

Harmony. Inner peace. Happy mind. These pave each woman's road to beauty.

To inner beauty mirrored in the outer one, in gleaming eyes, shiny hair, the purity and smoothness of the skin. I believe in going back to wise nature and traditional Eastern medicine. I believe in skincare products with extracts from medicinal herbs and medicinal mushrooms.

I believe in CareMedica.

actress and artist









The essential idea behind traditional Chinese medicine and Eastern philosophies in general is the search for and maintenance of the fragile balance between two basic natural forces—Yin and Yang.

Yin and Yang are two joined parts of one whole, two opposite yet complementary forces which can be found in everything, everywhere around us. They're constantly on the move. One assumes power over the other and vice versa. It's an endless cycle. Alternation of day and night. Changing of the seasons. Even life itself is one large cycle of Yin and Yang.





TCM therapist

If we want to be healthy and energetic, we should live in harmony and maintain the fragile balance between Yin and Yang which can be disrupted by any extreme or one-sided behaviour. Such an imbalance affects not only the condition of our internal organs and our body's physiological processes, but also the condition and quality of our skin and hair. CareMedica cosmetics is designed to help us maintain that balance.

Our journey

With more than 10 years' worth of experience with traditional Chinese medicine and medicinal mushrooms, our family business has come to believe that what helps on the inside can also help on the outside.

We've decided to take everything medicinal mushrooms and herbs have taught us and use it in the world of cosmetics – natural cosmetics whose simplicity, purity, and quality ingredients delight the soul. Our policy is simple—we respect each other in our business and treat nature with the same respect. That's why we make the Caremedica cosmetics only with such ingredients which are friendly to the environment and are well-tolerated by the skin—high-quality extracts from herbs and medicinal mushrooms, as well as active natural ingredients. Our intuition compelled us to create a new brand—CareMedica. We trust your own intuition will compel you to give it a try.









#### Reishi

or the "longevity mushroom". According to TCM, promotes our defensive energy and vitality. When used in cosmetics, it aids the nourishing and moisturizing of the skin, as well as the growth and regeneration of hair. Has anti-aging properties.



#### Asian ginseng

is considered to be the strongest adaptogen of all (a plant product which improves the organism's ability to adapt to changing external conditions). It enhances the organism's resilience in difficult periods, promoting the immune system, reducing fatigue, and providing energy. As a cosmetic ingredient, it helps moisturize the hair and make it shinier.



#### Mongolian milkvetch

is said by TCM to strongly stimulate energy in general, acting against free radicals and protecting the skin.



#### Shiitake

is well known for its ability to renew the Wei Qi defensive energy while promoting the healthy condition of the skin, soothing it, and regenerating hair roots.



#### Maitake

is known for its positive effect on the metabolism. It also promotes the metabolism of skin cells, improving the condition of the skin and eliminating possible skin inflammation.



#### Tuber fleeceflower

is said by TCM to nourish the blood and kidney as well as liver essence, promoting healthy hair growth.





#### **DAY CREAM**

for normal and combination type skin

Deeply moisturises, reduces irritation, and evens out the skin.

Contains reishi and cordyceps extracts which promote healthy skin, have anti-aging properties, and keep the skin smooth and elastic. Its content of almond and macadamia oil makes the skin supple and moisturised.



#### **DAY CREAM**

for dry and sensitive skin

Provides day-long nourishment and hydration, nourishes even highly sensitive skin and makes it supple.

Contains reishi and shiitake extracts which reduce irritation and eliminate skin redness and feelings of tension. Its content of macadamia and almond oil make the skin supple and keep it moisturised for a long time.





#### **NIGHT CREAM**

for normal and combination type skin

# Intensely nourishes, smoothens, and rejuvenates the skin.

Contains extracts from reishi and maitake which promote deep moisturising, have anti-aging properties, and prevent inflammation spots from occurring. Its content of almond oil and shea butter promote the formation of collagen during sleep.

#### **NIGHT CREAM**

for dry and sensitive skin

# Intensely nourishes, hydrates, and soothes the skin.

Contains reishi and shiitake extracts which promote deep hydration, have anti-aging properties, regenerate and nourish the skin. Its almond oil and shea butter content helps soothe and rejuvenate the skin during sleep.



#### **EYE CREAM**

for tired and dehydrated skin around the eyes

# Immediately hydrates, smoothens the skin, and makes it brighter.

Reduces the occurrence of fine wrinkles, dark-ringed eyes, and swelling when used regularly. Contains reishi and toothache plant extracts which visibly rejuvenate the sensitive areas around the eyes and brighten them up. Its content of jojoba oil and algae promotes regeneration and helps soothe the skin.



#### **ANTI-WRINKLE SERUM**

for fine and marked facial wrinkles

#### Visibly acts against signs of aging.

Improves the elasticity, resilience, and firmness of the skin. Acts against free radicals and gives the skin a youthful appearance. Its content of reishi and shiitake extracts enhances the texture of the skin, brightens the skin up, has antiaging properties, and reduces the occurrence of wrinkles. The Mongolian milkvetch extract actively acts against free radicals.





#### **FACE LOTION**

for sensitive skin of the eyes, face, neck, and décolletage.

# Gently and subtly removes impurities and make-up.

Contains reishi and shiitake extracts which promote the healthy condition of the skin, reduce irritation, and visibly hydrate the skin as well as brighten it up. Regular use improves the skin's condition. The skin is left moisturised, clean, and smooth after use.

#### HAIR MASK

for improving the overall condition of the hair

Visibly restores the firmness and shine of the hair, regenerating the hair fibres and nourishing them.

Contains reishi and Asian ginseng extracts which promote hair nourishment, strength, and shine. Its content of argan oil and shea butter nourishes the hair and makes it smoother, restoring its balance and vitality. Suitable also as a wrap.



#### **NOURISHING SHAMPOO**

for dull tired hair

# Promotes hair growth and healthy roots.

Contains reishi and tuber fleeceflower extracts which promote strong firm hair. Its burdock and nettle extracts aid blood circulation of the scalp, ensuring healthy growth and hair vitality.

Suitable for all hair types and daily use.

#### HAIR CONDITIONER

for weak hair

### Hydrates the hair and gives it essential fineness and shine.

Contains reishi and tuber fleeceflower which promote strong firm hair. Its content of coconut oil hydrates and regenerates the hair, making it finer. The nettle extract aids healthy blood circulation of the scalp, promoting natural hair growth.





# CareMedica originated from the Polické stěny region

The idea of CareMedica was born in the heart of nature—in the Polické stěny region. After more than 10 years' worth of experience with medicinal mushrooms and traditional herbs, our family business has decided to start working the magic of these natural ingredients on body and skin care as well.

#### CareMedica is CPK certified

CPK is a Czech natural cosmetics certificate designating products which contain only the highest-quality plant ingredients sourced gently and environmentally-friendly. Such products don't contain any paraffin, Vaseline, silicon, petroleum derivatives, genetically modified ingredients, chemical UV filters, synthetic dyes, harmful substances, or animal products which necessitate the death of an animal. The certification can be awarded only to such products which are at least 85% made from natural ingredients.





### CareMedica is dermatologically tested

Because we love the planet and respect the nature, we use only environmentally-friendly ingredients.



# CareMedica is environmentally friendly

Neither the products nor individual ingredients are tested on animals.



#### CareMedica is 99.38 % natural

There's beauty in simplicity—literally. All our products contain only a few active substances whose strength and unique properties effectively promote natural beauty.



# CareMedica is based on herbal tradition

Individual recipes are based on the tradition of Chinese medicine which has been helping people for over 4000 years. Our products combine the strength of medicinal mushrooms and Asian herbs with other natural active ingredients.

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