



# Shir-Organic

Powerful Anti-Aging Superfruits



Our Products are as Pure as Nature Itself

## *Feel, Smell, and See the Difference!*

Shir-Organic contains all natural and organic ingredients with whole fruit and herbal pulps. Shira has skillfully combined the purest ingredients on earth and uniquely crafted Shir-Organic. Shir-Organic offers a new natural approach to skin care today, utilizing organic ingredients, certified natural sources, and state of the art ecological friendly bamboo packaging.

Shir-Organic anti-aging formulas contain natural and organic ingredients which strengthen, hydrate skin, stimulate cell regeneration, and defend against environmental damage. Saturated with phytonutrients, antioxidants, vitamins, and proteins, Shir-Organic products help create firmer, healthier-looking skin!

Shir-Organic  
Select Collection



SHIRA

[www.shiraesthetics.com](http://www.shiraesthetics.com)



# Shir-Organic Cleansers

## Pure Coconut Oatmeal Cleanser

**Normal to Dry Skin**

Jajoba beads and Oatmeal aid in the removing of the outer layer of dead skin cells, while facilitating the penetration of coconut oil into the deeper layers of the skin, strengthening underlying tissue.

- Ideal cleanser for preventing skin dryness
- Deeply and gently cleanses face
- Helps in preventing premature aging due to its antioxidant properties.

**Active Ingredients:**

Coconut Oil, Oatmeal, Papaya, Pumpkin, Aloe, Yucca, Acacia Concinnia Bioflavonoids, Grapefruit oil.



## Pure Eucalyptus Cleanser

**Oily, Acne-Prone Skin**

Eucalyptus is one of the most highly medicinal plants grown on the earth today, as it is a natural analgesic and immune system stimulant which also has anti-viral, anti-bacterial, anti-fungal and anti-microbial properties.

- Deeply cleanses and disinfects without drying out skin
- Relieves and soothes skin
- Assists in relieving tightness or irritation

**Active Ingredients:**

Organic Eucalyptus Globulus Leaf Oil, Organic Amorphophallus Konjac Root Powder, Retinyl Palmitate, Salicylic Acid, Green Tea.



# Shir-Organic Exfoliants

## Pure Sugarcane Microderm Peel

**All Skin Types**

Loosens and dissolves devitalized cells revealing a more youthful-looking appearance. Flower derived acids improve barrier function and skin hydration, resulting in a more uniform skin tone.

- Gentle, very mild exfoliation is suitable for sensitive skin.
- Improved hydration and nourishment
- Stimulates collagen production leading to the softening of fine lines

**Active Ingredients:** Luffa Cylindrica Fruit Powder, Sugarcane, Flower Acids, Jojoba Esters, Aloe Leaf Powder Extract, Lactic Acid, Algae Extract, Green Tea.



## Pure Pumpkin Smoothing Peel

**All Skin Types (Except Sensitive)**

Purified Pumpkin Pulp, rich in naturally occurring Enzymes, Beta Carotene and over 100 essential nutrients, works in synergy with Pineapple and Papaya enzymes to smooth and soften skin while providing it with anti-oxidant protection.

- Loosens dead skin cells keeping pores clear and vibrant-looking
- Improves skin barrier function
- Leaves behind a radiant complexion

**Active Ingredients:** Pumpkin Pulp, Sunflower Seed Oil, Avocado Oil, Glycolic Acid, Bromelain, Papain, Green Tea Leaf Extract, Lavender Flower Extract.



# Shir-Organic Toners

## Pure Pomegranate Toner

**Normal to Dry Skin**

Pomegranates rich in phytochemicals and antioxidants play a role in the repair of skin damage caused by aging and sun exposure. The presence of punicic acid (Omega 5 fatty acid) also aids in cell regeneration and production.

- Helps the skin reach optimal pH and moisture retention
- Tones and brightens complexion
- High in Ellagic acid and Polyphenol, which combat free radicals

**Active Ingredients:**

Organic Pomegranate Extract, Organic Pomegranate Oil, Organic Linseed Extract, Organic Punica Granatum Extract, Organic Olive Fruit Extract, Chamomile Tea.



## Pure Green Tea Toner

**Normal to Oily, Acne-prone Skin**

Green tea is packed with phyto-nutrients and antioxidants making it an ideal cosmetic ingredient for acne-prone skin. Due to its soothing benefits, the Pure Green Tea Toner will penetrate the skin, supplying moisture directly to tissue, refreshing and relaxing irritated skin.

- Helps to disinfect and remove oil residue while stabilizing the skin
- Refreshes skin and helps balance skin PH
- Delays skin cell aging, firms and balances skin tone

**Active Ingredients:**

Organic Green Tea Extract, Organic Witch Hazel Extract, Organic Amorphophallus Konjac Root Powder, Organic Camellia Oleifera Leaf Extract, Green Tea.



## Pure AHA Treatment Scrub

**All Skin Types**

AHAs help clarify and polish the skin's surface, providing a better absorption level by stimulating new skin, leaving it younger, and healthier looking. The natural exfoliating beads provide healthy rejuvenation.

- Natural non-abrasive, ultra-fine beads gently unclog pores and exfoliate skin
- Restores smoothness to skin and combats appearance of fine lines
- Brightens complexion leaving skin more radiant

**Active Ingredients:** Organic Linseed Seed Extract, Organic Punica Granatum Extract, Organic Olive Fruit Extract, Organic, Organic Lemon Peel Oil, Organic Camellia Sinensis Leaf Extract.



## Pure Pineapple Papaya Enzyme Peel

**All Skin Types**

Pineapple and Papaya are saturated with vitamins and enzymes that soften and heal the skin. The enzymes in these fruits fight free-radical damage and are known to reduce age spots and fine lines, leaving the skin supple and refreshed.

- Cleanses by dissolving dead skin cells
- Exfoliates skin surface
- Leaves a smooth, radiant, flawless complexion.

**Active Ingredients:** Water, Aloe Barbadensis Leaf Juice, Papain, Pineapple Pulp Juice & Enzymes: Bromelain Enzyme, Safflower Seed Oil, L-Ascorbic Acid, Green Tea.



# Shir-Organic Moisturizers

## Pure Apricot Moisturizer

### Normal to Dry Skin

Apricots are rich in vitamins A & E, as well as Linoleic acid, which aid in the prevention of free radicals to keep your skin looking young and healthy. They contain an excellent source of beta-carotene which is useful in reducing skin problems, such as eczema, premature aging, blotchiness, age spots, and more.

- Hydrates and nourishes while combating signs of aging
- Helps improve skin elasticity, leaving skin soft and rejuvenated
- Apricot oil revitalizes skin with vitamins and nutrients

**Active Ingredients:** Organic Apricot Oil, Organic Apricot Extract, Organic Aloe Barbadensis Leaf Juice, Organic Barley Extract, Coenzyme Q10, Alpha Lipoic Acid, Green Tea.



## Pure Pinot Noir Moisturizer

### Mature, Dry, Sensitive Skin

Pamper skin with this luxurious moisturizer that targets visual signs of aging by fortifying the skin's natural moisture barrier. Microscopic lipid spheres comprised of highly purified natural safflower encapsulates enhance delivery of active ingredients deep within the dermis.

- Boosts moisture-retention capacity
- Promotes radiance and deep hydration
- Jojoba, Sunflower, Olive and Raspberry Seed Oils intensify hydration

**Active Ingredients:** Grape seed Oil, Olive Fruit Oil, Grape Skin Extract, Raspberry Seed Oil, Jojoba Oil, Licorice Root Extract.



## Pure Avocado Moisturizer

### Dry, Mature Skin

Avocado oil is the ideal ingredient for dehydrated, undernourished, and sun damaged skin. Avocado penetrates the skin evenly and quickly, making skin smoother, softer, and moisturized.

- Supplies skin with Vitamins A, B, D, and E
- Extremely effective in relieving dryness by maintaining and improving moisture levels.
- Protects against free radicals and combats signs of aging

**Active Ingredients:** Organic Virgin Avocado Oil, Organic Aloe Barbadensis Leaf Juice, Organic Barley Extract.



# Shir-Organic Serums & Moisturizers

## Pure Revitalizing Pomegranate Serum

### Normal to Dry

Utilizing the benefits of antioxidant-rich ellagic acid Pomegranates will actively aid your skin's own ability to regenerate itself, and help reduce signs of aging while deeply moisturizing. This supercharged fruit offers an effective solution for mature and aging, dry skin.

- Hydrates and firms the skin
- Improves skin elasticity
- High levels of Vitamin C and Phytochemicals help prevent cell damage

### Active Ingredients:

Organic Pomegranate Extract, Organic Pomegranate Oil, Organic Linseed Extract, Chamomile Tea, Green Tea.



## Pure Oil Control Eucalyptus Serum

### Normal to Oily

Eucalyptus helps address inflammation due to its superior antibacterial and healing properties. The weightless texture of the Pure Oil Control Eucalyptus Serum will help give your complexion the moisture balance it needs without clogging pores or leaving a greasy feeling.

- Disinfects and tightens pores
- Balances oil production
- Minimizes acne breakouts

### Active Ingredients:

Organic Eucalyptus Globulus Leaf Oil, Chamomile Tea, Organic Morinda Citrifolia Extract, Salicylic Acid, Green Tea.



## Pure Blackberry Moisturizer

### Normal to Dry, Sensitive Skin

Blackberries' powerful anti-oxidant benefits make them an ideal skin care regimen for most skin types - especially for sensitive skin. Adding the powerful benefits of the Pure Blackberry Moisturizer to your daily skin care regimen will calm, soften, and regenerate your skin.

- Hydrates and nourishes skin
- Calms sensitive skin and helps combat signs of aging
- High in bioflavonoids which enrich and moisturize skin

**Active Ingredients:** Organic Blackberry Extract, Organic Blackberry Oil, Organic Rubus Occidentalis Fruit Extract, Organic Laminaria Digitata Extract, Green Tea.



## Pure Grapefruit Moisturizer

### Normal to Oily, Combination Skin

Grapefruit is rich in Vitamin C which improves collagen production and reduces skin damage caused by free radicals. This oil-free formula is the perfect moisturizer for a silky smooth complexion.

- Helps clarify, heal, hydrate, tone, and prevent blemishes
- Oil control - balances and calms skin
- Protects by reducing the effect of free radicals

**Active Ingredients:** Organic Citrus Grapefruit Peel Oil, Organic Citrus Grapefruit Seed Extract, Organic Laminaria Digitata Extract, Organic Morinda Citrifolia Extract, Green Tea.



# Shir-Organic Mask for Normal, Dry, Sensitive & Mature

## Pure Mango Butter Mask

**Normal to Dry, Sensitive, Mature Skin**

Cupuacu Butter, rich in phytosterols, is highly beneficial for dry, dehydrated or damaged skin. Mango Butter and Pulp enhance the natural moisture barrier, improving elasticity and anti-inflammatory activity.

- Replenishes the skin's natural moisture level.
- Preserves suppleness and elasticity
- Excellent treatment for extra dry skin

**Active Ingredients:** Water, Sunflower Seed Oil, Mango Butter, Shea Butter, Apricot Kernel Oil, Green Tea.



## Pure Blueberry Mask

**Normal to Dry Skin**

Blueberries are one of the most nutritious and powerful super-fruits due to their high levels of phyto-nutrients, antioxidants, and vitamins C and E. Blueberries help the body manufacture collagen, which makes the skin supple and smooth.

- Rejuvenates skin to minimize the appearance of fine lines and wrinkles
- Restores moisture to skin, leaving skin firm and revitalized
- Complexion is enriched and radiant

**Active Ingredients:** Organic Blueberry Seed, Organic Blueberry Extract, L-Ascorbic Acid, Green Tea.



## Pure Acai Mask

**Normal to Dry, Sensitive Skin**

Rich in essential fatty acids, Omega 3, Omega 6, Omega 9, and Vitamin C, the acai fruit has one of the highest levels of phyto-nutrients and antioxidants. This berry intensely hydrates the skin from deep within to combat premature skin aging and increases collagen production.

- Softens and soothes skin
- Calms irritated or sensitive skin
- Helps improve skin tone

**Active Ingredients:** Organic Acai Extract, Organic Acai Seeds, Organic Laminaria Digitata Extract, Green Tea.



# Shir-Organic Mask for Oily Skin

## Firming & Energizing

## Pure Sweet Citrus Marmalade Mask

**Normal/All, Dull-Looking Skin**

Dull looking skin will appear more radiant due to the high content of Bioflavonoids, Vitamins, mildly exfoliating Alpha Hydroxy Acids and plant derived oils.

- Nourishes and enhances skin texture and appearance
- Lactic Acid provides light exfoliation to smooth environmentally damaged skin
- Camu-Camu fruit has the highest recorded amount of natural Vitamin C on the planet

**Active Ingredients:** Camu Camu Fruit Powder Extract, Wheat Germ Oil, Orange Peel, Grapefruit Peel Oil, Grape Seed Oil, Lactic Acid Tea, Citrus Tangerine Essential Oil.



## Oily & Combination

## Pure Red Lava Mineral Mask

**Oily/ Combination, Acne-Prone, Congested Skin**

Purify and balance eruptive skin with this clay-based, oil-absorbing treatment mask. Salicylic Acid combats topical bacteria and blackheads commonly associated with congested skin.

- Antiseptic, calming, and healing.
- Provides light exfoliation with purifying benefits
- Rich in Vitamins C and A, Beta Hydroxy Acid and natural source enzymes.

**Active Ingredients:** Water, Bentonite Clay, Olive Oil, Papain, Bromelain, Salicylic Acid, Licorice Root Extract, Grape Skin Extract.



## Pure Apple DNA Smoothing Mask

**All Skin Types (Except Sensitive)**

Restore equilibrium and calm irritation, while protecting the skin from premature oxidation. An excellent treatment mask for those who experience hyperpigmented or dull-looking skin.

- Strengthens and tones
- Protects skin from premature oxidation
- Optimizes circulation, leaving skin with a radiant, youthful appearance.

**Active Ingredients:** Apple Tree Seed Extract, Cinnamon Leaf Oil, Grape Skin Extract, Mannentake Mushroom Extract, Cucumber Extract, Shiitake Mushroom Extract.



## Pure Cherry Clay Mask

**Normal to Oily, Combination Skin**

Cherries contain melatonin, an antioxidant which guards against the breakdown of collagen. This results in a slower rate of fine lines and wrinkles, while providing even skin tone throughout the face.

- Pores are refined and minimized
- Balances out moisture levels, and addresses acne causing bacteria
- Rich in Vitamin C; helps combat free radicals

**Active Ingredients:** Organic Sweet Cherry Fruit Juice, Organic Sweet Cherry Extract, Organic Amorphophallus Konjac Root Powder, Organic Laminaria Digitata Extract, Green Tea.



# Shir-Organic Night Creams

## Pure Blueberry Night Cream

### Normal to Dry Skin

Blueberries are one of the most nutritious and powerful super-fruits due to their high levels of phyto-nutrients, antioxidants, and vitamins C and E. Blueberries help the body manufacture collagen, which makes the skin supple and smooth.

- Powerful phyto-nutrients, antioxidants soothe and de-stress dehydrated skin
- Increases cell regeneration, detoxifies and improves skin's moisture level
- Rich phyto-nutrients naturally regenerate and protect against free radicals

**Active Ingredients:** Organic Blueberry Extract, Organic Blueberry Oil, Green Tea.



# Shir-Organic Soothing & Cooling

## Pure Cucumber Eye Cream

### All Skin Types

Cucumber and skin share the same level of hydrogen, making it the ideal ingredient to cool, soothe, and calm skin around the eye area. High levels of ascorbic acid reduce water retention and overall puffiness, while silica and abundant antioxidants rejuvenate the skin leaving it soft and supple.

- Revitalizes and tones
- Provides instant hydration
- Enhances skin circulation and reduces inflammation

**Active Ingredients:** Organic Cucumber Extract, Organic Camellia Sinensis Leaf Extract, Organic Aloe Barbadosensis Leaf Juice.



## Pure Apple Stem Cell Night Cream

### Hyperpigmented, Combination, Mature Skin

Swiss Apple Stem Cells boost cellular longevity and proliferation, boosting resistance to free radicals and sun damage which often contribute to the appearance of chronological aging.

- Hydrates and soothes skin
- Powerful complex of natural source skin brighteners
- Fights visible signs of aging

**Active Ingredients:** Domestic Apple Fruit Cell Culture, Licorice Root Extract, Algae Extract, Calendula Officinalis Flower Extract, Azelaic Acid, Malus, Green Tea.



## Pure Green Algae Soothing Gel

### Dry/Sensitive, Couperose, Rosacea, Irritated Skin

This marine derived calming gel provides exceptional hydration and soothing properties which calms sensitive or irritated skin. Anti-oxidant Green Tea and Gotu Kola Extract fortify skin against environmental stresses that cause sensitivity.

- Reduces redness, irritation, and inflammation
- Encourages skin renewal
- Offers exceptional soothing properties.

**Active Ingredients:** Algae Extract, Sodium Alginate, Arnica Cordifolia Extract, Green Tea Extract, Mannentake Mushroom Extract, Shiitake Mushroom Extract, Gotu Kola Extract.



# Shir-Organic Select



## Pure Pomegranate & Seaweed Cleanser

**All Skin Types, Mature, Dehydrated**

Hydrate and restore suppleness with this refreshing, gentle cleansing lotion ideal for all skin types. Anti-oxidant rich Green Tea Extract, Pomegranate Seed and Camellia Oils help to restore softness while fortifying against environmental aggression that can lead to dehydration and free radical damage.

- Deeply nourishes the outer epidermal layer of skin
- Boosts skin hydration levels
- Provides a protective topical barrier against environmental stressors and dehydration

**Active Ingredients:** Butyrospermum Parkii (Shea) Seed Butter, Fucus (Bladderwrack Seaweed), Aloe Barbadensis (Aloe) Leaf Powder Extract, Camellia Sinensis (Green Tea) Leaf Extract, Echinacea Purpurea Root Extract, Punica Granatum (Pomegranate) Seed Oil.



## Pure Acai Lemongrass Toner

**All Skin Types**

Ginkgo Extracts help revitalize skin and quench dehydration. Purifying Lemongrass and White Willowbark Extracts target congested pores, clarifying skin and stimulating optimal circulation. Seaweed Extracts, rich in vitamins, minerals, trace elements and amino acids aid in the regulation of a healthy, youthful appearance.

- Acai Berry is extremely high in anti-oxidants and anthocyanins, vitamin E and iron.
- Ginkgo Biloba has antioxidant and anti-inflammatory properties, and aids in cell regeneration.
- White Willowbark Extract has natural salicylic acid-like which does not irritate the skin.
- Irish Moss is a natural polysaccharide from red sea weed that binds moisture to leave the skin hydrated.

**Active Ingredients:** Aqua, \*Euterpe (Acai) Oleracea Powder Extract, \*Ginkgo (Leaf) Biloba Powder Extract, \*Fucus (Bladderwrack Seaweed) Vesiculosus Extract, \*Chondrus (Irish Moss), \*Cymbopogon Citratus (Lemongrass) Powder Extract, \*Camellia Sinensis (Green Tea) Leaf Extract. \*



## Pure Sacha Inchi Serum

**All Skin Types, Mature Dehydrated**

Boost natural hydration levels and fortify against environmental aggression with this fabulous Omega 3 and 6-rich Serum that is excellent for those who desire suppleness and a silky texture without stickiness.

- Nourishes and protects skin from transepidermal waterloss and environmental aggression
- Enhanced with trace minerals for intensive skin care benefits
- Deeply penetrates into the epidermis leaving a smooth, satiny finish

**Active Ingredients:** Water, \*Aloe Leaf Extract, \*Wild Yam Extract, \*Shea Butter, \*Wheat Grass Extract, \*Chamomile Flower Extract, \*Sacha Inchi Oil, \*Jojoba Oil, \*Bladderwrack Seaweed, \*Irish Moss Extract \*denotes certified organic ingredient.



# Shir-Organic Select



## Pure Hibiscus Anti-Oxidant Day Crème

**Normal, All, Dry, Mature, Environmentally Stressed**

Protect and maintain elasticity and fortify DNA defense with this light, daytime hydration crème infused with plant derived free radical scavengers and skin conditioners. Nourishing emollients protect the natural moisture content of the skin.

- Helps maintain skin elasticity
- Slows transepidermal moisture loss which can result in dryness and loss of vibrancy.
- Soothes irritation and redness revealing a more even-looking tone and glowing appearance

**Active Ingredients:** Water \*Hibiscus Sabdariffa Powder Extract, \*Shea Butter, \*Chamomile Flower Extract, \*Sunflower Oil, \*Blueberry Seed Oil, \*Aloe Leaf Extract, \*Sweet Orange Essential Oil. \*denotes certified organic ingredient.



## Pure Basil & Bergamot Eye Crème

**All Skin Types, Mature, Dehydrated**

Revive tired eyes with our fast-absorbing, hydrating Pure Basil & Bergamot Eye Crème which contains Jojoba, Basil and Brazilian Babassu Oils which condition and hydrate skin.

- Softens and moisturizes dry skin
- Hydrates and boosts nourishment to the delicate eye area
- Protects skin from damage by reactive oxygen radicals

**Active Ingredients:** Water, \*Bladderwrack Seaweed, \*Irish Moss Extract, \*Bergamot, \*Shea Butter, \*Pumpkin Seed Oil, \*Sweet Orange Essential Oil, \*Jojoba Seed Oil, \*Babassu Kernel Oil, \*Aloe Leaf Extract, \*Basil Oil \*denotes certified organic ingredient.



## Pure Raspberry & Mango Rejuvenating Night Crème

**All, Dry, Mature, Environmentally Stressed**

Enjoy an exceptional nighttime treatment for those in need of intensive moisture and rejuvenation. Nightly use of this restorative treatment will leave your skin feeling smooth, soft and agelessly radiant.

- Encourages healthy cell renewal
- Softens and moisturizes rough dry skin
- Provides instant hydration

**Active Ingredients:** Water, \*Red Raspberry Extract, \*Rosehip Extract, \*Bladderwrack Seaweed, \*Irish Moss Extract, \*Shea Butter, \*Coconut Oil, \*Seabuckthorn Extract, \*Aloe Extract, \*Sweet Orange Essential Oil, \*Palm Oil. \*denotes certified organic ingredient.



## Pure Gotu Kola Hydration Mask

**Mature, Dry, Sensitive, Environmentally Stressed Skin**

Pamper, firm and protect with this luxurious creamy mask bursting with natural source emollients and anti-oxidants which help to restore hydration and resist oxidative skin damage.

- Restores hydration to the skin
- Fights free radicals with an array of vitamins and minerals
- Promotes skin elasticity and skin rejuvenation

**Active Ingredients:** Water, \*Gotu Kola Extract, \*Dandelion Extract, \*Shea Butter, \*Coconut Oil, \*Anise Essential Oil, \*Lemon Verbena Extract, \*Olive Leaf Extract. \*denotes certified organic ingredient.



# Shir-Organic Body Care

## Pure Cucumber Melon Body Lotion

Cucumber and your skin share the same level of hydration, it is an incredible all natural ingredient to soothe and soften your skin. Melon is rich in Vitamin C which effectively combats free radicals in the body. Enjoy the combination of these two luxurious ingredients in Shir-Organic Cucumber Melon Body Lotion.

**Active Ingredients:** Cucumber Extract, Melon Extract, Simmondsia Chinensis (Jojoba) Seed Oil, Citrus Grandis (Grapefruit) Peel Oil, & Citrus Lemon (Lemon) Peel Oil, Organic Shea Butter, Organic Palm Butter.



NEW

## Pure Eucalyptus and Cocoa Anti-Cellulite Gel

This highly detoxifying formula, rich in essential oils, eucalyptus, ginseng and cocoa is especially designed to eliminate stored toxins and reduce cellulite by stimulating the lymphatic system and increasing blood circulation.

### Active Ingredients:

Caffeine, Eucalyptus Globulus Leaf Oil, Menthol, Allantoin, Theobroma Cacao (Cocoa) Seed Butter, Digenea Simplex Extract, Cinnamomum Cassia Bark extract, Citrus Aurantium Dulcis (Orange) Peel Extract, Panax Ginseng Root Extract.



NEW

## *Feel, Smell, and See the Difference!*

Whether you're interested in cleansing, toning or moisturizing, Shir-Organic products will give you the results you want! The combination of fruits, vegetables, flowers and herbs which were expertly blended in Shir-Organic products provide the skin with the nourishment needed to combat signs of aging and address various skin conditions.

The logo for SHIRA, featuring the word 'SHIRA' in a bold, green, serif font. A small green leaf with a stem is positioned above the letter 'A'.

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