



30K



GET TRENDING

10K

GO HERBAL

8

— WITH ATTITUDE HERBALS —



40K

attitude™



GREAT SKIN TRENDS FOREVER

Life is waiting to happen. There's work, friends, dreams, hobbies. So much to chase and achieve. But in this everyday hustle, the skin suffers. The increasingly **stressful** and **erratic lifestyle**, harmful **aggressors of the environment** make it dry and lifeless. That's why the youth of today are in search of a **solution**, that doesn't require them to compromise with their life and ambitions, while at the same time flaunt skin that's attractively **bright** and **protected** from the harsh surroundings.

Amway Attitude brings to light a differentiated skincare range that addresses these two major concerns.



INTRODUCING ATTITUDE BE BRIGHT HERBALS RANGE

Powered with dual benefits of **Skin Brightening (visibly brighter skin in 4 Weeks*)** and **Pollution Protection**, this range has been crafted by blending the most **exotic and luscious of herbal ingredients**. The plethora spreads across a **DAY CREAM, NIGHT CREAM & FACE WASH**.

SUITABLE FOR ALL SKIN TYPES | DERMATOLOGICALLY TESTED | PARABEN FREE | SILICON FREE

*When used in combination of Attitude Be Bright - Herbals Day Cream, Night Cream and Face Wash

LET'S GET THE COOL QUOTIENT GOING

The youth loves the **power of herbals**. But the imagery and reputation of it being uncool, unhip and dated precedes it. That's why they are searching for a **herbal solution** that is cool and in **trend**. They are in the quest to find herbal products that come in **beautiful** and **easy formats**, something that **enlivens their senses**, is packed with rich, luscious ingredients and gives **quick** and **effective** remedies.

That's why Attitude Be Bright Herbals is the perfect answer. It's bound to be the cool product that youth can depend on for skincare.

ATTITUDE BE BRIGHT HERBALS
SETS THE TREND RIGHT.



∞ GET TRENDING ∞

GO
HERBAL

— WITH ATTITUDE HERBALS —



GETTING SET WITH THE TREND

Attitude Be Bright Herbals is a **dual benefit** range that provides **2 benefits** that are **extremely relevant** in today's day and age and hence are in demand.

2
IN ONE
2 BENEFITS



VISIBLY BRIGHTER SKIN IN 4 WEEKS*

Exposure to harsh sun and an exhausting lifestyle take a toll on the skin, making it dull, dark and prone to pigmentation. The range reverses these effects by lightening the skin, and lessens the formation of pigmentation, making it even-toned, brighter and radiant in just 4 weeks.*



POLLUTION PROTECTION

Recent studies have proven that the skin is a site of significant absorption of environmental pollutants. Increasing pollution in air, combined with dust, sweat and grime, is retained in the skin and becomes a contributing factor to major skin problems. The range forms a protective shield over the skin and protects it from the damaging effects of environmental pollution.

*When used in the combination of Attitude Be Bright - Herbals Day Cream, Night Cream and Face Wash





TREND WITH INGREDIENTS

To offer clean, radiant, even-toned skin, it is important to power-pack the range with **ingredients** that are **effective** and **hard-working**. It was a long and arduous task to pick each ingredient with utmost care and precision. Ingredients that deliver the **benefits that are trending** today. Each product in the range has a **unique ingredient combination** that helps it deliver its promise.



It has been a very deliberated and thought out process of selecting each ingredient for a particular purpose.

#LUMISKIN™ BRIGHTENING COMPLEX FOR SKIN BRIGHTENING.

This complex has been developed to deliver to the promise of :

- 4 weeks* to visibly brighter skin
- Lightening and brightening skin
- Helping to reduce pigmentation
- Providing more even toned complexion
- Making skin more radiant
- Decreasing excess melanin production causing reduction in dark spots and blemishes
- Helping restore natural glow

LUMISKIN™ is registered trademark of sederma SAS France.

*When used in combination of Attitude Be Bright - Herbals Day Cream, Night Cream and Face Wash





HERBAL BLEND

The **ill-effects of pollution** are popularly known and accepted. To curtail its damaging effects on the skin, we put together a plethora of **powerful traditional herbs** that will protect the skin and keep it looking beautiful. Each product has been enriched with the **blend** of these extremely **potent and effective** herbs along with their respective **hero ingredient**.



Aloe Vera
Moisturises skin



Indian Pennywort
Conditions and rejuvenates skin



Seabuck Thorn
Exotic juicy fruits from the mountains act as a powerful antioxidant



Sandalwood
Detoxifies skin and clears dark spots

BIOSACCHARIDE GUM***

Derived from corns, this ingredient conditions and protects skin. It forms a physical **protective shield** (a second layer) that **breathes and acts as a second skin** to :

- Keep pollutants from being absorbed to reduce the damage they cause
- Shield skin from UV rays damage, fine particles and chemical substance which are constituents of atmospheric, vehicular and domestic pollution

Apart from these, each product is enriched with one hero ingredient that endows the product with its goodness.

***This is not applicable for Attitude Be Bright Herbals Night Cream

ATTITUDE BE BRIGHT HERBALS DAY CREAM

Now step-out into a beautiful day without having to worry about the skin. Attitude Be Bright Herbals Day Cream has the goodness of traditional powerful ingredients that work wonders for the skin. Its creamy texture doesn't just work on the surface, but seeps into the deeper layers to make it visibly brighter in 4 weeks*, while also keeping it protected from the harmful effects of pollution.

THE HERO INGREDIENT – INDIAN KINO

This natural skin lightening ingredient is known to:

- Detoxify skin
- Make it fair and even-toned
- Act as an antioxidant

CORE BENEFITS

- It gives sun protection with **SPF 15/PA+++**
- **Detoxifies skin** because of the presence of **Herbal Blend**
- Keeps it **protected from harmful UV rays** and **pollutants** by forming a second shield over the skin with the help of **Biosaccharide Gum**
- **Lightens skin tone** and makes it **visibly brighter in 4 weeks*** because of the presence of **Lumiskin™**
- **Hydrates** it, leaving behind a **lovely fragrance**

USAGE

Wash face with Attitude Be Bright Herbals Face Wash. Tap dry. Apply Attitude Be Bright Herbals Day Cream with massaging action on dry face for at least 15 mins prior to going out in sun.

*When used in combination of Attitude Be Bright - Herbals Day Cream, Night Cream and Face Wash



IT IS ENRICHED WITH THE GOODNESS OF HERBAL BLEND, LUMISKIN™, BIOSACCHARIDE GUM AND **HERO INGREDIENT - INDIAN KINO.**



SKU ID: 2858601D
MRP: ₹575/-**
Net Content: 50 g

**Inclusive of all taxes

SUITABLE FOR ALL SKIN TYPES | DERMATOLOGICALLY TESTED | PARABEN FREE | SILICON FREE

IT IS ENRICHED WITH THE GOODNESS OF HERBAL BLEND, LUMISKIN™, INDIAN LOTUS EXTRACT AND **HERO INGREDIENT – MANGOSTEEN BUTTER.**



**Inclusive of all taxes

SUITABLE FOR ALL SKIN TYPES | DERMATOLOGICALLY TESTED | PARABEN FREE | SILICON FREE

ATTITUDE BE BRIGHT HERBALS NIGHT CREAM

A **night cream** works to repair the skin and **wipe away signs of damage.** That's why Attitude Be Bright Herbals Night Cream is enriched with the goodness of very specific, carefully sourced ingredients that are **effective and hard-working.** Its **pleasing and light texture** works from within to **moisturise** it and make it **visibly brighter in 4 weeks*** and also acts as a **pollution guard.**

THE HERO INGREDIENT – MANGOSTEEN BUTTER

This ingredient from the central eastern part of India is:

- Rich in fatty acids
- Provides long lasting emollience, hydration and moisturisation
- Makes skin soft and supple

CORE BENEFITS

- Lightens skin tone and makes it visibly brighter in 4 weeks* because of the presence of **Lumiskin™**
- Calms and soothes skin with the presence of **Indian Lotus Extracts**
- Pleasant experience because of **lovely fragrance**
- Enriched with Xymenynic Acid, extracted from seeds of the **sandalwood tree**, it helps in increasing cellular detoxification and improving dermal strength and elasticity, thus fighting the ill-effects of pollution at night as well
- **Mangosteen Butter** melts on contact with the skin, thereby exhibiting excellent emolliency

USAGE

Wash face with Attitude Be Bright Herbals Face Wash. Tap dry. Apply Attitude Be Bright Herbal Night Cream with massaging action on dry face prior to going to bed.

*When used in combination of Attitude Be Bright - Herbals Day Cream, Night Cream and Face Wash



ATTITUDE BE BRIGHT HERBALS FACE WASH

It's important to cleanse the skin of all dirt and impurities to keep it looking fresh and radiant. That's why Attitude Be Bright Herbals Face Wash is enriched with pure herbal goodness. Its **water based gel**, **100% soap free formula** has **mild surfactants** that remove dirt, grime and excess oil.

THE HERO INGREDIENT – PAPAIN ENZYME

This enzyme derived from the seeds of papaya provides:

- Gentle exfoliation
- Clean, fresh skin
- Pollution protection

CORE BENEFITS

- 100% soap free formula, hence mild on skin
- Lightens skin tone and makes it visibly brighter in 4 weeks* because of the presence of **Lumiskin™**
- Detoxifies skin with the power of **Herbal Blend**
- Pleasant experience because of **lovely fragrance**
- Papain exhibits natural exfoliation properties thereby keeping the skin soft, supple and free from pollutants. **Microcapsules containing papain** when rubbed onto the skin releases Papain

USAGE

Wet face and hands. Squeeze a small quantity of Attitude Be Bright Herbals Face Wash onto the palms and work up lather. Apply on face and neck in circular motion. Rinse with water. Use twice daily.



*When used in combination of Attitude Be Bright - Herbals Day Cream, Night Cream and Face Wash

IT IS ENRICHED WITH THE GOODNESS OF HERBAL BLEND, LUMISKIN™ AND HERO INGREDIENT – PAPAIN ENZYME.



SKU ID: 2858621D
MRP: ₹365/-**
Net Content: 100 ml

**Inclusive of all taxes

SUITABLE FOR ALL SKIN TYPES | DERMATOLOGICALLY TESTED | PARABEN FREE | SILICON FREE

Do you know#



In the 1980's there was a widespread rumour that Queen Victoria would grant Knighthood to anyone who bought her a Mangosteen Fruit.

Source

(<https://www.nationalgeographic.com/people-and-culture/food/the-plate/2016/05/meet-the-mangosteen>)



Sandalwood has such revered reputation that it is used in rituals and ceremonies of many religions of the world.

Source

(<https://en.wikipedia.org/wiki/Sandalwood>)



Besides being popularly used in Ayurveda, Aloe Vera use has also been well documented by Roman and Greek icons.

Source

(https://en.wikipedia.org/wiki/Aloe_vera#cite_note-Barcroft-17)



Indian Kino formally known as Pterocarpus marsupium is a large deciduous tree that grows in South and East Asia and is regarded as a multi-purpose tree.

Source

(<http://www.herbs.news/2018-03-31-ayurvedic-herb-indian-kino-found-to-reduce-inflammation-and-balance-blood-sugar-levels-in-rat-study.html>)



Seabuckthorn (also known as Hippophae, or Leh berry) plant can grow in conditions most plants cannot survive, making it one of the most diversely geographically distributed flora.

Source

(https://www.researchgate.net/publication/323995571_Seabuckthorn_A_multipurpose_shrubs_species_in_Ladakh_cold_desert)



Portuguese explorer, Christopher Columbus, had his own name for the papaya; he called it "the fruit of the angels."

Source

(<http://servingjoy.com/fun-facts-of-papaya/>)



attitude™

www.amway.in

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