



## HOLIDAY 2020 GIFT GUIDE



/CHAH-roo/  
Ayurvedic Skincare

IN COLLABORATION WITH THE COURTUREMAN  
JOIN US

MONDAY, NOVEMBER 30, 2020 | FROM 5:30 PM TO 6:45 PM ET

*With special thanks to Nordstrom & FWA*

# Ayurveda: Mind-Body Beauty

In Ayurveda, beauty is defined as the dynamic state of balance between mind, body, and environment. Cāru's focus is on harmonizing these states in order to achieve glowing skin and mental clarity with our three signature face serums. Internal wellbeing radiates outward to promote physical beauty. Transform the routine to ritual.

Cāru is centered on Ayurvedic principles to create holistic beauty, wellness, and mindfulness.

As 2020 comes to an end, and we look to the New Year, let Cāru provide a few moments of sanctuary each day; allowing you to focus on taking care of yourself. With scents to balance the mind and all that we carry inside, and specifically formulated ingredients for a radiant glow to match.



*Formulated without nut oils, synthetic fragrances, parabens, phthalates, PEGs and SLSs.*

*Made with organic ingredients that are sustainably sourced.*



# Pitta Face Serum

## Fire & Water

Combination skin is common with Pittas, and the fire element may manifest as a sensitive, rosy complexion. Pittas are no stranger to inflammatory conditions such as rosacea and eczema when stressful emotions and situations arise. Pitta blend will calm and add hydration at the same time to revive the skin's dewy and even complexion.

Pittas are ruled by the element of fire, have a blazing, high-energy personality, an entrepreneurial streak, and a sharp, quick-witted intellect. Pitta's sensitive skin requires calm hydration to revive the skin's dewy and even complexion.

INGREDIENTS: SIMMONDSIA CHINENSIS (JOJOBA) OIL\*, CALENDULA OFFICINALIS (MARIGOLD) FLOWER\*, MORINGA OLEIFER (MORINGA) OIL\*, HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL\*, VITIS VINIFERA (GRAPE) SEED OIL\*, PRUNUS ARMENIACA (APRICOT) KERNEL OIL\*, MELALEUCA ERICIFOLIA (RODALISA)\*, CYMBOPOGON MARTINI (PALMAROSA)\*, PELARGONIUM GRAVEOLENS (ROSE GERANIUM BOURBON)\*, ANTHEMIS NOBILIS (ROMAN CHAMOMILE)\*, JASMINUM OFFICINALE (JASMINE)\*



PITTA FACE SERUM

\$135

# Kapha Face Serum

## Water & Earth

Prone to slight oiliness, visible pores, or hormonal breakouts, Kapha skin requires a lightweight and detoxifying oil to balance the skin's pH and revitalize their healthy glow.

Kaphas are ruled by the elements earth and water and are grounded with a calm, loyal, patient nature and an inherent ability to enjoy life. Kapha skin requires a lightweight and detoxifying oil to balance the skin's PH and revitalize their healthy glow.

INGREDIENTS: VITIS VINIFERA (GRAPE)  
SEED OIL\*, HELIANTHUS ANNUUS  
(SUNFLOWER) OIL\*, OLEA EUROPAEA  
(OLIVE) OIL\*, PUNICA GRANATUM  
(POMEGRANATE) SEED OIL\*, ROSA CANINA  
(ROSEHIP) SEED OIL\*, ELETARRIA  
CARDAMOMUM (CARDAMON)\*, OCIMUM  
SANCTUM (TULSI)\*, CITRUS RETICULATA  
(RED MANDARIN) \*, POGOSTEMON CABLIN  
(PATCHOULI)\*, LAVANDULA ANGUSTIFOLIA  
(LAVENDER)\*



KAPHA FACE SERUM

\$135

# Vata Face Serum

## Air & Space

This skin type needs nurturing and protection on account of its delicate nature. Vata skin is the most at risk for the early signs of aging due to their dry skin that tends to dehydrate. Cool to touch and often thin, this type of skin can be worse for wear in times of stress. Vatas require a warm, grounding oil with deep hydration that immediately penetrates and then seals skin with a protective barrier to restore skin's radiance.

Vata personalities embody the elements of space and air, and like air, they are always on the go, prefer adventure to routine, and are often quite intuitive. Vatas require a warm, grounding oil with deep hydration that immediately penetrates and then seals skin with a protective barrier to restore skin's radiance.

INGREDIENTS: SIMMONDSIA CHINENSIS (JOJOBA) OIL\*, MORINGA OLEIFER (MORINGA) OIL\*, PERSEA AMERICANA (AVOCADO) OIL\*, ROSA CANINA (ROSEHIP) SEED OIL\*, CEDRUS ATLANTICA (ATLAS CEDARWOOD)\*, GERANIUM PELARGONIUM GRAVEOLENS (GERANIUM\*), VANILLA PLANIFOLIA (VANILLA CO2)\*, CITRUS AURANTIUM VAR. AMARA L. (NEROLI\*)



VATA FACE SERUM

\$135

# Reviews

The pitta serum is EVERYTHING! I love how it soaks into the skin, leaving a dewy finish that is never greasy. The smell is also super luxurious and calming. It's become the favorite part of my skincare routine. I won't put on makeup unless I have it on, because I love the way it preps my skin. It also calms some of the redness in my skin, which is wonderful! Can't recommend this product enough.

KATY D.

MARKETING, INDIE BEAUTY MEDIA GROUP | RALEIGH

I noticed an immediate glow and smaller pores after about a week of using my Cāru Kapha serum. I've never seen my skin react so beautifully to a product so quickly! Truly, upon first application, I literally gasped! As a licensed esthetician and skincare junkie, I've tried SO many products to refine my tone and texture, and I'm now committed to Cāru for life! Now, can we talk about a giant body size?! I'm completely obsessed!

LINDSEY L.

FOUNDER, WELLEAVATION | LOS ANGELES

I'm OBSESSED with Cāru. My dosha is Pitta, so I tend to have dry skin and issues with redness. smoothed out my skin and gave it the moisture that was missing in the 10000000 other products I have tried that were all probably poisonous anyways. I'm so happy with my skin!

ALEX B.

FOUNDER GET SH\*T DONE | NEW YORK

I consider myself to be a bit of a face oil connoisseur and the Cāru Pitta blend is straight magic. By far the best oil I've ever used for my skin type. It absorbs beautifully and my face feels nourished and glow-ee all day. The formulations are spot on. I love everything about this oil. Thank you, Cāru!

HEATHER S.

FOUNDER, RADIATE BRAND STRATEGY | LAGUNA NIGUEL

# Balanced Beauty Gift Code: TCM2020

Use the code TCM2020 at checkout for your gift wrapped purchases and gift cards. Dosha blueprint cards and personalized note included.

To purchase please visit:  
[carunyc.com](http://carunyc.com)

*May you find balance and  
beauty this holiday season.*



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