

# THE INKEY LIST™

**THIS JUNE, THE INKEY LIST UNVEILS ITS NEXT GENERATION OF MODERN, AFFORDABLE SKINCARE PRODUCTS. FOR THIS LAUNCH - YOU ASKED AND THE INKEY LIST LISTENED. THE LATEST FOUR PRODUCTS HAVE LANDED THANKS TO A HUGE CONSUMER DEMAND, DELIVERING INCREDIBLE FORMULATIONS FOR EVEN MORE SKINCARE CONCERNS.**

The edit is made up of 5 highly requested formulations. An acne-fighting serum, a natural alternative to retinol in moisturiser form, a 2-in-1 oil and water cleanser to remove all types of makeup and an anti-redness powerhouse ingredient derived from ancient Asian medicine.

The Inkey List combines pioneering formulations with stripped back simplicity at affordable price points with the premise that everyone deserves to give extraordinary ingredients a go. Proudly listening to each and every one of their loyal customers in order to create the most requested formulas and feature the most modern, on-trend ingredients.

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**WWW.THEINKEYLIST.CO.UK @THEINKEYLIST**

FOR FURTHER INFORMATION, IMAGERY AND SAMPLES PLEASE  
CONTACT BUX & BEWL COMMUNICATIONS -  
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Despite the consistent innovation the ABC's of INKEY still stand to be -

## **A ALWAYS SIMPLE!**

Gone are the days of being too confused by high tech skincare to try it out, The Inkey List are on a mission to make gold-standard ingredients available to all

## **B EST FOR LESS**

Simply, high grade ingredients direct from the world's best sources. Save the fancy packaging!

## **C LEAN AND CLINICAL**

No nasties, just tried, tested and true formulations.

## THE NEXT GENERATION

### SERUM

## NIACINAMIDE

£6.99

**One of the most requested ingredients to date is finally here and certainly worth the wait! Launched due to direct customer demand for blemish busting ingredients, this ultimate serum for clear skin controls sebum production and aids breakouts.**

Also known as Vitamin B3 and nicotinamide, Niacinamide is a water-soluble vitamin. Working to reduce blemishes on the skin as well as preventing the severity and frequency of future breakouts, it is a powerful serum that effectively tackles excess oil. The formula also targets signs of ageing, enlarged pores, and redness. It can be used alongside other skincare and works particularly well when paired with BHA to tackle problem skin.

- Reduces sebum and excess oil production
- Targets enlarged pores, uneven skin tone and signs of ageing
- Contains a standard level of 10% niacinamide
- Also features 1% Hyaluronic Acid solution for added hydration without the tackiness

## THE NEXT GENERATION

## MOISTURISER

**BAKUCHIOL**

£9.99

Think retinol re-imagined for ALL to use. A potent anti-ageing moisturiser featuring hero ingredient Bakuchiol, which acts as a natural alternative to retinol. Launched for those constantly requested a pregnancy-safe alternative to retinol with fine-line fighting benefits.

Bakuchiol is derived from the seeds of the psoralea corylifolia plant, and works to fight fine lines and improve skin firmness and elasticity. The formula also includes nourishing Inchi Oil, as well as hydrating Squalane, to provide a balance of moisture. It can be used morning and evening, and is suitable for all, including those who are pregnant or currently breast-feeding.

- Targets signs of ageing, including fine lines
- Includes 1% Bakuchiol
- Also features hydrating Inchi oil, and 3% Squalane
- 96.5% natural formulation

## MOISTURISER

**SNOW MUSHROOM**

£9.99

Brought to market in direct response to the most requested skin type SOS, anti-redness. Calming and hydrating, Snow Mushroom is derived from ancient Asian medicine and aids inflamed, red skin.

Also known as tremella fuciformis, Snow Mushroom is a hero ingredient for skin that suffers with redness and is in desperate need of some serious hydration. The lightweight moisturising gel cools, hydrates and can be kept in the fridge for greater pay-off. It layers well with other skincare and provides the perfect base for makeup when used in the AM.

- Targets redness and calms inflamed skin
- Features 0.3% tremella extract & 0.2% madecassoside
- Ultra-cooling and hydrating lightweight formula
- 94% natural

## CLEANSER

**OIL & WATER DOUBLE CLEANSER**

£9.99

For those wanting to ditch the wipes and remove all traces of dirt and make up – this effective, bi-phasic 2-in-1 cleanser deeply cleans and prepares all skin types for the rest of a skincare routine.

Inspired by double cleansing, this dual-phase daily cleanser uses naturally derived botanical oils to remove makeup and impurities, and water to deeply clean skin. The nourishing product ensures skin does not require further cleansing afterwards but can be used alongside the Salicylic Acid Cleanser for skin prone to excess oil or acne. Simply shake the product to activate the formulation.

- A 'does-it-all' cleanser to remove makeup and effectively clean
- Contains 91% natural ingredients, including 16% Sweet Almond Oil
- Non-foaming, wash-off formula
- Nourishes and maintains skin's moisture levels

THE INKEY LIST'S NEW PRODUCTS LAUNCHED EXCLUSIVELY WITH FEELUNIQUE ON 10<sup>TH</sup> JUNE

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