



WHERE WE CAME FROM...

With our roots in oncology cosmeceuticals, Hale & Hush is the only professional skincare line to focus exclusively on sensitive skin. We at Hale & Hush have considerable recognition that sensitive or health-challenged skin requires delicate treatment and products. From temporary sensitivity to chronic ultra-sensitive skin, Hale & Hush has sensitive skin covered. We offer advanced education on how to treat this type of clientele focusing on oncology esthetics and health challenged compromised skin.

WE ARE THE SENSITIVE SKIN EXPERTS...

Hale & Hush is the only professional brand to focus exclusively on treatment and retail products for sensitive and health-challenged skin. Hale & Hush products and education address the wide spectrum of issues your sensitive clients present. It can range from periodic sensitivity from stress, environment, hormones, and chemical irritants — all the way to chronic sensitivity from serious health or disability challenges, and the treatments or medications that accompany them.

Hale & Hush products employ key ingredients to mediate sensitive skin issues primarily. Unlike other sensitive skin lines, however, we also utilize gentle but highly therapeutic ingredients to repair and promote a healthy skin barrier. This is critical to prevent premature aging due to the dryness, fragility and overall cellular stress experienced by sensitive skin. We choose ingredients that support the principles of corneotherapy, which corrects problem skin conditions and prevents the breakdown of the delicate skin barrier.

WE DELETE ALL THE NEGATIVES FROM SKINCARE...

Many brands carry a sensitive product or series, which may still be too harsh. Others might strip all active ingredients from a product and label it “sensitive.” Sensitive skin requires specialized products that are effective yet mild. With the gentlest and most effective cosmeceutical products in the skincare industry, Hale & Hush unites the once-separate branches of pro-aging and sensitive skincare. Skin is soothed, comforted, and balanced, while the strategic introduction of superior ingredients strengthens and revitalizes sensitive skin over time.

The Hale & Hush is a line of clean, stable products and formulations that contain none of the ingredients known to be sensitizing or allergenic. Our products are FREE of ingredients including gluten, sulfates, parabens, silicones, dimethicones, artificial fragrances, harsh preservatives, and any other known irritants. While most products are unscented, we do use some natural ingredients (such as botanical oils) that have a gentle and non-sensitizing effect that improves product experience.

WE FOCUS ON SPECIFIC SKIN FORMULATIONS...

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Hale & Hush utilizes ingredients from natural and sustainable plants, flowers, and algae. Our proprietary blends of botanicals, nutritional and biotech components are strategically balanced for sensitive skin stages. Some natural ingredients are organically grown, and produced with environmentally sound methods: no pesticides, no chemical fertilizers, and no genetic modifications. All Hale & Hush products are never tested on animals and are also leaping bunny certified.



OUR PRODUCTS WORK BEYOND SENSITIVE SKIN...

Hale & Hush products employ key ingredients to mediate sensitized skin issues first and foremost. Unlike other sensitive skin lines, however, we also utilize gentle but highly therapeutic ingredients to repair and promote a healthy skin barrier. An unhealthy skin barrier can lead to other skin conditions and issues such as aging, dullness, hyperpigmentation, acne, and general damage to the skin. Our products are amazing for improving general skin health in all these conditions.

We offer products and kits that focus on specialized treatments and home care for a variety of skin conditions. Our products are created to prevent premature aging due to the dryness, fragility and overall cellular stress experienced by sensitive skin while building collagen and elastin. Our acne products help reduce break outs, control sebum production and repair redness and scarring. Other products in our line can help improve skin texture, tone, and brighten the skin due to hyperpigmentation or general age spots. We are proud that our products can be used for other areas of the body, increasing services and retail sales in the treatment room.

WE OFFER GENERAL AND SPECIALTY EDUCATION...

It is of high importance to make sure that every client of ours gets trained and educated in our product line. We offer classes that focus on product knowledge, the benefits of our products, how to utilize our products in treatments, how to use our adaptive protocols and how to provide home care for clients. We even offer a Spanish class to learn our product line. We are proud to offer advanced education in sensitive skin symptoms, ingredient knowledge, acne treatments, intimate and body treatments and even treatments for our gentlemen clients. We offer classes and protocols with different modalities including hydrodermabrasion and nano channeling.

We are a second or third line in the treatment room and prize ourselves for creating collaborations that work for our estheticians. Knowledge is the key to success in our industry. We work hard to bring you collaborations with other skincare companies, modalities, and other incredible educators to enhance your knowledge and experience for your clients. This year we are offering advanced esthetics courses with Morag Curin, Pamela Springer, and Terri Wojak with more to come in 2024.

AT HALE & HUSH...OUR PASSION, YOUR SUCCESS...

What can we do for you? This year at Hale & Hush, we are offering new free educational programs to our clients and estheticians. We are trying to help estheticians grow in this industry and improve their businesses and become more successful in 2024. This year we have introduced our Monthly Facial Program, offering free monthly protocols and marketing to bring new facial services using our products right to your treatment rooms.

Our free education has grown this year to include free monthly webinars, the Hale & Hush YouTube channel, Free 45-minute overview calls, and monthly blog articles. Our marketing team has also created free monthly marketing content for IG and Facebook available for estheticians to use in their personal marketing campaigns. For those of you with websites of your own, we also offer website photos of our product and logos for you to use to sell Hale & Hush to your clients.

One more chance to pay it forward for our Hale & Hush people. We are now offering scholarship programs giving away four \$1000 product scholarships! We offer two of these to new estheticians, a 5-year esthetician and a 10-year seasoned estheticians to help your business grow and prosper. We also are focusing our effort on students and those who are the future of our industry by offering new school programs and student discounts.

Why all this free stuff...because OUR passion at Hale & Hush, is YOUR success.