

LUMI GLO



LUMI
GLO



Brand Story

We believe that women are beautiful, inside and out and that their glow comes from self-love but also a good skincare routine. One that's full of healthy ingredients, is easy to implement and improves skin over time. We know that skin at any stage is here to be celebrated so whatever your current skin concern, we're here to champion the glow, both inside and out.

Women in the world today are busier than ever before. The increased occurrences of burnout and the patterns of putting others before themselves has meant that women's self-care can often be last on the to-do list. We're here to change that. We believe that self-care and skincare go hand in hand. Looking after your skin should be simple, use clean ingredients and be effective so it empowers women to embrace their glow inside and out. This is why we're here to help women overcome their challenges when finding exactly what they need and to help them get their glow back.

Times are changing and skincare is at the forefront of the beauty industry with trends like the 'no make-up make-up' relying heavily on glowing, nourished skin. We're leading the way. We're moving away from complex routines and harsh products and instead are providing effective, glow enhancing skincare that empowers, with a message of "simple skin, glow from within".

Most women don't know where to start when it comes to looking after their skin and feel overwhelmed with, not only choice, but the disempowering messages many beauty brands leverage. We want to change that; to empower women, to improve the industry and to show that skincare is self care.

At Lumi Glo, we care about skin. We care about clean, active and suitable for sensitive skin ingredients that make our clients glow from the outside in. But what's often forgotten is how to glow from the inside out. All women deserve to love themselves for who they are on the inside and how they feel or look on the outside which is why we are a brand for all women, wherever they are on their glow journey.



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Meet our Founder

Shahnaz Cola-Wrensche, a born and bred London girl has been a makeup artist for the past 14 years working with magazines in South Africa such as Elle, Marie Claire, Cosmo and Glamour. After working on set with so many models Shahnaz fell in love with skin and skincare and her dream was to have her own brand one day.

Lumi Glo was born partly because of Shahnaz's love of skincare but also because of her own sensitive skin issues.

"I fell in love with skincare as a makeup artist. I loved how I could totally transform skin from looking tired, stressed and dull to healthy & glowing and also how it impacted a person's confidence. Models would love sitting in my chair because they knew they would be taken care of not only with their skin but also emotionally as I love making people feel good and nurtured. It's from my love of the combination of helping someone feel confident, wanting skincare that helped stressed out skin and that would work on my sensitive skin, that I launched the brand.

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It was only when I trained as a make-up artist and then started beauty blogging that I really started to learn about skin. I learnt how good skin meant more confidence but also I have learnt that fully accepting yourself and loving the skin you are in is so important.”

Shahnaz quickly realized if she was to get the glowing skin that she wanted for herself, she knew her products had to change and she couldn't find anything that worked which was clean, active and suitable for sensitive skin. So she created Lumi Glo whilst working as a full time professional makeup artist. She measured her success through testing how her clients' skin reacted and created products that were effective, easy to use and fun.



Why Choose Lumi Glo

Why we exist

In a world where women continually struggle to feel confident in their own skin, we must look for ways to embrace who we are and build a community where we all belong. Pioneered by the work of renowned makeup artist, Shahnaz Cola-Wrensch, we exist to help women feel seen, heard, and represented so that they can nurture a more positive relationship with themselves and their skin and live confidently exactly as they are.

Our Vision

We see a future where the industry focuses as much on who we are as well as the skin we're in. We want Lumi Glo to reshape how customers perceive self-care and skincare. We're here as a brand that inspires change; finding confidence, self-acceptance and self love so we can live to our fullest potential by embracing who we truly are, embracing the skin we're in.

Our Mission

We are committed to helping women feel confident in themselves and their skin in an industry that focuses on all they need to 'improve'. It's our mission to bring women together, to empower them to make positive changes and build a brand that celebrates skin by offering high-quality, clean and active ingredients that are empowering and easy to use for all skin types.

Our Values

Empowerment, confidence and connection are at the heart of everything we do. We believe that all women deserve to feel confident in their skin and so we come together to empower them to make positive changes in their lives, connecting them back with who they are.





What customers are saying

“I will never use another brand again. These products are next level of perfection. You are incredible, thank you! Please please please can you add more products to Lumi Glo? I will buy everything, you got yourself a life long customer.”

“I was skeptical at first because I thought jelly wouldn't be enough to hydrate my skin but boy was I wrong. I used it in conjunction with mist. And my face hasn't ever looked so refreshed, alive, plumped, healthy dewy glo. I'm here to buy another. And their packaging is stunning! I'm looking forward to purchasing some masks now too. Proudly South African brand. Love them!”

“The most hydrating moisturiser on the market!”



Product Overview



The Glo Getter Sheet Mask



The Brightening Bomb Sheet Mask



The Skin Soother Sheet Mask



The Hydration Booster Sheet Mask



The Super Glo Hydro Boost Jelly Moisturiser



The Eye Brightener Eye Mask



The Eye Plumper Eye Mask



The Dewy Glo Face Mist

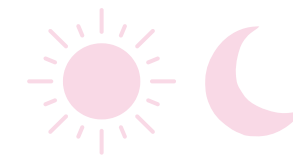


The Glo Cleansing Exfoliating Balm



The Super Glo Hydro Jelly Moisturiser

Brightening and Hydrating



How to use: Use as your daily moisturiser before SPF or apply a thick layer for a hydrating night mask.



A powerful combo of active ingredients for bright, super-hydrated skin. This jelly moisturiser has been formulated to suit all skin types, calming and reducing redness while plumping and smoothing. This lightweight jelly supports a healthy skin barrier while hydrating deep into the skin giving the perfect dewy glow.



CALMS AND SOOTHES INFLAMED SKIN, REDUCES ACNE, REDNESS AND ECZEMA.



VISIBLY IMPROVES SKIN'S HYDRATION AND SUPPLENESS, PLUMPS AND REDUCES FINE LINES. CREATES A BARRIER FOR THE SKIN TO LOCK IN MOISTURE.



A POWERFUL ANTIOXIDANT THAT HELPS SKIN REGENERATE, DETOXES THE SKIN, AND PROTECTS AGAINST UV RADIATION.



HELPS SKIN RETAIN MOISTURE, PROTECTS THE SKIN BARRIER, AND INCREASES ELASTICITY.



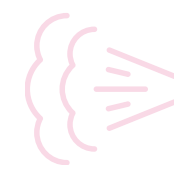
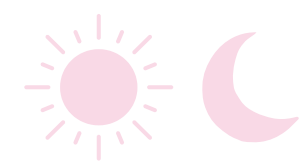
ANTI-INFLAMMATORY PROPERTIES REDUCE REDNESS CAUSED BY DRYING, EASE THE EFFECTS OF ECZEMA AND ROSACEA, AND KEEP SKIN CALM.

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The Dewy Glo Face Mist

Hydrating and Glowing



How to use: Apply on cleansed skin am and pm, inbetween serums and throughout the day to revitalise skin.



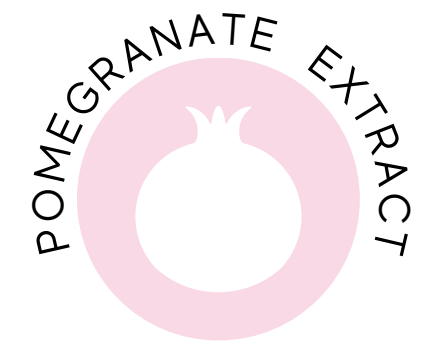
A powerful combination of Premium CBD Leaf Extract, Hyaluronic Acid, Pomegranate Extract, and Niacinamide. Instantly hydrate, and revitalise your skin with high-quality, multi-tasking ingredients. With multiple uses and benefits, this is an all-day everyday essential for your skin.



CALMS AND SOOTHES INFLAMED SKIN, REDUCES ACNE, REDNESS AND ECZEMA.



VISIBLY IMPROVES SKIN'S HYDRATION AND SUPPLENESS, PLUMPS AND REDUCES FINE LINES. CREATES A BARRIER FOR THE SKIN TO LOCK IN MOISTURE.



A POWERFUL ANTIOXIDANT THAT HELPS SKIN REGENERATE, DETOXES THE SKIN, AND PROTECTS AGAINST UV RADIATION.



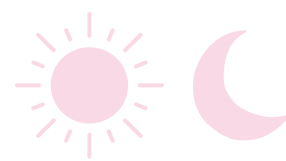
HELPS SKIN RETAIN MOISTURE, PROTECTS THE SKIN BARRIER, AND INCREASES ELASTICITY.

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The Glo Cleansing Exfoliating Balm

Made to melt



How to use: Apply a pea-sized amount of the balm onto skin with dry hands and gently massage onto your face and neck. Wash off with warm water using a smitten or muslin cloth.



The Glo Cleansing Exfoliating Balm melts away makeup and sunscreen while gently exfoliating away dead skin cells, pollutants, and dirt from the day. Formulated with Prickly Pear, Pomegranate, Marula Oil and biodegradable Rice Pearls so your skin can get the most out of your cleanse. Leaving you squicky clean, hydrated, and soft to the touch ready for the next step in your skincare routine.



RICH IN AMINO ACIDS WHICH HELP STIMULATE COLLAGEN PRODUCTION AND PROMOTE FASTER CELL TURNOVER.



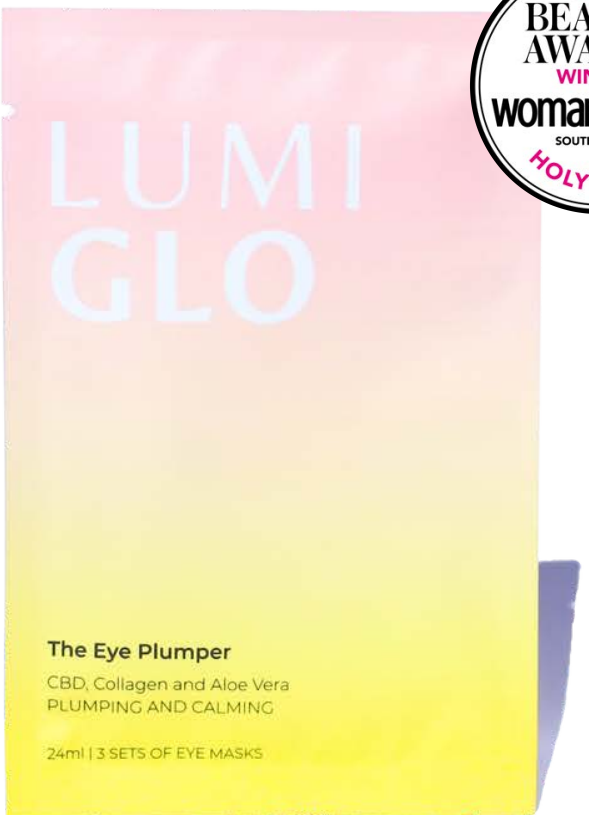
HIGH IN ANTIOXIDANTS, ESSENTIAL FATTY ACIDS, AND AMINO ACIDS REPAIRING DAMAGED SKIN.



A POWERFUL ANTIOXIDANT THAT HELPS SKIN REGENERATE, DETOXES THE SKIN, AND PROTECTS AGAINST UV RADIATION.



BIODEGRADABLE EXFOLIATING PEARLS HELP REMOVE DEAD SKIN CELLS FROM THE SURFACE OF THE SKIN.



The Skin Soother Sheet Mask & The Eye Plumper Eye Mask

Glow and Calming



How to use: Cleanse your skin, remove mask from packaging and apply to your face/undereyes. Leave on for 15 - 20 minutes. Remove mask and massage any excess serum into your face, neck, and decolletage.

Goodbye fine lines and undereye bags - Collagen is here to save the day! This soothing, hydrating, and, anti-wrinkle formulation will become your new skin-pick-me-up in no time.



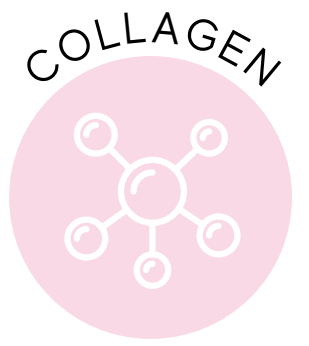
CALMS AND SOOTHES INFLAMED SKIN, REDUCES ACNE, REDNESS AND ECZEMA.



HYDRATES AND CALMS THE SKIN.



CALMS, SOOTHES, HYDRATES AND REPAIRS THE SKIN'S BARRIER.

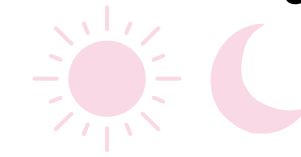


PROMOTES HYDRATION, REDUCES FINE LINES AND WRINKLES AND FIRMS THE SKIN.



The Brightening Bomb Sheet Mask & The Eye Brightener Eye Mask

Brightening and Soothing



How to use: Cleanse your skin, remove mask from packaging and apply to your face/undereyes. Leave on for 15 - 20 minutes. Remove mask and massage any excess serum into your face, neck, and decolletage.



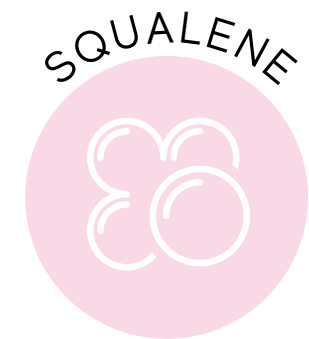
Brighten and tone with our Niacinamide-filled masks. A refreshing boost for tired skin with a splash of hydration. As always, CBD steps in to seal the deal with a soothing, anti-redness effect.



CALMS AND SOOTHES INFLAMED SKIN, REDUCES ACNE, REDNESS AND ECZEMA.



IMPROVES ANY UNEVEN SKIN TONE AND TEXTURE. HYDRATES, REDUCES SKIN REDNESS, BRIGHTENS AND REPAIRS THE SKIN'S BARRIER.



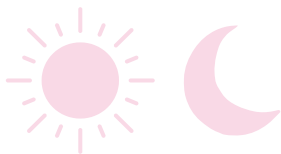
A POWERFUL ANTIOXIDANT THAT LOCKS MOISTURE INTO THE SKIN WHILE SOOTHING REDNESS.





The Glo Getter Sheet Mask

Glow and Nourishing



How to use: Cleanse your skin, remove mask from packaging and apply to your face. Leave on for 15 - 20 minutes. Remove mask and massage any excess serum into your face, neck, and decolletage.



A triple combo of Premium CBD Leaf Extract, Vitamin C, and Vitamin E. The Glo duo provides skin health essentials and brightening must-haves with the added benefit of soothing ingredients.



CALMS AND SOOTHES INFLAMED SKIN, REDUCES ACNE, REDNESS AND ECZEMA.



LOCKS IN MOISTURE TO KEEP SKIN HYDRATED, ENHANCES BARRIER LIPIDS IN THE SKIN, HELPS REDUCE THE SIGNS OF AGEING.

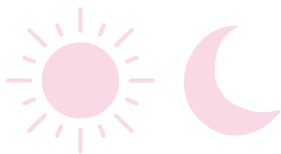


HELPS REPAIR THE SKIN, ASSISTS IN CELLULAR RESTORATION AGAINST SUN DAMAGE AND PREVENTS OXIDATIVE DAMAGE BY REMOVING FREE RADICALS.



The Hydration Booster Sheet Mask

Calming and Hydrating



How to use: Cleanse your skin, remove mask from packaging and apply to your face. Leave on for 15 - 20 minutes. Remove mask and massage any excess serum into your face, neck, and decolletage.



Pamper your skin with the ultimate boost of hydration. Multiple hydration sources and boosters in our masks will lock in moisture deep beneath the surface of your skin giving you a healthy skin glow and feel.



CALMS AND SOOTHES INFLAMED SKIN, REDUCES ACNE, REDNESS AND ECZEMA.



VISIBLY IMPROVES SKIN'S HYDRATION AND SUPPLENESS, PLUMPS AND REDUCES FINE LINES. CREATES A BARRIER FOR THE SKIN TO LOCK IN MOISTURE.



HEALS, REPLENISHES, HYDRATES, AND PROTECTS SKIN AGAINST DAMAGING AGAINST UV RAYS.



ANTI-BACTERIAL AND ANTI-AGEING PROPERTIES, REDUCES OXIDATIVE STRESS, WHILE RESTORING SKIN'S HYDRATION.



Selected Press



Modern Beauty



2023 Beauty Trends Report
Here's What Lies Ahead
P.S. It's soooo good!

Skincare Goes Tech
The Gadgets You'll Love This Summer

25 OF THE HOTTEST, NEWEST FRAGRANCES RN

Know-It-All Guide To Aesthetics
ALL THE PRODUCTS TO RE-ENERGISE TIRED SKIN

What's Trending In Modern Beauty

STAINED STATEMENT LIPS | SKIN CYCLING FOR RESILIENT SKIN | SUGGESTIVE BUT FOR NARS | ESSENTIAL EYE-SISSTERS 2.0

MR. Clean DRUGS, L'Oréal, etc.

HOT RIGHT NOW Face Mists



1. Standard Beauty Skin Juice Glow-Guarantee Mist
2. Lumis Glo The Dewy Glow Face Mist
3. Avene Thermal Spring Hydrating Facial Mist
4. Estée Lauder Complexion Perfecting Mist
5. No. 10 Clean Face Hydrating Facial Mist
6. Mizon The Drop Hydrating Mist
7. Avene Thermal Spring Water Spray
8. Kiehl's Creamy Eye Treatment



GET SET
Lock your look in place with a setting spray, to stop your make-up vanishing during the day. **Clarice Prime and Fine Multilayer Fixing Spray (R113.95, Clicks)** makes an impressive difference to how long make-up lasts.

better for a natural finish. I normally find that using brushes means you just waste more product! But you can always use a brush or a sponge as a final step to complete the look, sweeping over with light touch at the end! **Real Techniques Everything Face Brush (R220, Clicks)**, is a brilliant all-rounder, or it can be used to apply foundation, blush and bronzer. When you're sweeping in a looser coverage foundation, get tactical with concealer – **Elizabeth Arden Stroke Of Perfection Concealer (R210, Clicks)** works just as well to hide blemishes as it will make dark circles vanish. Dab into your skin and blend.

ACE YOUR BASE
Freshen up your foundation by swapping the heavy matte formulations of winter for a lighter, radiant base. This routine creates a fresh, healthy glow in an instant.

dermatologist) – you can't skin drink it up as you apply it (locking instantly plump and). A primer will also help to create perfect canvas, allowing the foundation to go on smoothly and last as possible – see **Smashbox Flash Illuminate Glow Primer (smashbox.co.za)**, which uses a

Perfect foundation application is all about prepping the skin, says Caroline Barnes, MUA Factor's make-up artist and ambassador. "It's important to really feel your face, assessing its needs. On some days it may need different things – one day it might be dehydrated, one day it might be oily – so understand and treat your skin before thinking about make-up. It's all dry, and a couple of glow-giving: **The Dewy Oil Face Mist (R275, JumboSkin.com)** and top with a nourishing moisturiser: **Lia Lemelle Dermahyd Renewal Cream (R1195,**

ISO SERENE
Lumiglo The Eye Plumper

3 RHYTHM OF THE NIGHT
Meet SKOON's RETEVOLE Anti-inflammatory Serum, B250, which is filled to the brim with soothing-soothing ingredients. Retinolamide and honeybeeh repair daily damage from sun, stress and pollution. Zoom calls, who you sleep.



SKIN CHARTS
Reach for these tried-and-tested products. Trust us, your skin will thank you...

4 NEW K-ID ON THE BLOCK
There's a brand new K-beauty brand that's just landed on our shores (now available at selected outlets). K-beauty is a rapidly loved brand by those in the K-beauty know, and we're quickly becoming super fans of the H&A K-ID, K-ID2, which exfoliates and nourishes in the same application.



Sunscreen
Institut Esthederm **Bone Repair Protective Anti-Wrinkle and Firming Face Care Strong Sun (R195, Die Chem)** My favourite sunscreen on the planet – I never go anywhere without it! – **Leandi!**

Best local brand
Powered by Jojoba (the natural Moisturising Oil Emulsion (R125, Fossilize) The perfect combination of oil-meets-serum, making my skin and hair feel so soft and nourished! – **Leandi!**

Facial oil
Clarice Plant Gold **Nourishing Oil Emulsion (R125, Fossilize)** The perfect combination of oil-meets-serum, making my skin and hair feel so soft and nourished! – **Leandi!**

Retinol
Elizabeth Arden **Retinol Ceramide Capsule Line Erasing Night Serum (R275, Fossilize)** My skin has never felt so soft and hydrated as it does now! – **Jade!**

Light moisturiser
Clarice Plant Gold **Moisture Replenishing Hydrator 30 ml (R100, Woolworths)** My skin has never felt so soft and hydrated as it does now! – **Jade!**

Face softener
Shiny Tea **Coconut Water Face Serum Tanning Drope (R295, Taboot)** I will never use anything else! – **Jade!**

Eye cream
REN **Brightening Dark Circle Eye Cream (R125, Fossilize)** Very effective. It instantly brightens the under eye area! – **Renee!**

Sheet & eye mask
Skin Republic **Winkles Smooth Complex – Adenosine Sheet Mask (R195, Die Chem)** My favourite sheet mask! – **Leandi!**

Day cream with SPF
Terres D'Afrique **Perfecter Day Cream SPF 20 (R120, Clicks)** Two weeks that really just make you feel pampered and cared for, and the ingredients are absolutely fantastic! – **Leandi!**

Facial mist
Avene **Thermal Spring Water (R245, dermatologist.co.za)** One of my personal favourites of all time. This mist does not last long in my beauty closet as my entire family loves this for soothing the skin and refreshing after a long day, or simply as a "cool packaging, skin has great after using!" – **Renee!**

Lip Balm
Lumiglo **Food Lip Balm (R20, Lumiglo.com)** Really a lip balm that my lips don't become red, on. I love the taste and it's a lovely balm! – **Jade!**

WHAT'S IN OUR EDITOR'S HANDBAG



'Tis the season to spend, chuckle our Editor-in-chief Nani and Mposo and Beauty Editor Jesé Lilienfeldt Hartman. Here, the must-have items currently in their handbags.

1. **Clarice Prime and Fine Multilayer Fixing Spray** (R113.95, Clicks)

2. **Smashbox Flash Illuminate Glow Primer** (smashbox.co.za)

3. **Smashbox Flash Illuminate Glow Primer** (smashbox.co.za)

4. **Smashbox Flash Illuminate Glow Primer** (smashbox.co.za)

5. **Smashbox Flash Illuminate Glow Primer** (smashbox.co.za)

6. **Smashbox Flash Illuminate Glow Primer** (smashbox.co.za)

7. **Smashbox Flash Illuminate Glow Primer** (smashbox.co.za)

8. **Smashbox Flash Illuminate Glow Primer** (smashbox.co.za)

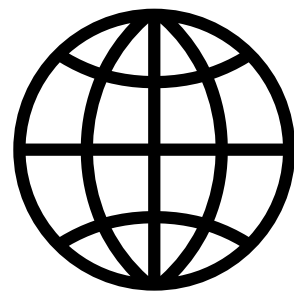
9. **Smashbox Flash Illuminate Glow Primer** (smashbox.co.za)

10. **Smashbox Flash Illuminate Glow Primer** (smashbox.co.za)

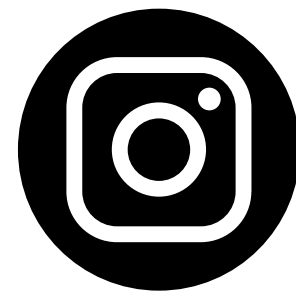
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Thank You

Email: shahnaz@lumigloskin.com or call +44 799 010 8591



www.lumigloskin.co.uk



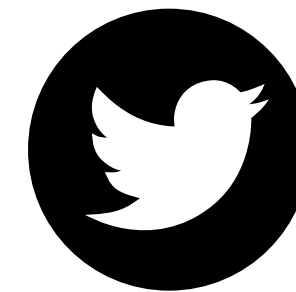
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