



PRO WRITINGS

Copywriting & Editing

Product Descriptions for Kara Kawa

Kawakawa Vanilla Lip Balm

Kawakawa Vanilla Lip Balm is licking-good, tastes-sweet-enough-to-eat, moisturising deliciousness for your lips.

This yummy vanilla-flavoured lip balm will have you licking your lips in anticipation!

Wherever you live in New Zealand, the summer sun is harsh and the winter winds can be bitter. With the 100% natural Kawakawa Vanilla lip balm, containing only ingredients you can pronounce, sunburnt or chapped lips is one less worry.

Pout getting you down? With the nourishing properties of Shea Butter and Beeswax, and rich in vitamins and fatty acids, this conveniently-sized tube will become your best friend. Never again hide in shame as that ruby-red lippy flakes or sinks into the delicate cracks which appear on dry lips. Pout with pride!

People won't be able to take their eyes off your mouth. Just make sure there's no spinach stuck in your teeth!

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About Kara Kawa Products

All the products in the Kawakawa range are hand-made by Kara in Nelson, New Zealand. Small batches are prepared with gentle care and attention, with each native Kawakawa leaf individually hand-picked in the Marlborough Sounds, New Zealand.

The packaging you receive has been thoughtfully designed and made to reflect the natural origins of the Kara Kawa ethos.

Kawakawa Soap

Kawakawa Soap is like a piece of Native New Zealand in your bathroom

This beautifully rustic-looking bar of native Kawakawa and natural oils is tough enough to wash away your worries, yet gentle enough to use every day.

Your skin is your largest organ. Treat it right with natural products, and you don't get much more natural than this. After all, your skin is right there with you, whatever conditions you put it through!

Unlike general soaps, this unique handmade soap won't dry your skin and cause irritation. In fact, the antibacterial and antiseptic properties of native Kawakawa mean this soap will actively work with you to help with a whole number of skin problems.

Our happy customers report that Kawakawa Soap helps them improve:

- Acne
- Eczema
- Dermatitis
- Psoriasis

So, go ahead and give your skin a detox! Who says beauty has to come from within?!

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Kawakawa Body Butter

Kawakawa Body Butter is mouth-watering, smells-good-enough-to-eat, pure, whipped luxury in your hands and between your fingers

What needs to be said about Kawakawa Body Butter.

It smells heavenly. It nourishes and protects dry or irritated skin. It leaves your skin feeling super soft. It glides on with a satisfyingly-silky, non-sticky, luxurious texture.

And the effects last long after your make-up. Kawakawa Body Butter contains only pure, natural ingredients, including coconut oil and sweet almond oil, both rich in emollients. These nourishing emollients mean the body butter effect lasts longer than that of any

water-based lotion. So, slather it on with your butter-fingers and show some love to your skin, AND your pocket!

Butter-lovers everywhere say Kawakawa Body Butter:

- Is gentle enough to use every day
- Nourishes and repairs damaged skin
- Reduces fine lines and wrinkles
- Repairs sun-damaged skin
- Helps with redness, itching, or dryness on skin
- Clears up acne
- Moisturises and improves skin suffering from eczema, psoriasis and dermatitis
- Smells divine!

Now, who's hungry?? This one is good enough to eat!

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Kawakawa Lavender Bath Bomb

Kawakawa Lavender Bath Bombs are da' bomb! Fizzy, cheeky, with the divine scent of Lavender, you need this!

Blast away your worries with Kawakawa Bath Bombs!

Taking a bath is more than just a daily cleanse. It is a time to unwind and relax, a moment to yourself, a chance to breathe and soak those stresses away.

What better way to unwind from the stresses of everyday life than with a fizzing, delectable ball of bliss? The effervescent sensation and the relaxing lavender scent will turn an ordinary bath in to the ultimate spa experience in no time.

Watch the water turn green as this little fizz bomb does its thing (don't worry, it washes off the tub easily). Feel the silkiness on your skin as it's softened and moisturised. Revel in the moment as the lavender scent relaxes your entire body and mind.

Pampering at its ultimate best.

And that's not all this baby does. As well as the relaxing properties of Lavender, the healing properties of native Kawakawa plus all-natural ingredients such as sodium bicarbonate can help with:

- Skin conditions such as Eczema, Psoriasis, and dermatitis
- Arthritis pain and swelling
- Tired and swollen feet
- Stress and general aches and pains
- Rejuvenating tired, dull skin
- Insomnia

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Kawakawa Sweet Orange Deodorant

Kawakawa Sweet Orange Deodorant is an all-natural, sweet-smelling, safe-to-use deodorant stick in a biodegradable cardboard tube.

Feel twice as satisfied when you use this pure and nourishing deodorant. With a biodegradable cardboard tube, and natural ingredients including Shea Butter and Beeswax, you can have soft, tantalising underarms AND save the environment, one handy-sized stick at a time!

Natural kaolin clay and organic tapioca starch gently draw moisture away from your skin, and sodium bicarb magically absorbs that moisture, leaving you beautifully dry, all day long.

The tangy scent of sweet oranges will linger on your skin all day, leaving others wondering how you can get through the day so fresh and carefree!

The Kawakawa plant has antiseptic and antibacterial properties, so no irritation for you and no surreptitiously trying to scratch that annoying itch that occurs with many other deodorants.

The use of only natural ingredients mean you can sleep happy knowing you're not allowing potentially toxic products into your body. Peace of mind; you can't put a price on that.

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Soap Saver

This ingenious little Soap Saver bag made from natural Bamboo and Cotton is a game-changer and shower-saviour.

Partner one of these cute, colourful, natural soap saver bags with our Kawakawa soap bars, and change the way you bathe for ever. Make your soap last longer, save dollars and the environment at the same time. No more plastic bottles cluttering up your shower or waste bin.

Always dropping the soap? Pop it into one of these beautifully cute soap bags and never have to get your hair wet chasing that generic boring soap bar around the shower tray again.

Ever casually wonder who last used the soap and where, as you rub it into your skin? These hand-crafted genius soap bags come in enough colours for everyone in the family to have one. Plus, there's enough colour combinations available for some spares.

Love a good skin scrub when you're bathing? These handmade, crocheted soap bags double as an exfoliant, to leave your skin baby soft and glowing. No more plastic shower puffs going mouldy and filling the landfills.

Soap bag served you unflinching for many months but is now in need of being laid to rest? Instead of adding to the piles of rubbish, give it the send-off it deserves and plant it in the garden. Being biodegradable, it will simply dissolve and go back into the earth. Even plant a tree over it!

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Kawakawa Bath Bomb Starter Box

Kawakawa bath Bomb Starter Pack is an incredible-value, jam-packed box of bathing beauties. Buy one for yourself and gift one to a friend!

Containing some of the best our Kawakawa range has to offer, with a saving of \$10 off the individual prices, this is one pampering experience you can't afford to miss.

Ideal to spoil yourself or buy as a gift; Birthdays, Valentine's, Christmas, Baby Showers, Mother's Day, Wedding gift, Thank You gift to name just a few special occasions where this box will go down a treat.

Contains:

- 15g Kawakawa Healing Balm
- 40g Body Butter
- 1 x Kawakawa Vanilla Lip Balm
- Kawakawa Half Soap
- 1 x Small Kawakawa Lavender Bath Bomb

Kawakawa Healing Balm – our renowned deliciously-powerful skin-saviour, made from natural and gentle ingredients, and 100% safe for even the most delicate skin. Uses include:

- Improving acne scars
- Moisturising hands, nails, and cuticles
- Calming sunburnt skin
- Clearing up psoriasis, eczema, and other debilitating skin conditions
- Soothing fresh tattoos
- Softening dry feet and heels
- Preventing infection to scratches or cuts
- Healing irritation from ingrown hairs or allergic reaction rashes
- Relieving nappy and dribble rashes
- Settling itchy or irritated skin
- Applying to delicate babies' skin or even furry 4-legged babies

Kawakawa Body Butter – is our mouth-watering, smells-good-enough-to-eat, pure, whipped luxury, for super soft skin. Butter-lovers say it:

- Is gentle enough to use every day
- Nourishes and repairs damaged skin

- Reduces fine lines and wrinkles
- Repairs sun-damaged skin
- Helps with redness, itching, or dryness on skin
- Clears up acne
- Moisturises and improves skin suffering from eczema, psoriasis and dermatitis
- Smells divine!

Kawakawa Vanilla Lip Balm – is licking-good, tastes-sweet-enough-to-eat, moisturising deliciousness for your lips.

With the nourishing properties of Shea Butter and Beeswax, and rich in vitamins and fatty acids, sunburnt or chapped, dry lips are a thing of the past.

Kawakawa Half Soap – is a beautifully rustic-looking Soap bar in a handy size. The native Kawakawa and natural oils ingredients are tough enough to wash away your worries, yet gentle enough to use every day, and can improve:

- Acne
- Eczema
- Dermatitis
- Psoriasis

Small Kawakawa Lavender Bath Bomb – is fizzy, cheeky, and has a divine scent of Lavender, and will blast away your worries! The all-natural ingredients can help with:

- Skin conditions such as Eczema, Psoriasis, and dermatitis
- Arthritis pain and swelling
- Tired and swollen feet
- Stress and general aches and pains
- Rejuvenating tired, dull skin
- Insomnia

Please leave a note in the Checkout box if you require this Starter Box as Vegan-friendly.

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Kawakawa Dish Cloth

Kawakawa Dish Cloth is the colourful, cute, clever little cleaner that will have you smiling as you wipe.

This cute little star-shaped dish cloth is hand crocheted from natural, 100% cotton yarn, and is different to any other dish cloth you have used.

Is this you:

Feel guilty when you don't clean the kitchen, and guilty when you do?

Ever think there must be a better way as you toss yet another disposable wipe into the bin and reach for the next?

Worry about the environment and the future world your children will grow up in?

You can alleviate all these worries when you use one of our Kawakawa Dish Cloths. They're different to other dish cloths.

- 100% cotton (not made from polyester and polypro)
- Biodegradable (not just disposable but never break down)
- Reusable (not use once, throw away)
- Natural (not mechanically made from nonwoven fibres)

Non-abrasive and durable, our Kawakawa Dish Cloth can be used for cleaning stoves, benches, dishes, tables, ovens, appliances, toilets, shower trays, sinks, and much more.

Use it many times, just wash it or boil up in between uses, and when it has finally earned its retirement, simply add to the compost, or plant back in to the earth. Stunningly simple but with such a huge environmental impact.

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Kawakawa Vegan Healing Balm

Kawakawa Vegan Healing Balm is our wildly-popular, magical medicine-in-a-pot AND is now available Vegan-style.

With all the huge benefits our natural Kawakawa Healing Balm offers, but with the added benefit of being fully Vegan-friendly, there are no excuses not to grab a tub today.

Uses include:

- Improving acne scars
- Moisturising hands, nails, and cuticles
- Calming sunburnt skin
- Clearing up psoriasis, eczema, and other debilitating skin conditions
- Soothing fresh tattoos
- Softening dry feet and heels
- Preventing infection to scratches or cuts
- Healing irritation from ingrown hairs or allergic reaction rashes
- Relieving nappy and dribble rashes
- Settling itchy or irritated skin
- Applying to delicate babies' skin or even furry 4-legged babies

Made from native Kawakawa leaves, natural oils and waxes, and nothing else, this is the one pot you should not pass up. Grab one and keep it handy; you'll be surprised how often you find yourself reaching for it.

An extra bonus is it comes in a recyclable plastic tub, and you receive \$1 off your next order with every empty tub returned.

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