



HERBS OF --- KEDEM

vegan ingredients - 100% vegetal

Natural Aesthetic Treatments

Professional Catalogue



Herbs of Kedem

- 26 years of research, cultivation and production
- Over 17 unique plants
- 25 dunams of organic crops on hills West of the Dead Sea
- Licenses in 12 countries

ingredients - 100% vegetal - vegan

HERBS OF KEDEM

Our Team

Amir Kitron



Holds a Ph.D. in Chemical Engineering. Has taught the field of identifying medical activity in plants, in the chemistry department at Ariel University, directed a research center on the subject, by the the Ministry of Science and Ben Gurion University, in the years 2012-1999

Angelika Sokol



Holds an international degree-CIDESCO for cosmetology. Experienced in the field of cosmetics for 12 years. Registered Nurse with 18 years of experience in the health care system in Israel.

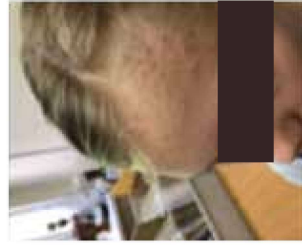


The uniqueness of the Plants Used by Herbs of Kedem

Many Dead Sea region plants are characterized by a high content of antioxidants and anti-inflammatory substances. This is due to the sharp transition in climatic conditions between the Dead Sea and the Hebron mountains located westwards from it. Among other things, these inhibit some pro-inflammatory proteins involved in the self-programmed skin aging process known as Senescence. This is due to the sharp transition in climate between the Dead Sea and the Hebron mountains.

Desert plants, which are sometimes cut by the wind, must quickly close the incision. The substances that such plants produce to tone a region that has been cut, are useful for firming loose skin areas.

An extraordinary wound and healing activity was found in the plants cultivated by the Herbs of Kedem. Below is an example of the results of applying MACCABIM oil for two weeks:



Before



After

The Use of the Natural Products in an Existing Beauty Parlor

Products free of preservatives and aggressive chemicals, and the plants in which are mostly edible (theoretically), are designed to reduce side effects, sensitivities and dangers for the patient as well as for the therapist

Achieving powerful activity like that of synthetic materials, thanks to the agrotechnical development of Israeli desert plants

The products do not conflict with the equipment or synthetic materials currently used in the beauty parlor, and are rather intended to complement them, and provide additional treatment options



A Procedure For Skin Regeneration, Brightening, Smoothing and Lifting

(can be performed in a single visit, up to 6 visits)

Cleanse with MAYANNE gentle face soap, which contains Everlasting (helichrysum italicum) extracts.

Soothe the skin with AVIV floral water.

Apply the TISHREI brightening and peeling mask - containing jojoba seeds, in which Simmondsin brightens skin and stimulates collagen production.

Remove the TISHREI mask with a cotton pad.

Perform facial massage with the TAANUGOT citrus serum + BOTO V firming balm.

Applying a the NNC toning mask, leave on for 15 minutes and then remove with water.

Nourish underneath the eyes with the AGAM serum, and the facial skin with MESHI serum.

For puffiness underneath the eyes: Apply some TSUKIM balm with a few drops of the MACCABIM oil.

For neck & low neck skin firming: Apply the BOTO-V.

Applying the KARMEEL Expression Wrinkle Relaxing Cream in wrinkle areas (this is a unique approach: The cream performs the opposite of the firming action, and it should be performed only on micro-wrinkles and not on the entire surface area).

Follow-Up Care at Home

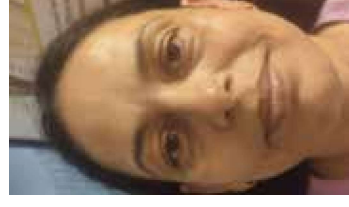
TSUKIM & TOVA balms together for the area underneath the eyes, in the morning.

KARMEEL cream for local treatment of every wrinkle, every morning.

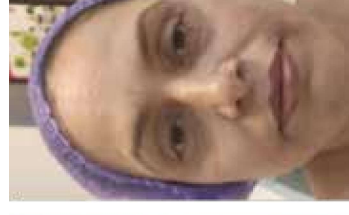
MESHI face serum, for the evening. ZOHAR cream for the entire face, in the evening, after applying the MESHI serum.

Applying BOTO-V on the neck & low neck areas every evening

Results of the Treatment



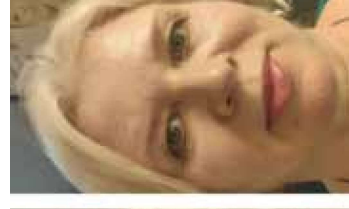
Before



After



Before



After



Skin Renewal with Mesotherapy Followed by Prevention of Redness with MACCABIM Oil

(to be performed once every 3 weeks, 4 visits, and another supplementary visit after two months)

Clean with the KEDEM fruit acid soap.

Massage with the TISHREI peeling mask.

Disinfect & calm the skin using the ZORI solution.

Do a needles treatment with a dermaroller or DERMOPEN.

Apply MACCABIM oil on all areas that underwent needling.

Apply the MESHI nourishing serum.

Apply the MORNING DEW protective cream.



Mesotherapy treatment for scarred skin without residual acne

Clean facial skin with the KEDEM fruit acid soap.

Massage with the TISHREI peeling mask.

Disinfect & calm the skin using the ZORI solution.

Needles treatment with a dermaroller or DERMAPEN.

Apply the MACCABIM oil onto all the areas that underwent needling.

Apply the MORNING DEW protective cream.



Complementary Daily Treatment at Home

Cleaning with ZORI solution, and onto each scar:

Apply the TOVA balm.



A Peeling Procedure Using Fruit Acids Followed by Skin Nourishing & Repairing

For All seasons (a series of 6 weekly treatments)

Clean skin using the KEDEM fruit acid soap.

Massage with the TISHREI peeling mask.

Disinfect & calm skin using the ZORI solution.

Apply the 15% KEDEM fruit acids gel.

Apply the TOVA balm onto all reddened skin areas.

Apply the MESHI serum and massage the face with it.

Apply the BOTO-V nourishing and firming balm, including massaging the skin with it.

Apply the MORNING DEW protective cream.



A Skin Brightening Procedure For Superficial Solar Pigmentation

For All Seasons, (a series of 6 weekly treatments)

Clean the skin using the KEDEM fruit acid soap.

Massage facial skin with the TISHREI peeling mask.

Disinfect & calm the skin using the ZORI solution.

Apply the 15% fruit acid KEDEM gel.

Apply TOVA balm onto all the reddened areas.

Apply the SHELEG brightening mask and massage the face with it.



Complementary Daily Treatment At Home

Usage of the TISHREI peeling mask every day for 20 minutes.

Removal with a cotton pad.

Then applying of the the SHELEG cream.

A Procedure for the Deep Cleansing of Comedones



Apply the ZORI solution for disinfection.

Clean comedones according to the method used in the beauty salon.

Apply the ZORI solution all over the face, for closing pores, disinfection and relaxation.

Complementary Treatment at Home

Every evening, apply the ZORI solution, followed by NEVE cream.

Apply ALMOGAN onto every large pimple that appears, once a day, until it disappears.

Reduce the consumption of wheat flour products.

Drink the NIKUZIT detox infusion for a month and a half

Skin Care & Treatment Products, For Continued Home Care



TSUKIM Lifting & Toning Balm for Dry Skin



TSUKIM

Tones sagging facial skin areas on. Particularly helps reduce puffiness underneath the eyes. Major active ingredients: Cypress, Wormwood, Geranium, St. John's Wort and Lavender extracts, from organic farming in the Dead Sea region.



Usage instructions: take a rice grain size amount, using the wooden stick located inside the box. Melt it thoroughly between your fingers. Massage it underneath the eyes for complete absorption. Best combined with a small amount of the TOVA balm, to minimize over reaction of the skin. It is also recommended to apply some AGAM eye serum before applying TSKUIM underneath the eyes or around the lips.

Contains: 30 ml



Before Treatment



After Treatment

Results of using TSUKIM and TOVA during 3 days (often, several weeks are required to obtain such a result).

AGAM Eye & Lip Contour Serum



AGAM

A serum for nourishing the skin underneath the eyes and around the lips, in a glass bottle equipped with a glass ball for massaging the skin with the serum.

Promotes blood circulation while nourishing. Has a wheatgrass odor.

Major active ingredients: Organic Everlasting (Helichrysum italicum) extract: promotes elastin and collagen. Clary sage seeds oil: contains 3, 6 and 9 Omega acids. Vitamin E. Gently nourishing oils of, cucumber seeds and of passion fruit seeds.



Usage instructions: Gently massage using the roller, underneath the eyes or around the lips.

Contains: 10 ml



Before Treatment

Results on overall facial skin, following two weeks of using daily: MESHI serum and TSKUIM balm, and TISHREI mask twice weekly.

After Treatment

EYE CREAM

For Minimizing Puffiness and Blue Circles underneath the Eyes on Young or Combination Skin

EYE CREAM

A skin toning cream, for the skin underneath the eyes. Suitable for all ages. Reduces darkness, puffiness and wrinkles.

Major active ingredients: Extracts of *Ruscus aculeatus*, Cypress, from organic farming.

Usage instructions: gentle application, using the fingers, underneath the eyes and onto wrinkled skin, morning or evening. It is also recommended to use the AGAM serum before applying this cream.

Contains: 30 ml



BOTO-V Neck & Low Neck Balm

BOTO-V

A balm for toning the neck and low neck skin, particularly for older skin. Also helps to e skin sagging on arms, or, following weight loss, other body parts.

The photos below show the results of using it daily during four months, by a woman aged over 75.

Major active ingredients: Extracts of *Verbascum*, *Pistacia lentiscus* and *St. John's Wort*, for toning the skin and the muscles underneath it. Oils of *Everlasting* (*Helichrysum italicum*), *Avocado*, *Shea*, and *Rose hip*: deeply nourishing, as well as promoting elastin and collagen production.

Usage instructions: Take a small amount, using the wooden stick located inside the box. Apply using the fingers, by gentle massage from bottom to upper parts of the lower neck and neck. Repeat daily, preferably in the morning.

Contains: 50 ml



Before Treatment



After Treatment

KARMEL

Wrinkles Relief Cream



KARMEL

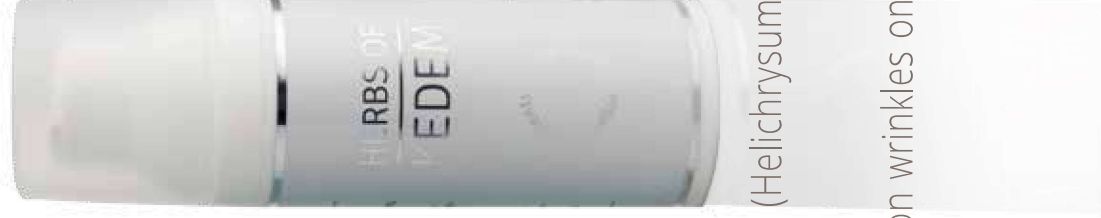
This facial cream is used to reduce the tone of muscles locally, in areas of expression wrinkles. Thus, it works in the opposite way compared to the toning products offered by Kedem.

Major active ingredients: Acmella spilanthes extract (contains the Spilanthal cannabinoid, which reduces muscle tone), nourishing oils of: jojoba, Clary sage seeds, macadamia, pomegranate seeds, almonds, hemp, oblipicha, avocado, cucumber seeds, shea.

Senescence fighting extracts of: Everlasting (Helichrysum italicum), Cyanotis, Withania somnifera.

Usage instructions: Apply locally, everyday, on wrinkles on forehead, lip sides, eye sides etc.

Contains: 50 ml



NNC

Natural Nuance Clay



FACIAL TONING MASK

A clay and herbal extracts mask. Powerfully tones skin and the muscles underneath it.

Major active ingredients: extracts of *Ruscus aculeatus*, Cypress and Lavender.

Usage instructions: Apply a small quantity onto the skin.

Massage gently. Remove following 10-15 minutes with a cotton pad immersed in the AVIV facial calming hydrosol, or simply with water.

Contains: 50 ml



MESHI

Nourishing & Regenerating Helichrysum Facial Serum

MESHI

Very penetrating. Suitable for all skin types (except acne prone). Has a very fresh and pleasant Verbena odor. Helps reduce wrinkles.

Major active ingredients: organic Everlasting (Helichrysum italicum) extract: for promoting elastin and collagen production.

Oils of avocado, oblipicha, pomegranate seeds, red palm kernel: nourishing. Myrtle and Withania somnifera extracts: antioxidants.

Usage instructions: apply by massage until completely absorbed, daily, morning or evening.

Contains: 30 ml



Budovsky A, Shteinberg A, Maor H, Duran O, Yanai H, Wolfson M, Fraifeld VE. Uncovering the geroprotective potential of medicinal plants from the Judea region of Israel. Rejuvenation Res. 2014 Apr;17(2):134-9.

Millou, Y., Fontes, K., Tourel, C. (2010) Cosmetic composition comprising an essential oil extracted from Helichrysum italicum.

United States Patent 7,666,454 B2.



ZOHAR

Nourishing and Regenerating Facial Night Cream



ZOHAR

Hydrates skin, and provides aging-slowing ingredients. Helps lift skin. Suitable for all skin types. Has a fresh and pleasant Verbena odor. Major active ingredients: Everlasting (Helichrysum italicum) extract: for promoting collagen and elastin production.

Nourishing oils of avocado, sesame, red palm kernel. Anti-inflammatory extracts of myrtle and Withania somnifera. Toning St. John's Wort extract.

Usage instructions: Massage until completely absorbed in the skin, morning or evening, daily.

Contains: 50 ml



SHELEG

Skin Brightening Cream



SHELEG

Helps brighten skin with superficial pigmentation spots, caused by exposure to the sun. Particularly suitable for young or combination skin. For dry facial skin: Helps complete the treatment done by the TISHREI Brightening & Regenerating Mask. Major active ingredients: mulberry bark extract, Simmondsin rich jojoba seeds extract, Helichrysum italicum extract: brightening. Zinc oxide: sunscreen effect in addition to enhancement of the brightening

Usage instructions: Apply onto facial skin in the evening, and massage until completely absorbed. Repeat daily during at least three months.

Contains: 50 ml



Yong Chool Boo, Arbutin as a Skin Depigmenting Agent with Antimelanogenic and Antioxidant Properties Antioxidants (Basel). 2021 Jul; 10(7): 1129.
United States Patent US-0236362 (2002-09-06) Composition and method to whiten skin

TISHREI

Skin Brightening and Regenerating Mask



TISHREI

A mask containing jojoba seeds.

Suitable for dry skin. Helps reduce pigmentation while stimulating collagen production.

Major active ingredients: jojoba seeds extract. Helichrysum italicum extracts.

Usage instructions: Apply gently onto facial skin, massage gently. Leave on for 20 minutes. Remove with a dry cotton pad.

Apply the SHELEG Brightening Cream after that.

Contains: 50 ml



MORNING DEW

Day Cream

MORNING DEW

A cream suitable for young skin, oily or combination skin. For use in the morning. Provides a mild tonus to the facial skin.

Major active ingredients: toning extracts of Pistacia lentiscus, Cypress and Verbascum. Nourishing oils of hemp, shea, macadamia and almonds.

Usage instructions: apply onto facial skin and massage until completely absorbed, daily, in the morning.

Contains: 50 ml



MAYANNE Gentle Facial Cleansing Soap



MAYANNE

A very gentle facial soap, which cleanses, calms and smoothes the skin.

Major active ingredients: the precious Helichrysum italicum oil, which is anti-inflammatory, and which promotes collagen production.

Usage instructions: Use a very small amount. Massage the facial skin with it, then rinse with water.

Contains: 120 ml

BOKER Facial Toning Hydrosol



BOKER

A facial rinse for enhancing facial skin tones in the morning, particularly against small wrinkles which are created by the pillow during the night. Suitable for all skin types.

Major active ingredients: hydrosols of Geranium, Rosemary, Wormwood, Etnog peels, 3% natural alcohol for preservation, and oils of peppermint and lemongrass.

Usage instructions: rinse facial skin in the morning, using a cotton pad or by simply spraying onto the facial skin from an arm length distance.

Contains: 120 ml

AVIV

Facial Calming Hydrosol

AVIV

A facial rinse for cleansing and calming facial skin. Helps to balance sebum secretions, particularly for acne prone or oily skin.

Very suitable for calming the skin after using the TISHREI Brightening and Regenerating Mask or the NNC Toning Clay Mask.

Major active ingredients: hydrosols of fennel, tarragon and lavender.

Usage instructions: cleanse facial skin with a cotton pad immersed in the AVIV hydrosol.

Contains: 120 ml

Mild Fruit Acids Peeling Gel

Peeling Gel

Used in the evening for mild peeling, and for enhancing the penetration of nourishing and moisturizing ingredients.

Major active ingredients: mild alpha hydroxy acids derived from the extracts of blueberries, citrus peels, maple tree bark. Organic aloe vera gel, for calming. Brown algae extracts, to provide a glow to the skin. Vitamins B and E. Horse chestnut extracts.

Usage instructions: Apply by massaging onto facial skin, in the evening.

Contains: 120 ml



ZORI Disinfecting Solution

for Pores Closure & Scars Prevention



ZORI

A disinfecting & deeply cleansing solution.

Major active ingredients: Extracts in water & essential oils of *Helichrysum italicum* (scars preventing), St. John's Wort, Clove, Lavender, Eetrog peels, Cinnamon, Savory and Wormwood (Disinfecting).

Usage instructions: For acne-prone skin: daily rinsing of the facial skin, in the evening. No need for further rinsing with water.

For drying single big pimples: Apply the ALMOGAN oil locally on them.

Contains: 50 ml



NEVE Facial Repairing Night Cream

For Balancing Sebum Secretions & Preventing Inflammations, for Acne/Rosacea Prone Skin



NEVE

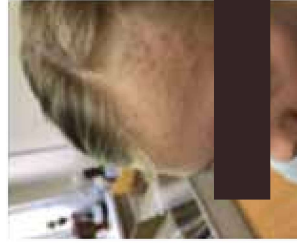
A night cream for acne/rosacea prone facial skin.

Balances sebum secretions, while moisturizing and preventing inflammation.

Major active ingredients: Extracts of *Inula viscosa*, *Withania somnifera*, citrus peels: anti-inflammatory, and suppressing of excess sebum secretions, Magnesium: opening up of pores.

Usage instructions: Apply every evening onto the facial skin, massage to complete absorption.

Contains: 50 ml



Results of daily use of ZORI, NEVE & Almogon during two months.

Before treatment

After treatment