

JUST SHEA



Australian-Made | Plant-Based | Natural | Cruelty-Free

www.shopjustshea.com



@shopjustshea



About Just Shea

Just Shea was born out of necessity – the founder needed to find a skincare solution that would moisturise and heal her nephew's eczema. After trying countless ineffective products, she drew inspiration from shea butter, a natural ingredient that has been used in her family for generations. Sustainably sourced primarily from women in West Africa, shea butter is a symbol of empowerment and sustainability.

Just Shea harnesses and delves into the story of self-care inspired by African traditions that goes well beyond beauty. The brand embraces a holistic approach to self-care and wellness through plant-based and naturally-derived ingredients that are vegan and cruelty-free. Just Shea is a gateway to the captivating world of African self-care rituals and the healing power of traditional ingredients such as Shea Butter.

At its core, Just Shea is deeply rooted in its African heritage and takes pride in embracing and celebrating the captivating beauty and profound richness of African ingredients. This ethos serves as the foundation of the brand, weaving a tapestry of tradition, natural ingredients, and cultural diversity into every product. Just Shea exists to celebrate, preserve and share the heritage of African self-care traditions, promoting holistic wellbeing and healthy skin.



Shea Body Balm

At the heart of Just Shea's mission is a commitment to providing people of all skin types and skin tones with a truly luxurious skincare experience. The Shea Body Balm, a flagship product of the brand, embodies this dedication

Crafted from the purest, ethically sourced shea butter and enriched with a blend of natural, nourishing ingredients, it offers a sumptuous and hydrating treatment that caters to a diverse range of skin needs. The Shea Body Balm is formulated with premium African oils including Marula, Moringa, Baobab and Ximenia, due to their nourishing and emollient properties. The balm intensely nourishes and moisturises the skin, leaving it smooth, soft and hydrated.

Shea Body Balm is suitable for all genders and everyday use. Unlike lotions, the Shea Body Balm is completely waterless, for long lasting moisturisation, softness and healthy glowing skin.

Why you'll love it:

- Thick, ultra-moisturizing multipurpose balm great for dry, cracked skin
- Packed with nourishing plant oils and butters
- Safe to use from hair to toe





SHEA BODY BALM

How to use:

Massage a small amount on dry or damp skin for rich hydration and soft glowing skin.

Formulated in two sizes:

50ml, RRP \$28.00 AUD

150ml, RRP \$48.00 AUD

Ingredients:

Shea Butter, Coconut Oil, Cetearyl Alcohol, Sweet Almond Oil, Ximenia Seed Oil, Baobab Seed Oil, Moringa Seed Oil, Marula Seed Oil, Squalane, Tocopherol, Kakadu Plum Seed Oil, Vitamin E.



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