentle enough for even the most delicate area. Long wearing formula applies evenly and blends seamlessly. Available in 2 shades.



*Read my Lips*



*Close the Deal*



*Sweet Talk*



*Time Flies*



*Mochachino*



*Cherry on Top*



*Anything Goes*

## Liquid Lips

A new generation in lip colour with both full-coverage colour and extreme gloss shine. Collagen complex and light reflecting particles give lips a fuller appearance. Vitamin E and collagen condition for ultra-soft lips. Unique flow-through applicator offers smooth, even application. Available in 7 deeply pigmented, lasting, high gloss shades.



*Chinese Blossom*



*Indian Spice*



*Irish Coffee*



*Mexican Mood*



*Rio Carnival*



*Sultana*



*Vintage Mauve*

## Plumping Lip Colour

An Annique classic! Condition your lips with creamy vitamin E formula base. Keep your lips soft and supple, with beautiful, flattering colour. Lips will look and feel renewed – incredibly moist, beautifully smooth and gently full with our natural “lip-plumper”.





## Liquid Liner

Smooth, rich, fluid colour glides on smoothly and evenly. A rich liquid formula and ultra-soft brush allows for multiple and dramatic eye looks.



## Retractable Liner

Soft, suede-like texture glides over lids and lips smoothly and evenly. Provides high-impact colour and a soft matt finish. Feels smooth and luxurious on the eyes and lips.



## Super Lash Mascara

Special formulation and revolutionary new, application brush to help build your lashes.

Benefits:

- High definition
- Lengthening and curling
- Volumising
- Waterproof
- Longlasting
- Contains beeswax and vitamin E for lash protection



# body: resQue care

## emergency care

### therapeutic formulas



### ResQue Crème

For skin care emergencies!  
Rooibos ResQue Crème brings relief for many everyday skin conditions. This one-of-a-kind formulation is a must-have for every emergency kit in the home; handbag or car. ResQue Crème contains a high percentage of Annique's Rooibos extract to help calm, soothe and restore skin to normal. It is the ideal cream to bring relief for itchy skin from allergies, dryness, insect bites, sunburn and heat. Rooibos ResQue Crème contains no perfume and is safe for even the most sensitive skin.

### Clinical test

Annique ResQue Crème has been dermatologically approved through clinical tests. It is suitable for sensitive skin, around eye area and will not harm, irritate or aggravate skin.

### Trials with ResQue show relief for...

Eczema.....	80,0%
Cuts and grass burns.....	91,6%
Pimples.....	75,0%
Sunburn.....	75,0%
Itchy skin.....	90,9%
Rough dry skin.....	85,7%
Allergies.....	81,8%

### ResQue Mist

A little miracle-worker for neck and muscle pain, headaches, sinus, and hay fever. It is also a great mood-lifter during stressful moments when you need to be calm. Brings instant relief from insect bites and skin irritation or rashes.



## ResQue Essence

ResQue Essence comes in a roller container for daily use to bring instant relief from spring time allergies, hay fever and head aches. It is also effective for insect bites, pimples and preventing breakouts.

The formulation contains wintergreen, eucalyptus, peppermint oil, camphor and menthol.

Roll content on temples, back of neck, under nose or anywhere skin, body and mind could benefit.



Apply to temples for relief from head aches, migraine and allergies.

Apply often during the day to prevent pimples.

Apply under nose for allergies, hay fever and blocked nose. Stops SNORING.

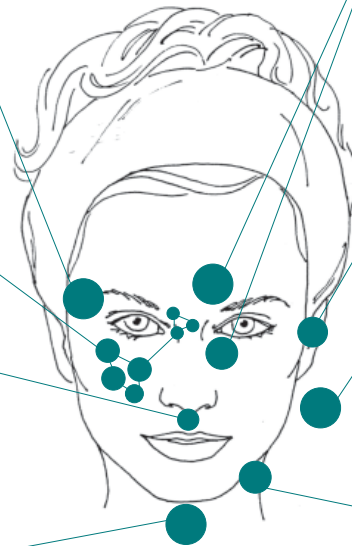
Apply to throat for pain, swelling and coughs.

Apply to sinus areas above eyes and along nose to relieve sinus problems and head aches.

Apply around ears when aching or blocked.

Apply to back of neck for relief of muscle spasms, head aches and fibro myalgia.

Relief from swollen glands and sore throat when applied to neck glands.



# body: sun care

## ResQue Circulation

Walk on air!

A gel so cool you'll feel light all day. Instantly relaxes, refreshes and soothes. It contains camphor which helps with the treatment of muscular aches and pains; menthol refreshes and revives tired legs; arnica is well known for its stimulating properties reducing the effect of "heavy legs"; cypress is used for the treatment of muscular cramps and sluggish circulation; and witch hazel has a tonic action on micro circulation. Fights signs of ageing: smooths, with an immediate lifting effect, firms and shapes as tights would. TIP: Ideal to prevent swelling on long flights.



## sun care

enjoy the therapy of the sun, safely



## Safe in the Sun with DN-Age SPF 30

Want to feel safe in the sun, while enjoying your vacation?

Annique gives you an improved sun block SPF 30 formula in a 75ml size tube.

Annique included DN-Age in this sun block to protect DNA in skin cells and to prevent sun damage to these cells.

The optimal UV-protection in a non-allergenic formula.



## Sun Safety Spray SPF 30

No more sticky hands or sand in your sun cream with this water-resistant sun protection aerosol for sport lovers – nonstick and quick to apply on any area like the scalp, hands and face. The unique green Rooibos extract protects skin against free radical damage from UV-rays. Suitable for the whole family.



# body: advanced therapy

## healthy hair with Rooibos extracts



### Rooibos Hair Tonic

The Annique Hair Tonic contains active ingredients to stimulate hair growth, reduces hair loss, treats dandruff and improves the blood circulation to the scalp. These ingredients include placenta extracts, B-vitamins and amino acids or proteins.

The Hair Tonic reduces oiliness, but will not cause dryness or flaking of the scalp. It also contains Annique's patented and scientifically tested Rooibos extract to relieve and prevent allergies, rashes and other irritations of the scalp.

The Hair Tonic is ideal for oily hair, allergic skin and flaking scalp. The Hair Tonic is a must for all men and women who are showing baldness or hair loss.

### Rooibos: Nature's answer to thinning hair?

In a study commissioned by a processor of rooibos for use in cosmetic applications, and carried out by an independent laboratory in France, rooibos was perceived to positively affect the hair and hair growth. In a 90-day trial, the action of a lotion containing a broad-spectrum rooibos extract was compared with a placebo lotion without rooibos. The trial participants were healthy men and women experiencing hair loss.

At trial-end, using a video-trichogramme that measures hair density and hair growth speed, the laboratory noted that a significant increase in the speed of hair growth had occurred in the participants using the rooibos lotion.

The participants were next asked to fill in a questionnaire. When the results were tallied, 67% rated their hair loss as zero or low, 78% saw a low to medium improvement, 45% saw a low to medium regrowth of hair, and 63% considered their hair had become smoother and more shiny.

## advanced science

free your body from harmful chemicals



### Zerotox™

Toxic substances will naturally accumulate and impinge on the proper functioning of the body. It's best to reduce toxins, nitrates and heavy metals – this means that, apart from detoxifying the body, more efficient results are obtained from medications.

ZEROTOX™ adsorbs heavy metals, toxins and nitrates so that you feel healthy and revitalised again

#### What is Absorbatox™?

- An activated volcanic mineral
- Adsorbs toxins, nitrates and heavy metals
- Normalises organ metabolism
- Restores normal organ function
- Adjuvant in certain treatment regimens (e.g. chemotherapy in order to reduce side-effects)
- Assists the body in repairing cellular damage by means of reduced toxin exposure
- Scientifically tested and proved safe in toxicology

#### What does Zerotox™ work for?

- Removing toxins
- Painless detoxification
- Improved food conversion rate efficiency (support nutrient absorption)
- Improves gastro intestinal ailments and general health
- Improves the healing process





## ZeroAche+

Herbal Pain Cream – natural and safe relief of muscle pains and sprains. Annique's Rooibos ZeroAche has been formulated with natural ingredients to help provide relief for muscle aches, stiffness, sprains, bruises, strains and rheumatism. ZeroAche also helps soothe headaches and migraine symptoms, insomnia and other stress related conditions.

ZeroAche is ideal for:

- people who prefer not to take pain medication
- sore muscles, sprains and bruises
- people who experience a lot of stress – chronic shoulder and neck pain
- arthritis sufferers
- sports men and women



**Cayenne:** Aids in the effective relief of pain; increases blood flow to the affected area to speed up recovery.



**Lavender:** Has natural sedative properties, relieves pain and eases spasms.



**Marjoram:** Relieves aches, sprains, bruises and stiffness, relaxes muscles and has a calming effect.



**Arnica:** Remedy for bruising, swelling and sprains.



**Menthol:** Soothes, cools and relieves muscle aches.



**Rooibos:** Provides skin repairing antioxidants.



**Eucalyptus:** Improve circulation, soothes aches and pains.



## ZeroStress+

Do you suffer from any of the following?

- Frustration
- Traffic stress
- Exam stress
- Tension
- Anxiety
- Nervousness
- Exhaustion

Annique has a natural solution to these common problems – a calming mist called ZeroStress+.

Annique's ZeroStress+ is a herbal mist that naturally encourages calmness, clarity and inner peace.

ZeroStress+ assists in soothing nerves and emotions to encourage calmness, clarity and inner peace – naturally. Use this aromatic mist to help regain your composure during stressful times, calm your mind to focus on the task at hand, lift your spirits and to relieve anxiety.

Botanical ingredients include:

- rosewood helps balance mind and body
- rose geranium aligns the hormonal system and helps relieve stress
- juniper berry calms nerves and relieves nervous tension
- jasmine soothes the mind
- lavender relieves insomnia
- Rooibos provides powerful antioxidants. ZeroStress+ is effective support for stressful moments, traffic frustration, exam stress, insomnia, anxiety, PMS symptoms, nervousness and exhaustion.

# body: contouring and shaping

## hot herbs remove cellulite

### Decrease Cellulite Cream

Annique's Decrease has been a hot favourite amongst customers in the fight against cellulite. This wonderful formula has now been improved to have even more cellulite busting power.

Annique's improved Decrease, now with Rainforest Buruti oil from the Andiroba tree, helps improve the appearance of unsightly cellulite. The renowned Annique Decrease cream contains the best ingredients to target the elimination of cellulite. The stimulation of cayenne and ginger helps to increase micro-circulation. Buruti oil is rich in vitamin A and unsaturated fatty acids that will nourish and help improve the appearance of skin.

Massage into cellulite affected areas like legs, buttocks, stomach and upper arms. Skin will become red and hot after 5-10 minutes, cooling down after 60+ minutes. Heat sensation may return when exercising or when sweating.

**NOTE:** Apply after all other skin and body care products have been applied. This product contains green Rooibos extract, a natural antioxidant.



### WARNING

As with all cosmetics keep out of reach of children. Thoroughly wash hands after application and dry hands on separate towel. Avoid contact with eyes and facial areas. In case of contact rinse eyes with water.

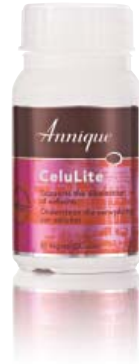
## Celulite Capsules

Annique's CeluLite is a natural herbal slimming formulation that contains ingredients that help increase your blood circulation and metabolism, so your body can break down and remove stored fats more easily.

### What causes cellulite?

Many women battle with unsightly cellulite that just doesn't want to improve, no matter how much they diet and exercise. Toxins become trapped in fat cells and this is the cause of cellulite. These toxins need to be removed before an improvement in cellulite affected areas will take place.

Cellulite is a sign of blockage in the body. A network of blood-vessels transports oxygen and nutrients to the skin and fat tissue cells. These cells are covered by lymph, a liquid that drains waste products. A body that due to a diet with too much sugar and carbohydrates and too little exercise is sluggish and lazy and impairs the draining process. The tissue is blocked by its own waste products and the result is cellulite.





## Tummy Tuck

- Tummy Tuck's latest body care breakthrough truly is a non-invasive alternative to liposuction and abdominoplasty, designed to be used daily.
- Infused with micro-fibres – natural proteins that condense cells – it offers an instant firming action.
- State-of-the-art peptide technology helps increase the body's fat-burning metabolism, for a long-term flattening effect.
- "Memory-enhancing" peptides stimulate a cell reaction similar to the body's natural response to exercising, which actually encourages the body to burn fat while contouring and reshaping your abdominal zone and waistline.
- Best of all?  
You'll see visible results after just the first few applications, with a measurable reduction of +2cm in just 4–8 weeks.

## Wonder Sponge

Improve the fitness of your skin by physically stimulating circulation. The Body Wonder Sponge creates baby soft, silky smooth skin ready to absorb moisturisers and cellulite treatments. Scrub-wash the whole body daily to prevent bumps on upper arms and increase effectivity of other body treatments. Scrubbing skin improves the detox of cells and provides assistance to liver and kidneys when skin is stimulated to release toxins.



# lifestyle: tea therapy

## rooibos and herbs

tea therapy with Rooibos

Annique combines the therapeutic properties of Rooibos with other beneficial herbs for exceptional health results.



### Bladder and Kidney tea

This tea contains Barosma Betulina – the true buchu\* of Africa. Buchu has long been used in medicinal applications and is an aromatic, antiseptic herb that counteracts sinus, relieves fever, blood-sugar fluctuations and water retention. \*Bladder and Kidney tea with buchu is not suitable for pregnant and breast-feeding women.



### Colon Cleanse tea

Senna Leaf\* is combined with Rooibos to bring relief from constipation. Combine with Detox tea for an effective weight loss combination. Also useful for treating pimples and intestinal parasites.\*Pregnant women should only use senna after consulting their health care practitioner.



### Detox with ginger tea

The benefits of ginger root have been scientifically proven. It improves circulation and removes toxins from organs. Ginger also promotes digestion and is also ideal for weight loss. Combine with Colon Cleanse and Green tea to perfect the programme.



### Green Rooibos tea

Green Rooibos is unfermented and supplies ten times the antioxidants, flavonoids, and aspalatin than normal tea. These properties play an essential role in rejuvenation. Rejuvenate your body and skin from within. Rinsing or spraying the body with this tea will bring relief to sensitive and/or problem skin.



### Happy

Contains a rare South African extract from the scelletium plant, used for inducing a feeling of happiness and wellbeing. A non-addictive, healthy mood enhancing tea to bring relief from daily to severe stress and calmness during upsetting moments.



### Night Rest tea

Melissa leaves (Melissea Folium) promotes restful sleep. The Melissa herb is known for its antiseptic properties, calming and antidepressant effect. Used in treatments to counter hysteria and insomnia.



## Relax tea

Rooibos with wild jasmine (Jaminum Multipartitum) is excellent for relaxation after a stressful day. Hospitals regularly use Relax and Night Rest tea to help patients relax and get an essential night's rest after surgery trauma.



## Stomach tea

Contains Mentha Longifolia – a powerful antiseptic useful in treating headaches and stomach pains. It can be used for bronchial infections, fever, colds, and soothes general stomach problems like indigestion.

## Export Rooibos tea

Annique's special blend of Rooibos from our exclusive suppliers in the Clanwilliam Mountain range.

Annique Rooibos has a unique and delicate taste that has become thousands' favourite throughout the world.

Enjoy the health benefits from this harmless herbal tea with or without milk and sugar.





# lifestyle: slimming

In modern times, the detrimental combination of low physical activity, hypercaloric intake, and over consumption of neocarbs is at the root of our obesity crisis. A return to an evolutionary based diet - lean meats, seafood, fish, vegetables, fruits, (raw) nuts and seeds, moderate physical activity, and adding all the essential vitamins, minerals, and herbs of primitive man, will ultimately be the cure.



strawberry

vanilla

chocolate

caramel

mixed berry

## lifestyle

nutrients and herbs for a healthy body

### Lifestyle Shake

Boost your health with the Annique Lifestyle Shake vitamin and mineral supplement. Not only does the Annique Shake taste good, so the whole family will want to take it too, it also contains an extensive list of essential vitamins and minerals your body needs. Here are some of the vital benefits of the Annique Shake:

- **ANTIOXIDANTS** to help remove ageing and disease-causing free-radicals from the body (vitamins A, C and E, and nicotinamide);
- **STRESS CONTROL** with the perfect combination of B-vitamins to support heart-health;
- **CALCIUM** absorption is supported with vitamin D<sub>3</sub> and is, therefore, ideal for the aged or people who are often restricted to indoor activities;
- **INCREASED METABOLISM** with vitamin B-complex. Increases energy levels and promotes weightloss;
- **CONTROL PMS** and swelling of limbs during menstruation.
- **DELICIOUS** flavours:
  - Strawberry
  - Chocolate
  - Vanilla
  - Caramel
  - Mixed Berry





## Meta Boost

### boost your metabolism

Composition (per capsule):

Fucus vesiculosus (kelp)	200mg
Ginger	50mg
Dandelion	50mg
Feverfew	20mg
Green tea extract	10mg
Rooibos extract	10mg
Lecithin	10mg
Flaxseed oil/omega 3	205mg

DO NOT USE if allergic to iodine.

■ **Kelp (Fucus vesiculosus):**

Because of its iodine content it has been used in the treatment of thyroid problems and is also useful for conditions such as obesity, hair loss and ulcers.

■ **Ginger (Zingiber officinale):**

It fights inflammation, cleanses the colon and protects the liver. It is also useful for bowel disorders, circulatory problems, indigestion, nausea and vomiting.

■ **Dandelion:**

The dandelion root is extremely effective in acting as a diuretic thereby controlling water retention.

■ **Feverfew:**

It helps lower cholesterol and blood sugar levels.

■ **Green Tea (Camellia sinensis):**

Acts as a weightloss aid that can promote the burning of fat and help regulate blood sugar levels.



## Body Tone

### tone and shape faster

Composition (per capsule):

Hydroxycitric Acid	50mg
L – carnitine	25mg
Glutamine	25mg
Inositol	25mg
Ginkgo biloba	10mg
Oat fibre	5mg
Chromium	50mcg
Rooibos extract	10mg
Lecithin	7,7mg
Flaxseed oil	195.45mg

■ **Hydroxycitric acid (HCA):**

HCA inhibits a liver enzyme called ATP–citrate lyase, which converts excess sugar to fat.

■ **L–Carnitine:**

Carnitine helps transport long-chain fatty acids which are burned within the cells to provide energy – it thus increases the use of fat as an energy source.

■ **Glutamine:**

Because this amino acid helps to build and maintain muscles, it is useful for dieters and bodybuilders.

■ **Inositol:**

Inositol, a B-complex vitamin, helps in the breakdown and utilisation of fat and cholesterol.

■ **Chromium:**

Chromium promotes the loss of fat and increase in lean muscle tissue.



## Body Clear detox your liver

Composition (per capsule):

DL-Methionine	50mg
Tri-potassium citrate	50mg
L-cysteine	25mg
Blackcurrant seed oil	25mg
Choline	25mg
Grape seed extract	5mg
Curcumin (turmeric)	5mg
Selenium	5mcg
Rooibos extract	5mg
Lecithin	11.8mg
Omega 3	196.25mg

■ DL-Methionine:

Methionine is a lipotropic agent that assists digestion by breaking down fats thereby preventing fatty build-up in the liver and arteries.

■ Tri-potassium citrate:

Works with sodium to control the body's water balance. Is required for carbohydrate and protein metabolism

■ Blackcurrant seed oil:

Regulates cholesterol metabolism.

■ Choline:

Choline helps in the breakdown and utilisation of fat and cholesterol, thereby reducing fatty build-up in the liver.



## ZeroCarb limit carb digestion

ZeroCarb contains white kidney bean extract that inhibits the enzyme produced by saliva and the pancreas, called alpha-amylase. Inhibiting this enzyme prevents the digestion of carbohydrates, decreasing the number of carbohydrates absorbed by the body. Eating refined carbohydrates can cause blood sugar fluctuations, hunger, depletion of vital vitamins and minerals in the body and weight gain. Carbohydrates are normally converted to simple sugars in the body. These sugars are then used by the body for energy. The modern diet however, contains too many carbohydrates for the body to use, resulting in excess carbohydrates being stored as fat.

ZeroCarb will decrease your body's absorption of carbohydrates, allowing it to use stored fat and the protein and fat that you eat, to be converted into energy. The body will not experience the extreme blood sugar fluctuations, due to insulin production not taking place to balance out the effect of eating carbohydrates.

*Annique's Lifestyle Programme is a lifelong nutritional philosophy, which focuses on the intake of nutrient-rich, unprocessed foods and vita-nutrient supplements. It is based on the avoidance of refined carbohydrates, so that the body can use stored fat, and proteins and fats consumed, for energy. Converting fats and proteins into energy is a long process that, in itself, also uses up energy. Sometimes, it is a challenge to keep to Annique's Lifestyle Programme, when so many people around us do not understand the detrimental effects of eating refined carbohydrates.*

# lifestyle: nutrients

## unique properties of micronutrients

- Consists of a complete range of vitamin, mineral and enzyme supplements for the entire family.
- Does not contain any harmful additives, preservatives, sugar or dairy.
- The composition and formulation are backed by years of experience, research and scientific support that are specially focused on South African needs.
- The nutrients are encapsulated in VEGIcaps-Softgel©, which makes it suitable for vegetarians and also increases absorption by 86%.
- Formula contains the Annique Rooibos extract for improved efficiency and extra antioxidants, flavonoids and anti-allergic benefits.

## Bioteen

### multi-vitamins and minerals for teens

- promotes normal growth pattern
- sexual development and hormonal balance
- energy levels for sport and studies
- emotional stability
- promotes immunity
- brain and intellectual development



## Zestful Living

### zinc

Essential for:

- (a) Prostate health
- (b) Pimple healing
- (c) Collagen production (skin and joints)
- component of DNA, contains more than 200 enzymes



- growth and healing
- controls hormones
- stress control
- healthy nervous system and brain function
- tooth and bone forming, healthy hair
- energy
- pimples
- ALL men over age of 35 to protect prostate against cancer

## MultiWonders

### multi-vitamins and minerals for adults

- metabolic function of immune and hormone systems
- forms components for the body's enzyme system
- energy levels for South African lifestyle
- cell growth and repair
- body maintenance and regulation
- controls stress levels
- redresses imbalances
- improves health and attitudes
- supplements poor diet and food quality (due to modern processes, refining, storage and freezing)

Note: This formula is based on South African needs, as observed since 1998.

## Always Healthy

### vitamin A

Essential for:

- (a) Problem skin
- (b) Respiratory health
- (c) Eye health

Vitamin A:

- is essential for preventing skin diseases
- an antioxidant and eliminates cell damage
- is an immune booster
- important for night vision



- combats Retinitis Pigmentosa
- production of growth hormones
- is essential for repairing ligaments
- an anti-ageing supplement
- an aid in maintaining adrenaline gland and thyroid gland hormone production

## CalciMight

calcium and magnesium

Essential for:

- Bones and teeth
- Stress control
- Hormonal balance

Calcium

- strong teeth and bones
- healthy heart and heart rhythm – prevents blood clots
- healthy nervous system and nerve pulse
- alleviates muscle and joint pain
- reduces menstruation pains
- corrects body's pH balance

Magnesium

- strong teeth and bones
- helps muscles relax
- health of heart muscle and nervous system
- conversion of fats, protein and carbohydrates to energy
- co-factor of many enzymes
- natural sedative



## Constant Energy

vitamin C

Essential for:

- Collagen production (skin and joints)
- Immune maintenance
- Problem skin solution

Vitamin C

- is essential for energy production
- essential for collagen and bone forming
- fights infections
- supports adrenaline gland
- helps the body to detoxify



## Essentials

omega fatty acids

Essential for:

- Nervous system and brain
  - Hormonal balance
- proper brain function, vision, learning ability, coordination and state of mind
  - controls cholesterol
  - improves immune function
  - reduces inflammation
  - maintains water balance

Note: Pregnant and breast-feeding mothers should optimise the intake of Omega 3 for brain and nerve development of baby.



## Ever Young

vitamin E

Essential for:

- Youthful skin and tissue
  - Antioxidant
- powerful antioxidant [vitE] preventing cells from free radical damage
  - protects DNA from oxidation thereby keeping the body young
  - helps the body use oxygen preventing blood clots, thrombosis, atherosclerosis
  - improves healing and fertility



## B-Controlled

### b-complex

Essential for:

- (a) Stress management
- (b) Optimal nervous system health and brain function

#### Vitamin B1 (Thiamin)

- energy from carbohydrates
- brain function
- heart muscle function

#### Vitamin B2 (Riboflavin)

- forming of anti-bodies
- red blood cells
- nervous system and digestion
- improves immunity
- controls cholesterol

#### Vitamin B2 (Niacin)

- energy production
- brain function
- controls cholesterol
- supports digestion
- mental vitality
- synthesis of insulin
- hormones

#### Vitamin B5

- anti-stress hormone
- antioxidant
- energy production
- memory

#### Vitamin B6 (Pyridoxine)

- energy production
- anti-stress
- forms hormones, red blood cells, neurotransmitters, enzymes; PMS and menopause
- brain function, anti-depressant
- immunity function, anti-allergic
- diuretic

#### Vitamin B12

- forming of DNA
- red blood cell production



## Q10 Body Fuel

### co-enzyme Q10

Essential for:

- heart health
- cell energy
- longevity
- improves oxygen use
- stabilises blood sugar levels
- delays heart disease
- healthy gums and tissue
- improves efficiency of vitamin C



## ImmunoBoost

### herbal immune booster

Essential for immune support and a healthy immune function

- Africa potato, echinacea purpurea, Siberian ginseng, parsley oil
- Immunity booster; painkiller; rheumatism; infections; anti-oxidants; prophylactic against colds and flu

# the business opportunity

## independent consultants

"we create life-changing opportunities"

It's time for YOU to be a part of a world class team that creates Life-changing opportunities

For almost 40 years, Annique has been in the business of creating life-changing opportunities. In this time, Dr. Annique Theron embarked on an adventure that impacted the lives of millions of South Africans, enhancing their health and wellbeing, improving the way they look and has a legacy that has seen thousands of people triumph over adversity and achieve fulfilment and success. It is a journey that has helped people achieve their vision, fulfil their purpose and live life with focus, clarity and passion.

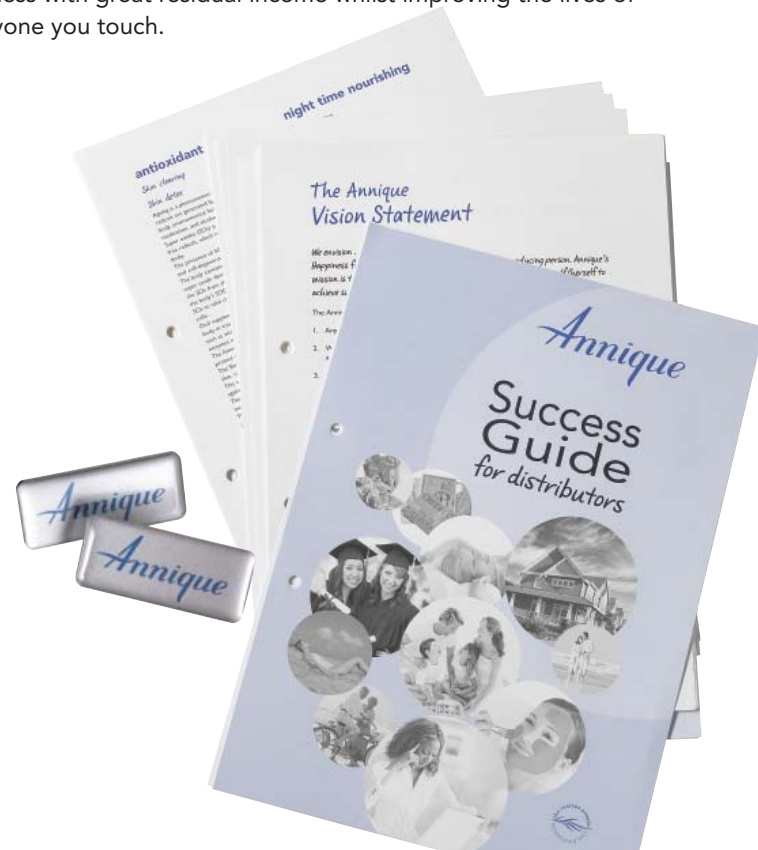
Annique offers all the people in Southern Africa an opportunity to be in business for themselves, but not by themselves. We offer an opportunity to earn additional income or unlimited residual income, to build a career and a great business. We provide a compensation plan that offers exponential earnings, magnificent recognition, rewards and incentives, including motivational conferences and overseas travel. The business opportunity is simple, fun and easy to implement and duplicate and offers a fulfilling lifestyle that is unmatched.

No experience is required since training is provided focusing on:

- Product Benefits
- How to share the opportunity
- Leadership
- Management
- How to build a network business
- Financial skills
- Selling skills
- Business skills

Our products are cutting edge, of world class standard, being developed and produced to withstand the harsh South African climate, using revolutionary active ingredients from Europe, Asia and America. Rooibos tea extract with its healing, anti- allergenic properties, in conjunction with other active ingredients and serums, have resulted in a wide product range that competes with the best products in the world, at unbelievably affordable prices. We offer special product promotions and discounts each month to make the selling opportunity even more interesting, exciting and easy.

Annique is a face to face business, offering personalised service by highly qualified and experienced consultants. We provide you with detailed training in how to share the gift of the business opportunity with everyone you meet and so build a network business with great residual income whilst improving the lives of everyone you touch.





# of a life time

Our values of openness, honesty, transparency, trust and integrity is our compass and guide in running our business. So we invite you to join our world today and fulfil your purpose and passion by changing and improving your life and the lives of everyone you meet. **START NOW!**

The Annique Business is affiliated to several organisations, which look after the interests of the public and the industry. These organisations also ensure credibility in advertisements, product claims and value for money for the client. Annique is affiliated to the following organisations:

- The **DSA** (Direct Selling Association) ensures the ethical conduct of consultants.
- The **Health Products Association (HPA)** Ensures the industry maintain high ethical standards of production, quality control, marketing and advertising within the industry. Act as a body that protects the consumer against exploitation from unethical practices.
- The **Society of Cosmetic Chemists** updates Annique on the latest ingredients and methods in the cosmetics industry.
- Annique's products are endorsed by the **Beauty Without Cruelty** organisation ensuring Annique remains a cruelty-free organisation.
- Annique's Sun Block SPF 30 and Sun Safety SPF 30 and Safe in the Sun SPF 30 carries the **CANSA Mark of Recognition** for preventative sun care.



# we create life-changing opportunities

## join the opportunity of a lifetime

With Annique building a business is simple, fun and easy!

We will provide you with the skills, motivation, inspiration and rewards to help you build a lucrative business of your own, while we take care of the strains and stresses a normal business risks at start-up or during economic strain.

Annique will:

- provide and create revolutionary Rooibos health and skin care, that will change your customer's health and beauty for the better
- ensure you have detailed information on how to help any person achieve health and happiness with our selection of quality formulations
- empower you with money management skills and how to create a business plan and savings plan that could support you for decades to come
- relieve you from managing and administrating stock for your network of consultants

...plus you could do all this as a full-time consultant or part-time and still participate in the opportunity to work flexible hours at your own pace, while generating an unlimited income.

Annique business support also includes:

- unbeatable monthly promotional offers
- a stunning monthly marketing tool – the Annique Beautè, ensures communicating with your customers are cost-effective and effective
- travel opportunities through our incentive programme
- prizes and excitement in our rewards and recognition programme
- the opportunity to earn what you are truly worth
- an opportunity to introduce quality products to everyone who could benefit from the value they provide
- a unique and complete selection of product ranges for skin care for the whole family, health care, slimming, body care, Rooibos and herbal teas, colour cosmetics and fine fragrances
- the development products that are truly unique, mostly based on our unique Rooibos extract, combined with the latest antiageing science, naturally derived ingredients and decades of experience



Annique is a dynamic, innovative, long-time established direct selling company with South African ownership, producing South African products.

Your Annique business could support your dreams for...

- extra income to pay bills
- a new car
- retirement plan
- children's education or own education
- time and freedom
- more family time
- home improvements
- travelling and vacations
- a first home
- financial security
- holiday home

*"Never before has the potential for explosive growth been so great than right now"*

Annique's Direct Selling Business Opportunity is a one-of-its-kind and is different from anything you have experienced before.

Annique offers you an exciting business opportunity so unique it could change your life and your financial future forever.

This is a one-of-a-kind business for which you need no equipment, no stock, and no large investment to participate. It is very simple and could be profitable to you. Annique will help you build this part-time business into a private enterprise.

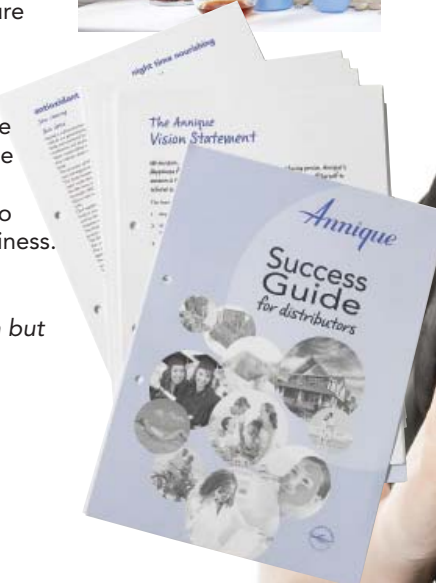
The best news is that you don't even need to open an office or shop to start doing business.

You can do it right now and from your home. *Be successful and create wealth but take action right now!*



The Annique management team at Annique's home office, Irene, South Africa:

*Estelle (campaigns), Ernest (CEO), Iain (finances), Suzette (marketing), Marius (IT), Renette (sales), and Annalie (operations)*





the rooibos people  
*Annique*  
established



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