

WE ARE KŌAKA

Our Story

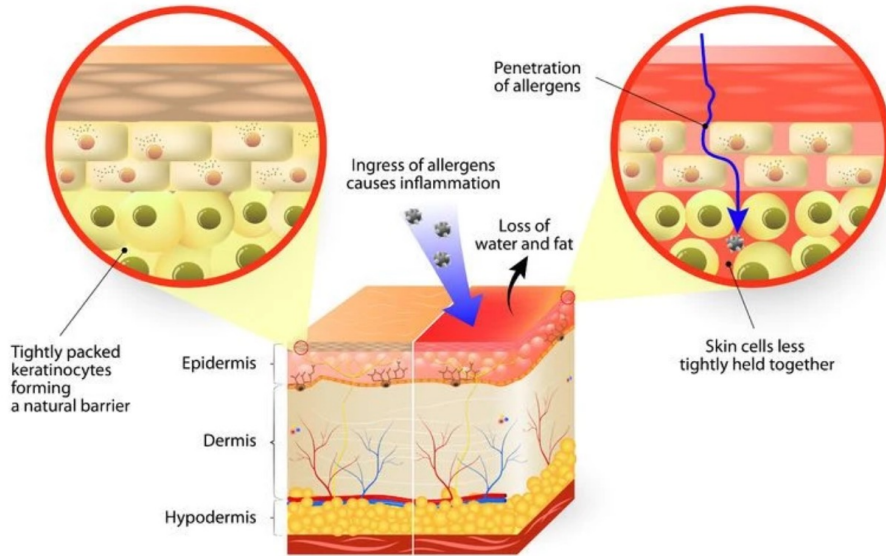
Being Pharmacists and lovers of our whenua (our land), we have always searched for natural solutions to common conditions.

Hemp seed oil is well researched with multiple studies showing its benefits as a **topical anti-inflammatory** agent. It is a **humectant** so keeps absorbing moisture throughout the day, has a comedogenic rating of zero so **won't block pores** and it is high in **omegas, antioxidants, as well as vitamins C, D, E and other minerals**.

Inflammatory skin conditions are a common presentation in community pharmacy. Knowing the properties of hemp seed oil, led us to develop topical products to support whānau with these conditions.



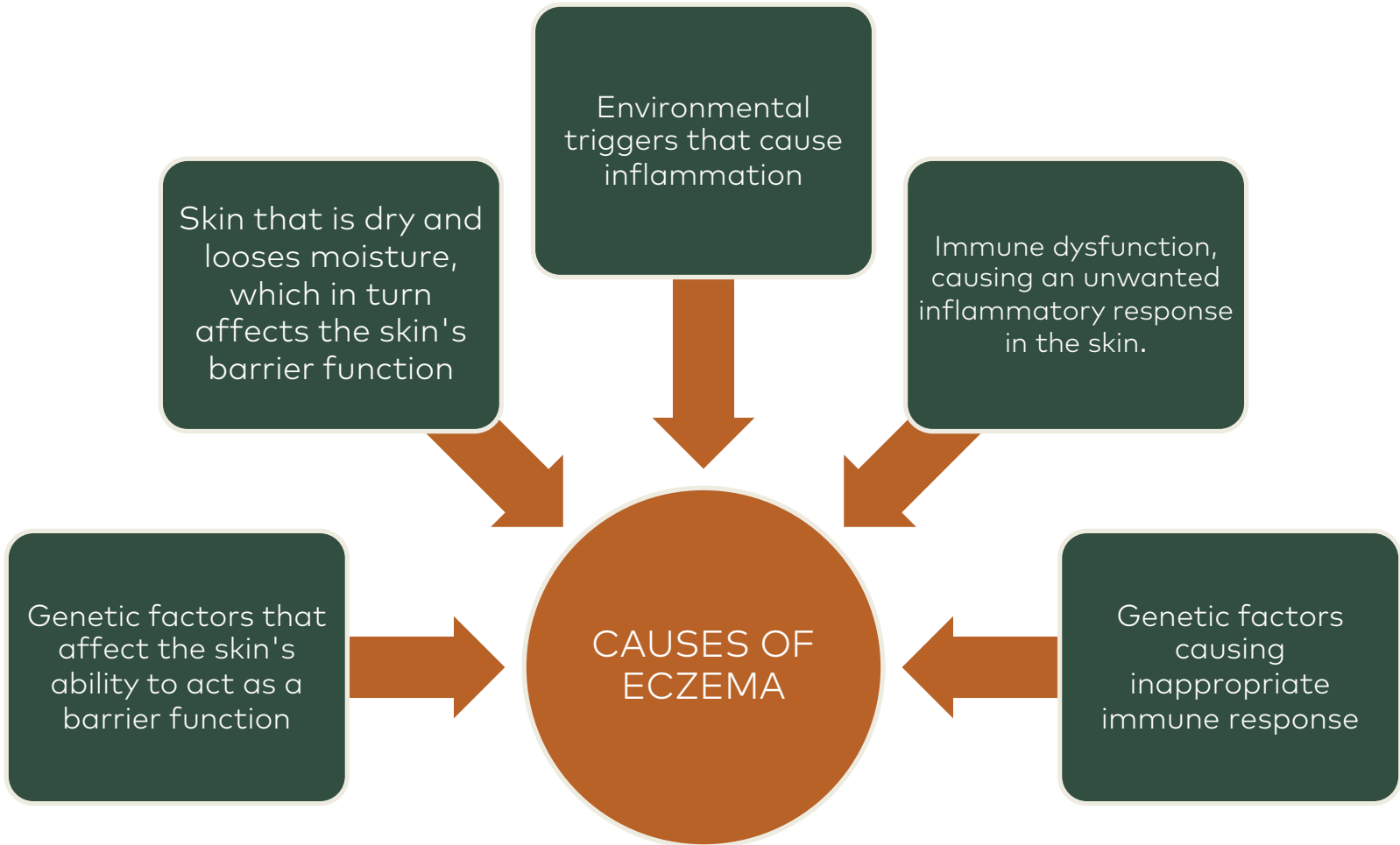
STEP ONE: Understanding Eczema



Eczema is an inflammatory skin condition that causes the skin to become itchy, red, swollen and painful. Symptoms can vary from a mild rash to a more severe condition that's present for a long time.

Healthy skin acts as a barrier and a filter to retain moisture and to protect the body from environmental threats. If the skin loses the ability to act as an effective barrier, this can lead to the loss of moisture, causing dryness and the entry of allergens, irritants and bacteria, which can result in inflammation and infection.

The upper epidermal layer of skin functions as a physical and chemical barrier. There is a great deal of evidence that suggests skin barrier dysfunction has a role in eczema



Triggers Factors of Eczema

- Soaps & Detergents
- Certain Foods
- Cosmetics
- Nail polish
- Body products
- Wool or Synthetic Fabrics
- Environment (Pollen, Dust)
- Skin Infections
- Emotional Stress

The most important part of an eczema management plan is to identify trigger factors and aim to avoid these.

In the meantime we can manage our symptoms by helping the skin to do its job as a barrier and a filter.

That's where Kōaka comes in to play!



ORGANIC SKIN RESCUE BALM



Who:

Use for dry, itchy or aggravated skin.

Perfect for skin that is prone to eczema or dermatitis. If skin is inflamed or angry, use this balm. Great for spots, minor wounds or abrasions to support with the healing process.

What:

The balm forms a protective barrier over the affected areas to lock in moisture and allow the Hemp Seed Oil to fully nourish and soothe the area. Hemp Seed Oil reduces inflammatory responses, reduces water loss, supports healthy skin barrier function, skin regeneration and healing.

How:

Apply daily to the affected area.

When:

Use 2 – 3 times daily for skin flare ups or when skin is very dry or itchy. Can be used as maintenance for those struggling with skin conditions.

TESTIMONIALS

Severe dermatitis and broken skin of the hands. So bad that even bending fingers or performing simple tasks would cause skin to break and weep. Had tried steroid creams, moisturizers and had many skin specialist appointments.

"I was desperate to try anything! I can't believe the difference the Skin Rescue Balm has made. I used the healing balm under cotton gloves at night and then applied topically four times during the day. After 24 hours there was a noticeable difference and after about a week of using Skin Rescue Balm my hands are feeling so much healthier and less swelling, itchiness and pain."



"I had a bout of perioral dermatitis brought on by a skin reaction to a facewash product. I was initially prescribed an antibiotic and a steroid cream, the rash improved slightly but was not fully resolving or healing. After reaching out to the Kōaka team about an alternative option, she thought it was time to give the natural healing of Kōaka a chance. I used the Skin Rescue Balm once daily and the Moisturising Serum before bed at night and my skin started improving. After a couple of weeks it had completely resolved."



TESTIMONIALS

"I have had this eczema in this particular spot on my foot for over 10 years and for 10 YEARS I have been applying steroid and antibiotic creams. After using the Skin Rescue Balm for only THREE DAYS my eczema is the best it has ever been. I'm blown away."



"I used the Skin Rescue Balm on my face after I got carpet burn. After using it for a few days it scabbed and the skin fell off. I continued to use it and now there is no scarring and my skin has healed completely. Very happy with the product."

TESTIMONIALS

"My husband recently got some Kōaka balm for my 2.5-year-old daughter's eczema.

I was wanting to ditch the steroids and go for something more natural, before doing so I was searching for something to help with the dreaded steroid withdrawal flare up.. I needed something to soothe, remove itch and "soak in" reasonably quickly for my little busy bee.. this balm was amazing, for everything I needed it for, it exceeded my expectations, and I will definitely be back for more. Thanks 🙌

Was putting it on twice a day for probably 10 or so days 🙌"





ORGANIC MOISTURISING SERUM

Who:

Suitable for all skin types. Works wonders for people who have dry, dull or sensitive skin. Is perfect for daily use on skin that is prone to facial eczema, dermatitis or acne. Helps to reduce scarring and prevent stretchmarks.

What:

Organic Hemp Seed Oil is high in GLA which is anti-inflammatory. It reduces redness and hydrates dry and itchy skin. Hemp Seed Oil is a humectant so keeps absorbing moisture throughout the day, it helps to balance skin oils and has comedogenic rating of zero so doesn't block pores.

How:

Apply 2 - 3 drops to fingertips and massage into face, neck or targeted areas (e.g. scarring).

When:

Use once or twice daily. Best applied after cleansing and before using creams.



TESTIMONIALS

"The serum has cleared up my perioral dermatitis.

I only used aqueous cream to wash my face and then nothing else but Kōaka Moisturising Serum for three weeks."



"Hey guys, just wanted to say thanks for this product. I've had a lot of issues with my face of late, redness, itchy, inflammation etc, and spent so much money trying different skincare ranges etc which just made it worse. Pharmacist in Hamilton sold me this on Tuesday and by Thursday I was back there thanking him, my face had cleared up so much, absolutely amazing, even he was surprised by the difference! Total convert!"



CUSTOMER INTERACTION

"It's such a good product. It's not like other oils that sit on top of my face, it gets absorbed into my skin very fast. Highly recommend"

"Yesterday I got ridiculously sunburnt. I needed to put something on it last night. Reached for my Kōaka Moisturising Serum. Took the redness and heat out of it... Brilliant!"

"I have been applying Kōaka Moisturising Serum each night since week 10 of pregnancy. We're now 37 weeks and my puku is so so nice. My skin is so soft and supple. It has worked wonders for heat rash too. Although it's an oil it absorbs fast so isn't greasy at all. I wish I had discovered this for my last two pregnancies"



"During lockdown I came down with stress-related rosacea. I tried various prescription-strength creams and even resorted to taking an oral steroid in prednisone. Nothing worked. Then I remembered I had a sample of the Kōaka Moisturising Serum and remembered Brendon talking about its anti-inflammatory properties. I applied it to my face at night for three nights in a row and the rosacea was gone. I couldn't believe it. Now I just use the serum sporadically when I get a flare-up as it calms my skin straight away. You've converted me!"



STEP TWO: Make A Plan

Identify and
avoid trigger
factors

Keep the skin
healthy and
functioning as
an appropriate
barrier

Learn how our
diet can affect
gene expression.

Create a 'trigger' diary

Keep a little notebook handy and write down the time and date when you notice a flare up of eczema. Write down any products you have used or any new additions to the home environment Body lotion, perfume, laundry powder, soap, cleaning products, nail polish, etc.

Write down food eaten within the last 24 hours off the flare up.

STEP THREE:

Take Action

- Eliminate any synthetics from your home.
- Find natural products for cleaning, washing and personal care.
- Keep the home well ventilated, open windows and regular spring clean to eliminate dust and mould.

TRIGGERS IN OUR HOME



- The most common food allergens for skin are dairy, gluten, soy, refined sugar and eggs.
- Eliminating one or several of these foods may be a good starting place.
- This diet also helps to reduce inflammation and digestive irritation, which can be factors in eczema.
- To keep it simple a wholefoods diet with minimal dairy is a great start.

TRIGGERS IN OUR FOOD



STEP THREE:

Take Action

- Ditch steroid and other non-natural creams.
- Use natural and pH sensitive cleansers (soap substitutes such as aqueous cream or sorbolene cream)
- Use Kōaka Skin Rescue Balm balm 3-4 times daily to very dry or flared areas of skin. This will help to sooth itchy inflamed skin and form a thick barrier which locks in moisture, prevents external allergens entering and to promote skin healing.
- Use Kōaka Moisturising Serum daily as a face or body moisturiser, this is very hydrating and helps to draw moisture into the skin. Also great to add to the bath as a soothing bath oil.

KEEP OUR SKIN HEALTHY





Thank You!

For questions or support, please contact us via email
info@koaka.co