Introducing

Purifying Charcoal Mask
A mineral-rich mix of kaolin clay and charcoal, Purifying Charcoal Mask works to gently exfoliate, draw out impurities, and soothe. Vetted by Beautycounter’s industry-leading five-step Ingredient Selection Process, the formula helps improve skin’s overall condition by refining the appearance of pores and increasing elasticity. Offers a purifying treatment for congested skin and a 10-minute spa-grade facial.

Want to know more about Purifying Charcoal Mask?

**THE WHY**
Regular treatments, such as masks, help deep-clean and pamper skin while delivering benefits like hydration or nourishment. While understanding your skin is the key to selecting the best products for your needs, Purifying Charcoal Mask is an essential that works for all skin types.

**THE HOW**
Sourced with only the best and safest ingredients, the high-performing formula offers the following benefits:

- Spa-grade facial treatment in just 10 minutes
- Refines skin and cleanses with a matte result
- Draws out impurities and toxins
- Immediately reduces the appearance of pores
- Leaves skin brighter, clearer, smoother, and more even-toned
- Soothes and calms skin, reducing redness, irritation, and blotchiness

**KEY INGREDIENT BENEFITS**

**Kaolin:** A naturally occurring soft clay that with absorbent abilities

**Charcoal Powder:** Rich in natural minerals to help balance and purify skin, and highly absorbent

**Salicylic Acid:** Helps to smooth and brighten skin from its ability to stimulate exfoliation

**Lactic Acid:** An alpha hydroxy acid that helps to gently exfoliate and smooth out the skin’s surface

**Apple Fruit Extract:** Apple Saccharides work to help improve and retain moisture

**Sodium Hyaluronate (Hyaluronic Acid):** Supports skin’s water retention. Promotes smoother-looking skin

**Tetrahexyldecyl Ascorbate (Vitamin C):** Oil-soluble form of vitamin C with a high anti-oxidant levels to help clarify and brighten skin

**CLINICAL RESULTS**

**RESULTS 10 MINUTES AFTER FIRST APPLICATION SUBJECTS REPORTED**:

- 87% reported that the mask immediately detoxified pores and purified skin.
- 90% reported that the mask immediately left skin feeling clean and renewed.
- 87% reported that the mask instantly refined and smoothed skin.

**RESULTS AFTER TWO WEEKS OF USE**:  

- 90% reported that the mask left skin feeling clean and renewed.
- 87% reported that the mask helped clarify the complexion
- 97% reported that the mask refined and smoothed skin

*See product page on beautycounter.com*
AT-HOME

Spa Routine

STEP 1:
Always apply masks to fresh skin. Deep clean your skin with antioxidant-rich, hydrating Charcoal Cleansing Bar, a daily essential that works perfectly with Purifying Charcoal Mask. Used together, they draw out impurities to allow better absorption from your other skin products.

STEP 2:
Twice a week, apply Purifying Charcoal Mask. Want to maximize your mask? Before applying, soak a Cleansing Cloth in hand-hot water and press it onto skin to open up pores for better absorption. Once the mask dries, reactivate the charcoal by using the same cloth to gently remove all traces of the mask.

STEP 3:
Now that the impurities and toxins have been removed, pump moisture into skin. Spritz soothing Rosewater Uplifting Spray—made with organic rose essence, purified water, and moisturizing sodium hyaluronate—onto skin for an extra hydration boost.

STEP 4:
For the ultimate spa experience, finish by pressing our Lustro Face Oil #3 onto skin for a brighter-looking, ultra-hydrated complexion.

PRO TIPS
• To target body acne, apply a small amount of Purifying Charcoal Mask directly onto any blemishes on dry, newly cleansed skin.
• To treat a blemish on the go, dab a small amount of Purifying Charcoal Mask onto the area. After 10 minutes, spritz it with Rosewater Uplifting Spray, which reactivates the charcoal and adds moisture to gently remove the mask.
• You can target areas of your face that tend to be more oily or congested, like your T-Zone (forehead and nose) or cheeks, by applying Purifying Charcoal Mask.

*Remember: Never apply masks to your delicate eye area. Use Any Time Eye Cream or Vibrant Eye Perfector to treat and hydrate the skin around your eyes.