



Jasha press release

## **Jasha - A brand revolutionising natural cosmetics**

*The natural cosmetics sector has already expanded in recent years. This branch of the cosmetics industry is expected to grow significantly in the future. Although several products are already available on the market, none of these cosmetics combine as many special features or set new standards in terms of commitment to pure natural cosmetics like the products made by the company Jasha GmbH.*

*This commitment starts with the development of recipes and extends to the selection of raw materials right through to the choice of packaging. Jasha's uniqueness is also reflected in its approach to design. Every recipe is a passion project for the company's dedicated founder, Sharon Janz - from the initial inception right through to how the products are applied by customers.*

### **New approaches in natural skincare cosmetics**

After studying chemistry, the company's founder worked in industrial cosmetics manufacturing and quickly understood just how chemical skincare is today. Driven by the desire to create completely pure natural cosmetics, she started her own research several years ago. During the course of her work, she developed the Jasha method with its clear focus on 100% natural products.

One aspect of the method involves developing formulas<sup>1</sup> based on the needs of the skin at different ages - which means that the products are not divided into categories for dry, oily or combination skin types. This makes it much easier for customers to choose the right skincare product. The clear symbols<sup>2</sup> and the different colours used to differentiate between the two ranges also make the skincare products very recognizable.

### **Jasha divides its existing Women products into two categories based on skin age**

The skin reaches its zenith at the age of 25. From this point on, the first signs of ageing can start to appear. The skin starts to lose moisture. Its barrier function weakens and its elasticity begins to decrease. It needs a helping hand to maintain its youthfulness. The YOUNG SKIN range contains nurturing substances, lots of moisture and other select raw materials. The natural skincare cosmetics in this young brand contain carefully selected ingredients that deliver everything that's good for the skin, protecting it and providing it with everything it needs up to the age of 40.

<sup>1</sup> Technical term for cosmetic recipes

<sup>2</sup> Displayed as watercolour symbols on packaging to identify products (circle for day creams, triangle for night creams, square for hand creams)



From around the age of 40 onwards, the skin enters a new phase, where it once again requires a different kind of care. Skin starts to sag and wrinkles become more visible. Dryness and age spots are problems in this second skin ageing phase. Every Jasha formula is precisely tailored to the skin's needs to ensure it is well cared for and provided with everything it needs in every phase. The MATURE SKIN range supports skin from around the age of 40 with regenerative oils, lots of moisture, anti-ageing substances and important nutrients. With its premium raw materials tailored specifically to the skin's needs, this skincare range provides a fresh and healthy complexion and boosts the skin's vitality.

Jasha skincare cosmetics are not only tailored to the skin's needs. Application is also an important factor in the development process. In 2019, Jasha launched two ranges, each comprising three products. All creams are absorbed quickly by the skin. Thanks to the phytogetic ingredients, they have delicate pastel tones but do not colour the skin.

Natural ingredients support UV protection in the day creams. Jasha also has a gentle, rapidly absorbing texture for stressed hands that are subject to environmental influences every day. The night creams contain nurturing ingredients that help regenerate the skin overnight.

### **Luxury for skin with skincare products from nature**

In addition to these special features, choosing raw materials is another important part of the Jasha method. All materials have to be 100% natural. Anything less does not get used. The company checks how the raw materials are made to ensure they are pure and natural. This starts with checks to ensure controlled natural cultivation and extends through ECOCERT certification and naturally derived essential oils to cold-pressed oils and pure alcohol plant tinctures without any other preservatives. Jasha is committed to natural skincare and this is something that can really be felt with these innovative products. They are not aggressive on the skin and allow it to easily absorb these natural components that provide the right amount of care.

All skincare creams are pH balanced and also contain a further special feature: Jasha only uses a special type of glacier water in order to add more minerals to the creams. This 100% nitrite- and pollutant-free glacier water delivers an unparalleled smooth skincare experience.

In addition to these many USPs, every formula also contains a purely natural preserving system. This system was developed personally by the company founder and is made of entirely natural preservatives. A patent application for the system has been submitted. As a result, the skin is not exposed to any parabens, silicones or other chemical additives.

Thanks to further training as a medically certified cosmetic specialist (Fachkosmetikerin), Sharon Janz has been able to channel additional specialist knowledge into the development of these pure natural cosmetics. The result is skincare products made from pure natural ingredients that are a real luxury for the skin. This natural, compatible skincare experience is something that the Jasha brand's dermatologically tested products

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offer. The skincare products from this brand can also benefit sensitive skin and skin that is prone to allergies.

### **Premium, high-quality design places natural cosmetics firmly in the luxury segment**

Finally, this innovative brand also stands out through its product design. Natural cosmetics are often side-lined as "eco" products. However, Jasha's premium, high-quality design places it firmly in a luxury segment that fully reflects the high-grade ingredients used in each product. The choice of packaging is also a carefully thought out part of the process. By using airless dispensers, this young brand offers great value for money. By allowing around 99% of the contents to be dispensed, this approach provides real benefits to customers. The benefits of these dispensers further highlight the exquisite nature of the contents, protecting them from microbes and dirt. The contents can also be easily and effectively dispensed. Customers receive fresh product with every pump. Although Jasha products could also be shipped in pots, the company has chosen to use airless dispensers to the benefit of customers and the products.

Jasha stands out from the crowd, is revolutionary and simply different. These pure natural cosmetics are a must in every respect and impress with numerous USPs. The sketched butterfly logo is definitely one to watch because Jasha is something that everyone should try.

The innovative brand and its skincare ranges will also be appearing at VIVANESS 2020, the international trade fair for natural cosmetics in Nuremberg. The products will be on show at the Breeze exhibition area and on the newcomers stand.

The company is planning further products for 2020 that are already in development.

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## **Jasha GmbH**

The company was founded in 2018 by the chemist and medically approved cosmetic specialist (Fachkosmetikerin) Sharon Janz. The independent limited company takes a completely new approach to developing and distributing natural cosmetics. The Jasha brand is fully committed to the concept of 100% natural skincare. Reflecting this commitment, every product that the young brand develops features its own innovative formula. The products are completely free from chemical additives and use a purely natural preserving system that was developed in house and has been submitted for patent approval. The nurturing creams are 100% natural and dermatologically tested. They can also be used on sensitive skin and skin prone to allergies. In 2019, the company launched six products as part of its two Women skincare ranges YOUNG SKIN and MATURE SKIN. These creams are available online and from pharmacists.

**[www.jasha-cosmetic.com](http://www.jasha-cosmetic.com)**

**Discover the luxury  
of nature with *Jasha***

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