

OYESPAK

Inspiration and Insights from OYESPA Aveda Lifestyle Salon & Spa and OYEVIDA Lifestyle Cafe

Issue 5 | Fall 2021

FEATURED

SKIN CARE AS
MAKEUP

HAIR COLOR
TRENDS
YOU'LL FALL FOR

AUTUMN
CAFÉ

GET YOUR
SPICES ON!

GIVING THANKS
TO MOTHER
EARTH

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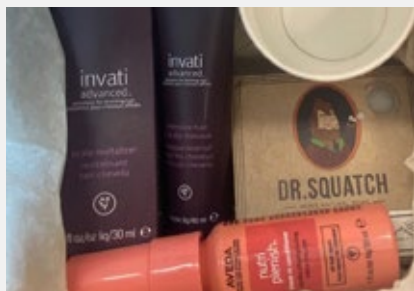
OYEBOX is a seasonally curated selection of full-size and travel-size products from Oyespa Aveda Lifestyle Salon & Spa and Oyevida Lifestyle Cafe at an amazing value, available in-store.

Invati - \$30 (\$99+ value!)

- \$50 OYESPA Gift Card for any HydraFacial
- Invati Advanced Scalp Revitalizer (\$12)
- Invati Intensive Hair and Scalp Masque (\$12)
- Nutriplenish Leave-In Conditioner (\$12)
- Dr. Squatch Soap (\$7)
- Botanical Repair or Nutriplenish Samples (\$4)
- Aveda Cups & Tea Samples (\$2)

Botanical Repair - \$30 (\$99+ value!)

- \$50 OYESPA Gift Card for any HydraFacial
- BR Intensive Strengthening Masque (\$12)
- BR Intensive Leave-In Treatment (\$12)
- BR Intensive Strengthening Masque (\$12)
- Dr. Squatch Soap (\$7)
- Botanical Repair or Nutriplenish Samples (\$4)
- Aveda Cups & Tea Samples (\$2)



Keep a lookout for the latest OYEBOX announcement by checking our Instagram and Facebook pages! IG: oye.spa | FB: myoyespa

OYESPA

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LETTER FROM THE EDITOR

THE SCENT OF AUTUMN

*Nostalgic Memories and Comfort Food
from the Apple Orchard*

*What plant we in the apple tree?
Fruits that shall dwell in sunny June,
And redden in the August moon,
And drop, when gentle airs come by,
That fan the blue September sky,
While children come, with cries of glee,
And seek there when the fragrant grass
Betrays their bed to those who pass
At the foot of the apple tree.*
—Bryant.

Many early memories of visiting the apple orchard could be had as a young child for many—remembering the crisp sounds of the leaves as you walked along the path, a bright blue sky, brilliant leaves changing colors, the fresh smell of apples, and lots of smiles and laughs. For me, the apple orchards were like a second childhood in my twenties. After living in the big city of Chicago most of my life, moving to rural Wisconsin (and later, Minnesota) put me more in touch with nature, including the apple orchards and the big festivals each year. Watching nature in action influenced such things as creating my own garden—appreciating the sunfood of fruits and vegetables.

There was a certain enlightenment or high vibration being around the apple orchards. Trees are very grounding and healthy to be around.

Each time I go back and taste the foods, I am immediately reminded by my senses of the entire experience. Then there are the spices—cinnamon notably, and others like nutmeg and cloves. It's no coincidence we crave these spices. They are warming to the body, and as soon as autumn peaks around the corner, we find ourselves entranced by the smells of baked goods. In Chinese medicine, spices such as these are used to warm the blood, and are often prescribed as part of a natural medicine treatment with modalities like acupuncture.

*May the apple orchards
be a place you return to
again and again
cherishing the memories
the senses
family
food
and connecting with
Mother Nature*

Carrie Soneji
Executive Editor
OYESPARK



GIVING THANKS TO MOTHER EARTH

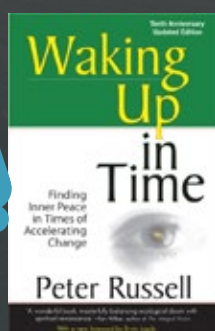
If fashion pollutes, it should no longer be called fashion, it should be called pollution.
— Horst Rechelbacher

Horst Rechelbacher founded Aveda in 1978 with a love for the simple beauty of nature and a passion and commitment to caring for the world we live in. He used to say that “love lights up the cells. It’s the most powerful thing.” He was a lifelong student of everything and paid attention to everything in the world around him.

With the 1989 tragic oil spill, Horst took a stand for change to adopt increasingly green practices in sourcing and manufacturing, and Aveda was the first company to sign on the Valdez/Ceres principles of environmental sustainability in 1997.

It wasn’t easy, putting himself and his company on the line, but he eventually changed the face of beauty with the help of activists and Earth Month, and that we can look good, feel good, and most importantly, feel better about the environment. Horst has said to always keep learning and love—that is all there is.

Serve selflessly, seeing our customers as ourselves. Apprentice ourselves with dedication to great teachers and to life itself.
— Horst Rechelbacher



In this tenth-anniversary edition of his award-winning bestseller, visionary scientist Peter Russell updates his classic manifesto for awakening to the mounting planetary crisis while deepening the connection to inner tranquility. Amid fears of ecological catastrophe and political chaos, this book stands out for its message of sanity and hope.

DAZZLING AUTUMN LOOKS

AUTUMN IS IN THE (H)AIR

*Mesmerizing hair color inspired
by the colors of autumn.*

Autumn is a season of colors. From light to dark, and from brown to yellow, it's just a wonderful season! The color of autumn leaves! There are a lot of autumn colors like this, as the first wave of leaves changes color from green to yellow, then orange to red, and finally a very deep red. The second wave of leaves also changes color, but a bit later, and this one goes purple. Autumn brings beautiful hues, and the warm sunlight gives the colors life. Fall leaves have a smooth texture and have a hint of color around the edge of the edge.

Auburn and chestnut are popular hair colors this time of year. However, what is that color that combines the autumn leaves and the soft light? It is not orange as it is said by a lot of people, and not brownish, neither greenish, it is yellow, like the color of those golden flowers in autumn. A great option is to match with the yellow of the maple trees, a light color that will blend with everything you like. To achieve your perfect autumn look, look for the perfect combination of color and movement in your hair. Experiment with the warm colors of yellows, oranges, reds, browns, golds, coppers, to cooler colors of blues and purples. Dress in colors for the season and enjoy how the autumn season complements your natural beauty!

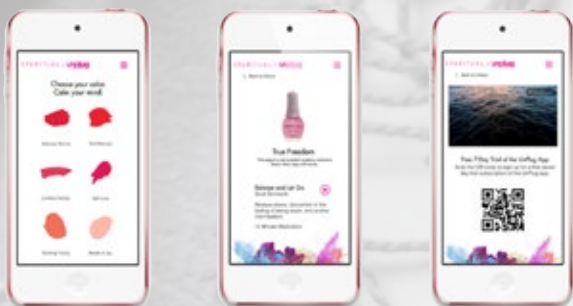
Get your dazzling hair color done at
OYESPA! Call or text 651.371.9100 or
book online at oyespa.com.



Autumn Nails

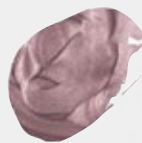
Featuring SpaRitual

FALL THEME



INNER SANCTUARY

plum creme



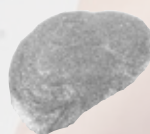
EXPERIENCE WHOLENESS

metallic pink



LOVE

terra cotta red creme



SHAPE SHIFTER

silver shimmer

SPARITUAL®

Dance
of Life

Warm
and Cozy

Laugh
and Love

Feel the
Gratitude

Love Lives
Here

Coming
Together

THE STORY OF CELEBRATION

SPARITUAL NOURISHING VEGAN COLOR

Celebrate with us. Help us share enduring stories of love, gratitude, laughter, and the warmth and coziness of being together. This season we tell a story of celebration with color—a deep teal, a rich red, warm browns and a touch of earthy orange define the seasonal hues that help tone the celebratory dance of life.

SPARITUAL.



unplug
meditation

Shel Pink captured the attention of the spa industry when she founded and launched SPARITUAL in 2004. With a clear idea of an enlightened consumer in mind, she created a brand to honor mind, body and spirit.

Unplug, is the first drop in meditation space in the world. With two locations and a recently launched robust app, Unplug offers a wide array of healing and therapeutic meditation modalities to address a variety of mind, body and spirit needs

Get your autumn nails at OYESPA! Call or text 651.371.9100
or book online at oyespa.com!

THE DIRTY WAY TO CLEAR SKIN: RE-ENABLING THE NATURAL SKIN FUNCTION

I started experiencing strange acne problems in my twenties. It wasn't the same milder, puberty-type pimples that I experienced earlier on. These were mainly situated on my jaw line and were larger and just wouldn't heal. I ended up spending over \$500 out-of-pocket to a dermatologist to get rid of my acne. I used topicals and a special sulfur antibiotic, and after the treatment, my skin did clear up; however, it all returned a few months later. I felt like I wasted my time and money, and I knew I needed to get to the root of my problem rather than treat it superficially. I didn't want to try anything more invasive either. It would be several more years though before I would finally find the answer to my problem.

The truth about standard acne treatments from dermatologists is that they mostly prescribe only topicals and antibiotics. They get rid of the acne temporarily, but once the treatment is over, it eventually returns because it did not resolve the root internal problem. Suffering from acne that is especially present in adulthood is not a normal condition that will necessarily pass.

The truth about over the counter acne kits is the same: they treat the skin as separate from the body, stripping the skin, where you are basically applying chemicals, detergents, acids, peroxides, causing more inflammation, and adding insult to injury. This causes secondary immune response, bombarding an already ailing system. We always think we need to 'add' something to improve, but rarely think

of 'removing' the culprit, which is where the state of excess happens. It is an imbalance.

Products aimed at killing bacteria are making the problem worse since there is healthy and unhealthy bacteria, and it also responds to an overgrowth (imbalance) of unhealthy yeast that causes the acne; bacteria (as well as yeast) is a normal function of the body and keeps excess yeast in check, so when you kill the bacteria, you are throwing the whole balance of bacteria and yeast off in the body, which is like disturbing an ecosystem. The theory with these products is to provide a "clean slate" for the skin, but the skin is part of the body, in fact the largest organ of the body, and it is interconnected to everything within. When things aren't running clean and smooth inside, it will show up on your skin eventually.

So what do we want to do? First of all, we must remove the external culprits that are adding the insult to injury. These are your current products you are using to wash, moisturize, exfoliate your face. In doing this, we remove the chemical products to promote healing and calm down the inflammation.

Some of the main problems that can cross the spectrum of many people include disorders of the endocrine system (hormones), blood stagnation, slow and clogged digestive system from stress, bad diet, and lack of exercise. All of these manifest as a system that has backed up and will try to purge toxins and other excess through the skin to maintain homeostasis.

It may not be pretty, but it's a way out for your body to manage things in crisis.

Besides these things, to deal with acne and prevent outbursts, a sensible stable method of managing emotions needs to be in place. Believe it or not, 92% of all acne sufferers of all ages have this in common - lack of emotional expression. Some people just keep it all in, and some others while seeming to be talking ALL the time, are still somehow keeping it all in. The key to balanced emotional expression is not to have to throw out information all the time. It means the ability to be aware of what you are going through. Not what your situation looks like to others, not how you come across on your blog, not what your friends think of you. You are your own witness, don't suppress yourself. In the Energy Field, acne is a result of long term tension and energy surges or drains in the area around the hips, thighs, liver, venal network, femur bone and the sacral region. This can cause confused and erratic energy supplies towards the kidneys which furthers the instability to the blood and all the organs that lie in the lower abdomen (sexual organs, urethra, descending colon, rectum).

The Blood is a 24x7 carrier of energies of all types and when it is bombarded with energy surges and drains, like an over-worked postman, could deliver the wrong energies to the wrong part of the body, keeping something that should have been given out, and giving away something essential.

SKIN CARE AS MAKEUP

Skin care should be a top priority over makeup.

Aveda skincare is powered by plants. Therefore, your skin highly benefits from the phytonutrients that many other skincare lines lack.

In addition, pillowcases used over and over will harbor dirt, germs, bacteria, etc. Just like you would use a clean towel on your face each day, aim to change your pillowcase at least once or twice per week, and flip it around each day. Satin polyester pillowcases are easier on the skin and hair as well to not cause as much friction.

If you choose to wear makeup, pick products that are skin-caring, such as those in the Aveda line.

Most importantly, realize that you have at your disposal, a Farmacy right in your own home and you are ultimately the chemist. Keep in mind that you really are what you eat. Every 28 days your skin replaces itself. Every five months, your liver replaces itself. Your body is continually making new cells from the food you eat. By the time a year passes, your cells have been fully replaced. You have a choice in what you're made of.

Keep reading ahead in this issue to learn more about the ways you can help your skin. Healthy skin is a holistic experience!

*Visit OYESPA today for a
skincare upgrade!
Call or text
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book online at
oyespa.com.*

Skin Care Powered by Nature



Tips for a bright and radiant face every day
www.oyespa.com



Botanical Kinetics Purifying Gel Cleanser



Botanical Kinetics Intense Hydrator Serum



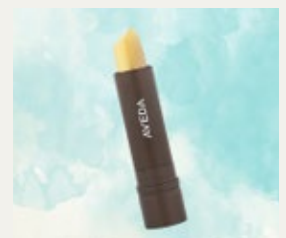
Botanical Kinetics Hydrating Treatment



Botanical Kinetics Toning Mist



Daily Light Guard SPF 30 Sunscreen



Feed My Lips™ pure nourish-mint™ lip treatment



AVEDA SKIN CARING MAKEUP

1.



2.



3.



4.



5.



6.



7.



1. Feed My Lips Pure Nourish-mint Lip Treatment
98% naturally derived* lip treatment nourishes, smooths, and moisturizes with certified organic cupuaçu fruit butter and botanical oils.

2. Inner light™ mineral loose powder
Add a touch of illumination with our lighter-than-air powder, infused with skin-loving, reflective minerals. Silky on skin, and kind to complexion: it sets makeup while reducing excess shine and the appearance of fine lines and pores. Formulated without parabens, translucent coverage; semi-matte finish, increases radiance, talc-free; non-acnegenic.

3. Aveda Botanical Kinetics™ Hydrating Lotion
Nurturing your skin comes naturally with this quick-absorbing lotion—containing emollients derived from coconut, jojoba, and other naturally derived ingredients—that replenishes moisture with a gentle touch. For all skin types. Dermatologist-tested. Non-acnegenic.

4. Mosscara™
Our thickening mascara conditions lashes from roots to tips with a blend of Iceland moss and other plant extracts. Our mosscara™ brush smoothly and evenly blankets lashes in rich, lasting color. Available in shades Black Forest and Earth.

5. Inner light™ mineral tinted moisture
Infused with 100% mineral derived pigments and nourishing plant emollients, our inner light™ mineral tinted moisture instantly increases radiance, delivers moisture upon application and provides a smooth, even complexion for flawless radiance. Available in six shades. (03/Sweet Tea Pictured)

6. Inner light™ mineral dual foundation
Find radiance in a wet-or-dry foundation infused with energizing minerals. Balances skintone as it diffuses light, and blurring imperfections-maximizing your inner glow. Full coverage (when applied dry), or sheer-to-medium coverage (with damp sponge or powder brush); matte finish.

7. tulasāra™ radiant oleation oil and Dry Brush
Nourish and restore skin's radiance with a 97% naturally derived* blend of six plant oils designed to be massaged into skin after facial dry brushing to help promote microcirculation, nourish and restore skin's radiance. Exfoliate to promote smooth, soft, radiant skin with our tulasāra™ radiant facial dry brush.

Shop in-store or online at oyespa.com to get your skin caring makeup!



VEGAN

REDUCE HAIR LOSS BY 53%*

invati advanced™ 3-step system
instantly thickens | stronger hair
94% naturally derived**

*Reduces hair loss due to breakage from brushing, after using the Invati Advanced™ system for 12 weeks.

**From plants, non-petroleum minerals or water.

THICKENING EVOLUTION

Invati Advanced™ is an innovative system that reduces hair loss by 53%* and instantly thickens the hair when applied once daily. Inspired by Ayurveda - the ancient healing art of India, this 94% naturally derived** system, featuring an invigorating blend of Ayurvedic herbs, helps keep the hair you have longer.* Our patented bio-fermented blend plus our Ayurvedic herb blend with ginseng and certified organic turmeric invigorates the

scalp when massaged in, while certified organic amla instantly thickens the hair. Ideal for fine hair and normal to oily scalp.

invati advanced™ may be right for you if: you're concerned about thinning hair, or you're experiencing hair loss due to breakage from scalp-pulling styles (such as tight braids, ponytails, or extensions), aging or post-pregnancy.



WHAT MAKES IT SO POWER FULL?

Wintergreen-derived salicylic acid helps remove build-up that can clog pores.

Certified organic amla instantly thicken the hair.

Patented bio-fermented blend plus our Ayurvedic herb blend with ginseng and certified organic turmeric invigorate the scalp when massaged in.

Tangerine peel and Japanese knotwood help support hair's natural keratin.

EXFOLIATE PURIFY NOURISH INVIGORATE



1. **EXFOLIATE & PURIFY NEW** exfoliating shampoo: light micellar cleaning; formulated to be weightless.

OR

EXFOLIATE & NOURISH exfoliating shampoo: rich with 10X more conditioning ingredients.*

2. **THICKEN & CONDITION** thickening conditioner helps strengthen; with fullness that lasts all day.

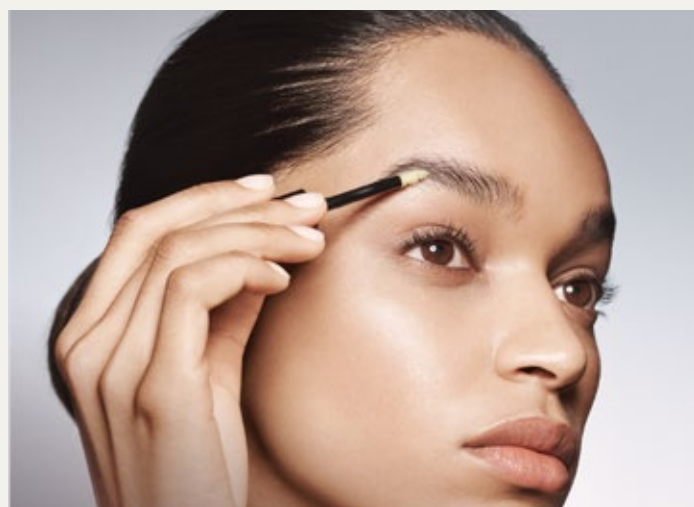
3. **INVIGORATE & ACTIVATE™** scalp revitalizer helps reduce hair loss to keep the hair you have longer.

NEW invati advanced™ intensive hair & scalp masque
Thicken, deeply nourish, strengthen and hydrate hair.

*When compared with invati advanced™ exfoliating shampoos light. **When massaged in. *Reduces hair loss due to breakage from brushing, after using the invati advanced system for 12 weeks.

NEW: INVATI THICKENING FOAM

- Instantly thickens hair for thicker, fuller, more voluminous hair that lasts all day.
- Plumps each individual hair strand making hair thicker, fuller and more voluminous from roots to ends.
- Provides flexible, touchable hold that will not build-up or weigh down hair.
- Helps reinforce fragile, thinning hair.
- Adds shine.
- Protects hair from thermal damage from blow-drying.
- Improves manageability for easier styling.
- Free of drying alcohols.
- Free from silicones, parabens, mineral oil, petrolatum, paraffin, formaldehyde and its donors, SLS and SLES, ethanolamines, oxybenzone, benzene, retinyl, microcrystalline wax, triclosan, triclocarban, lanolin, and carmine.
- 96% naturally derived*, vegan, cruelty-free, silicone-free



NEW: INVATI BROW

- Instantly thickens brows.
- 96% naturally derived*, vegan brow-thickening serum delivers thicker, fuller, denser-looking brows.
- Promotes thicker, fuller, denser-looking brows in as little as 4 weeks, with full results in 12 weeks.
- Conditions to help restore the look of brows.
- Thickens to fill in sparse areas for fuller-looking brows.
- Provides a well-groomed finish and soft conditioning hold, helping brow hairs stay in place.
- Primes and conditions for fuller, healthier-looking brows.
- Serum easily absorbs, quickly delivering ingredients to hydrate and nourish.
- Dermatologist and ophthalmologist-tested.
- Safe, non-irritating and cruelty-free
- Free from parabens, phthalates, mineral oil, silicone, sulfates, aroma, and gluten.
- Unique flock-tip applicator creates the perfect arches while taming and shaping brows.

Shop in-store or online at oyespa.com!



DR. SQUATCH

— Soap Co. —

DR. SQUATCH

— Soap Co. —

Get back to the natural basics of how soap used to be, using the traditional cold process method. With Dr. Squatch, you get a creamy, moisturizing soap that retains the glycerin and nutrients, and is soothing to your skin with no harsh preservatives.

Jack, their creator, started the company making his own recipes in his garage, perfecting the Dr. Squatch bar. From there, he has created an entire line of personal care products: bar soaps, deodorant, hair care, toothpaste, beard oil, natural cologne, shower boosters, and soap accessories.

Some of the amazing scents you can experience include Moon Rock, Pine Tar, Birchwood Breeze, Gold Moss, Cool Fresh Aloe, Deep Sea Goats Milk, Grapefruit IPA, Eucalyptus Yogurt, Bay Rum, Cold Brew Cleanse, Spearmint Basil, Cedar Citrus, Alpine Sage, and Wood Barrel Bourbon.

While designed with men's interests in mind, Dr. Squatch's products are unisex! So, don't be shy if you're not a guy! Also, look for a special offer on Dr. Squatch in this issue!

Each soap is an adventure, and American-made!

STOP BY OYESPA TO GET YOUR DR. SQUATCH SOAP!





NOVALASH[®]

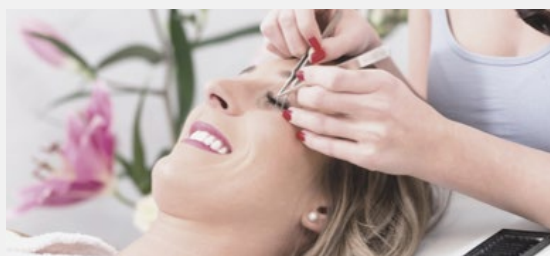
WHY CHOOSE NOVALASH[®]?

Available now!



NovaLash Extensions Are Life-Friendly

NovaLash's adhesive is rubberized, which helps it bend and flex with your natural lash. The adhesive also makes NovaLash extensions immediately waterproof, oil-proof, and sweat-proof. Unlike other lash extension brands, you'll experience absolutely no downtime with NovaLash. You'll also be able to clean your lashes and extensions every day without damaging them, which is critical to maintaining the health of your eyes and natural lashes.



NovaLash Extensions Last Longer Than The Rest

When properly applied, NovaLash lash extensions can last up to 8 weeks – over 2x longer than the leading competitor! A double-blind study proved that NovaLash Platinum Bond[®] adhesive beats the competition in strength, durability, pigmentation, texture, and curl. That means you can enjoy the volume, length, and look of your eyelash extensions without spending so much time in your lash artist's chair.

Experience the Difference

NovaLash is the first and most awarded eyelash extension company in the world. Since the company was founded in 2004, NovaLash has been voted #1 more than any other lash company, making it clear that critics agree that NovaLash is better than the rest. Learn why critics, consumers, and lash artists alike love NovaLash.

NovaLash Is The Safest Lash Brand

You only have one set of eyes, and maintaining the health of your eyes and eyelashes is at the forefront of NovaLash's priorities. When Sophy Merszei, molecular biologist and cosmetic chemist, founded NovaLash in 2004, she focused on accentuating individuals' natural beauty through safe, biocompatible eyelash extensions and adhesive. By studying the natural lash growth cycle, Sophy and a team of physicians and scientists produced the safest possible products and techniques that work with your natural lashes, not against them. This means you can enjoy NovaLash eyelash extensions year-round without damaging your natural lash. NovaLash was the first brand in the industry that uses human-safe adhesive to bond the extension to the natural lash, and our lash artists are trained to use physician-developed, damage-free techniques. Many competitors use industrial-grade adhesive, which can damage the natural lash over time and cause irritation and discomfort.



OYEVIDA

lifestyle café

TASTES OF AUTUMN AT OYEVIDA

Enjoy these blends of lively flavors as they synergistically come together to dazzle your taste buds!

MEDITERRANEAN CHICKEN BOWL

chicken, rice & quinoa blend, garbanzo beans, kale, feta cheese, red onion, tomato, cucumber, & tzatziki



FRESH HERB GRAIN BOWL

rice & quinoa blend, kale & edamame blend, hard boiled egg, sage, parsley, sriracha oil, lemon, corn & pepper blend, & garbanzo beans



OYEVIDA

lifestyle café

NOW AVAILABLE FOR DELIVERY
THROUGH GRUBHUB! ORDER
ONLINE AT OYEVIDA.COM

FEATURED TEA

*Take a break from your usual coffee
and try our organic Rishi Teas!*

THE OYEVIDA DIFFERENCE

Our carefully chosen and highly trained staff is here to exceed your expectations. The same goes for our elegant cafe space —dedicated to guest comfort and convenience — and our devotion to innovation and health consciousness. We're focused on making your day and continually raising the bar.

We are also proud to align with Aveda's mission of ethical and sustainable business practices and its aesthetic. We share Aveda's exceptional

standards of quality products and guest care, and everything we do reflects the standards of Aveda.

All the products we use to prepare the dishes are environmentally friendly, healthy, and delicious. Online ordering is available for pickup inside or curbside.

Featured Rishi Tea Flavors to Try:

- Earl Grey
- Jade Cloud
- Jasmine



RISHI
TEA & BOTANICALS

OYEVIDA

lifestyle café

AUTUMN CAFÉ

GET YOUR SPICES ON!

Autumn is a time of cozying up to warming spices that reflect the dazzling blaze of colors around you.

This time of year can be a joyful retreat from the hot, humid summer as we gear up for the colder weather ahead while enjoying this transition between hot and cold, watching the leaves change their vivid colors as they lose their green. We're ready to grab our sweaters, vests, and, of course, those traditional spices start calling us. Pumpkin spice anyone?

While there are a number of coffee, tea, and smoothie combinations, at OYEVIDA, we are featuring some of the warmest trends this autumn. If you're into warming and soothing your body and soul, then you'll enjoy these features! Even if hot drinks aren't your thing, you can still enjoy your favorite spices in our cold drinks.

Featured Products to Try this Season:

- Turmeric Spice Chai
- Chocolate Hazelnut Latte
- Caramel Apple Frappe
- Chocolate Chai
- Pumpkin Spice Chai Latte

As always, we proudly feature brands Peace Coffee, Dr. Smoothie, and Organic Rishi Tea in our lifestyle cafe.

**PEACE
COFFEE**



RISHI
TEA & BOTANICALS

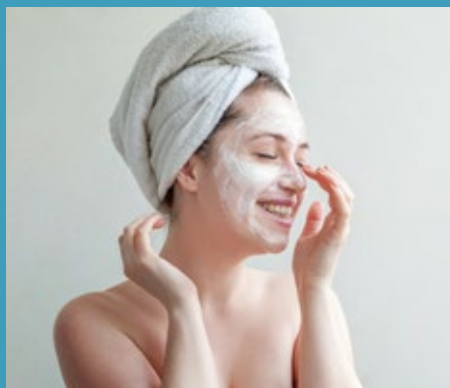
dr. Smoothie



*Stop by Oyevida or order online
at oyevida.com! Also available for
delivery!*



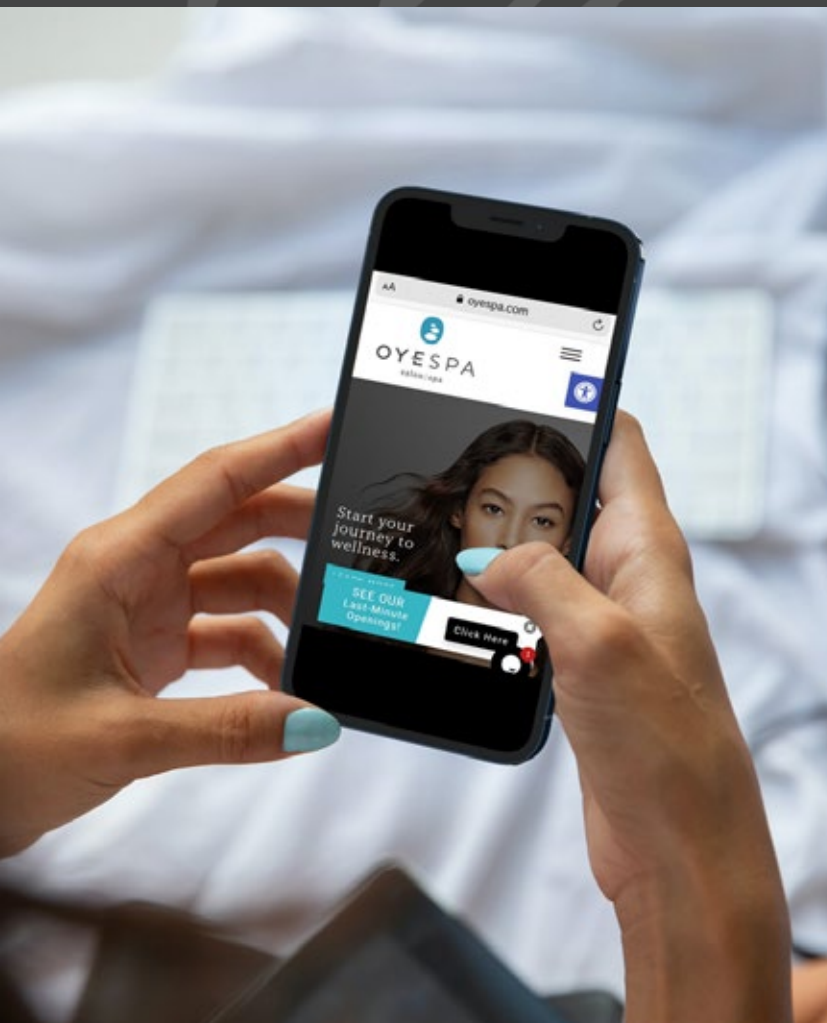
AUTUMN CAFÉ / 15



Custom Facials
HydraFacial
LightStim LED
& more!



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FREE HYDRAFACIAL UPGRADE

(Signature to Deluxe or
Deluxe to Platinum)

One per family. Copies not allowed.
Registration required.

FREE 30 MINUTE FACIAL with 90 minute massage

One per family. Copies not allowed.
Registration required.

20 % OFF ANY (1) DR. SQUATCH PRODUCT

With this coupon.

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