



# ROYAL FERN

DR. TIMM GOLUEKE

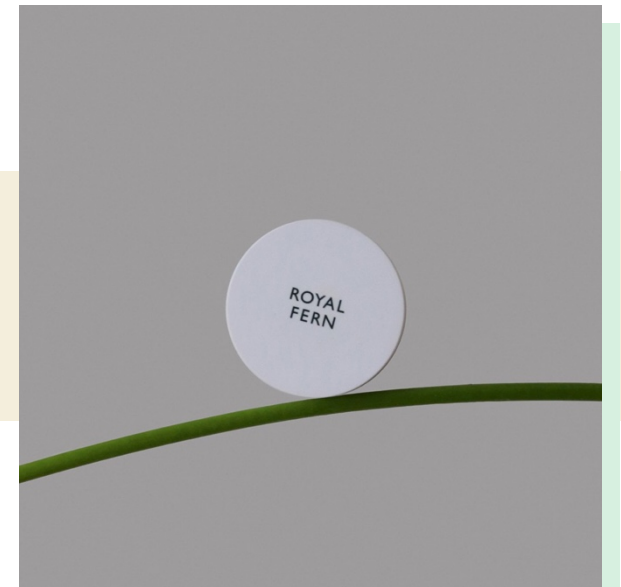
# ROYAL FERN

DR. TIMM GOLUEKE

## THE BRAND

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The new generation of luxury skincare –  
developed by dermatologist Dr. Timm Golueke



# ROYAL FERN

DR. TIMM GOLUEKE

## THE FOUNDER – DR. TIMM GOLUEKE

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Dr. Timm Golueke is one of Germany's leading dermatologist and board certified in the UK and Germany

His Munich clinic is located in prestigious Maximilianstrasse since 2004

He holds the patent for the Royal Fern Complex and launched Royal Fern Skincare in 2015





# ROYAL FERN

DR. TIMM GOLUEKE

## THE STORY

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Dr. Timm Golueke has always been looking for a sophisticated skin care that combats skin aging on many levels and protects and repairs the skin extremely effectively



Results from a study conducted by Memorial Sloan Kettering Cancer Institute of New York, uncovered the protective effect of fern on cellular DNA, elevating ferns status as a supreme anti-inflammatory and age-defying complex



This study inspired Dr. Timm Golueke to dive deeper into the superpowers of fern



He partnered with Prof. Dr. Leonard Zastrow a renowned scientist and skincare formulator with 30+ years of expertise in cell biology and cancer research



After 4 years of research, the insights culminated in the development of the patented ROYALFERN COMPLEX<sup>GFP</sup> which became the core of the new skincare range





# ROYAL FERN

DR. TIMM GOLUEKE

## WHY THE FERN?

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The all-in-one solution to preventative aging and healthy skin

Fern is one of the strongest anti-oxidants



Helps prevent the breakdown of collagen and elastin



Stimulates collagen production



Prevents and reduces hyperpigmentation



Strengthens the resilience of the skin against harmful environmental factors such as UV radiation



# ROYAL FERN

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## ANCIENT ANTI-OXIDATIVE POWER

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Legendary status of the ROYAL FERN primarily for his anti-oxidative power

•  
Latin American and Russian civilizations have been using fern leaves for decades to heal skin diseases such as eczema and psoriasis

•  
Early Korean Buddhist monks ingest tea made from fern leaves for its superior detoxification benefits

•  
Bavarian farmers wrap apples with fern leaves during the long winter season to protect and maintain their freshness

•  
The 400-million-year-old fern plant has been adapted perfectly to the earth's changing state for a reason – evergreen, moisture-keeper of the woods it has an exceptional resistance to environmental influences such as urban pollution and UV-light



# ROYAL FERN

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## THE PATENTED ROYAL FERN COMPLEX

An encapsulated complex to prevent and reduce inflammation based on the ancient fern plant supported by 4 powerful active botanical ingredients

### FERN EXTRACT

Improves the protection of the skin against external environmental stressors such as pollution or UV light. Helps to inhibit the reduction of collagen and elastin. Stimulates the production of new collagen. Helps to prevent and to reduce hyperpigmentation



### AFRICAN VOACANGA TREE OIL

Provides anti-inflammatory benefits and deep moisturization



### WILD ROSE OIL

Provides strong anti-oxidative benefits via vitamin C



### MINERAL OXIDES

Supports the skin's defense mechanism against environmental factors



### SEA BUCKTHORN OIL

Protects against dehydration and helps to regenerate the skins moisture barrier

\* European Patent EP2752183A1

EP2752183A1

European Patent Office

Download PDF Find Prior Art Similar

Other languages: [English](#), [French](#)

Inventor: [Timm Dr. Golücke](#)

#### Worldwide applications

2013 • [EP](#) 2014 • [WO](#)

#### Application EP13150370.8A events ⓘ

2013-01-07 • Application filed by Golücke, Timm

2013-01-07 • Priority to EP20130150370

2014-07-09 • Publication of EP2752183A1

2015-04-22 • Application granted

2015-04-22 • Publication of EP2752183B1

Status • [Active](#)

2033-01-07 • Anticipated expiration

Info: [Patent citations \(6\)](#), [Non-patent citations \(4\)](#), [Cited by \(5\)](#), [Legal events](#), [Similar documents](#), [Priority and Related Applications](#)

External links: [Espacenet](#), [EPO GPI](#), [EP Register](#), [Global Dossier](#), [Discuss](#)



# ROYAL FERN

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## THE RESULTS



### EVEN OUT SKIN TONE

Promotes a clearer and even skin

### VISIBLE SMOOTHER COMPLEXION

Soothes visible redness and smoothes fine dry lines  
Helps the skin to stay moisturized via time-released formulas

### RADIANT & HEALTHY SKIN

Strengthens the skin to better protect itself from environmental aging  
Promotes superior skin quality  
Helps to repair skin damage and stimulates cell renewal  
Enhances skin radiance and contributes to a more natural glow

### NO NASTIES

Not tested on animals, no synthetic colorants,  
no mineral oil, no parabens

# ROYAL FERN

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## THE CONCEPT

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- For all skin types – Dermatologist and allergy tested
- No mineral oil – No parabens – No synthetic colorants – Not tested on animals



# ROYAL FERN

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## PATENTED PLANT-POWERED SKIN CARE FOR THE HEALTH OF YOUR SKIN

INSIGHT	BENEFIT	REASON WHY
<ul style="list-style-type: none"><li>Especially in metropolitan life our skin needs to have an antidote to environmental stressors such as pollution and UV light</li></ul>	<p>ROYAL FERN SKIN CARE BY DR. TIMM GOLUEKE</p> <ul style="list-style-type: none"><li>combats extremely effectively inflammation on many levels</li><li>improves the protection of the skin</li><li>helps to inhibit the loss of collagen and elastin</li><li>helps to reduce hyperpigmentation</li><li>promoted younger looking skin of radiant health supporting an even out skin tone and a visibly smoother complexion</li></ul>	<p>ROYAL FERN COMPLEX<sup>GFP</sup></p> <ul style="list-style-type: none"><li>an encapsulated complex based on the ancient fern plant with a scientifically-proven, enormous anti-oxidative potential</li></ul> <p>An all-in-one solution to skin aging by one of Germany's leading dermatologist</p> <p>GFP: German Federal patent</p>



ROYAL FERN

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## 1% OF THE PLANET MEMBER

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“ As a brand, we also have a responsibility and I am happy and proud that with 1% for the planet, we can give something back. ”

Dr. Timm Golueke

**1% for the planet** was founded in 2002 by Yvon Chouinard (founder of Patagonia) and Craig Mathews (founder of Blue Ribbon Flies), launching a global movement.

**The idea was simple:** because companies profit from the resources they extract from the earth, they should protect those very resources. Today's network of participating partners is global and diverse – each has 1% to spare that can make a difference.

The 1% is based on each partner's annual revenue. The organizations that are supported with this one percent are individually selected, 1% for the planet only supports here in an advisory capacity.



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## THE PRODUCTS

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# ROYAL FERN

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## PHYTOACTIVE CREAM

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HIGHLY EFFECTIVE AGE-DEFYING CREAM FOR A RADIANT COMPLEXION



**1.7 FL OZ / 50 ML**



**1 FL OZ / 30 ML**

- lightweight texture for skin revitalization
- stimulates collagen production
- powerful anti-oxidative plant extracts  
→ African Voacanga Tree, Wild Rose, Sea Buckthorn, Royal Fern Complex
- Vitamins C and E, Hyaluronic Acid

### RESULT

The complexion becomes more radiant and smoother

### APPLICATION

Apply a small amount in the morning and/or evening to face and neck after cleansing



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## PHYTOACTIVE CREAM

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### STUDIO-PROVEN RESULTS

#### #RoyalFernResults

In a daily-use, clinical study:

**87 %** feel that their skin is well hydrated

**84 %** of our users agree that their skin feels well protected

**80 %** feel that their skin feels well balanced

**80 %** of our users agree that their skin feels more supple

**75 %** agree that their skin feels soothed



# ROYAL FERN

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## PHYTOACTIVE SERUM

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SERUM WITH IMMEDIATE EFFECT FOR A FIRM AN RADIANT COMPLEXION



**1 FL OZ / 30 ML**

- The patent in a bottle: the product with the highest % of the Patented Royal Fern Complex
  - protects skin from pollution and free radicals
  - stimulates the production of new collagen
  - inhibits pigment formation
  - highly effective age-defying
  - hyaluronic acid
  - powerful anti-oxidative plant extracts
- African Voacanga Tree, Wild Rose, Sea Buckthorn, Royal Fern Complex

### RESULT

Immediate effect for firm and radiant complexion

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## PHYTOACTIVE EYE CREAM

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### DEEPLY MOISTURIZING EYE CREAM



0.5 FL OZ / 15 ML

- reduces dark circles
- minimizes fine lines
- reduces puffiness for a fresher look
- Long-lasting moisture for sensitive eye-area
- Royal Fern Complex plus Active Substances:
  - Camomile extract, flavonoids, Vitamin C, Hyaluronic acid, Jojoba oil

### RESULT

The eye area immediately appears fresher and clearer

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# PHYTOACTIVE CLEANSING BALM

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LUXURIOUS AND THOROUGH TREATMENT GEL-BALM



- gently removes eye and face make-up, sebum, dead skin cells and all traces from urban pollution – without stripping skin
- soothing hyaluronic acid and cucumber
- green tea extracts and patented Royal Fern Complex

## RESULT

As the most important step of the daily skincare routine it softens and soothes the skin and prevents effects of urban pollution

**6.76 FL OZ / 200 ML**



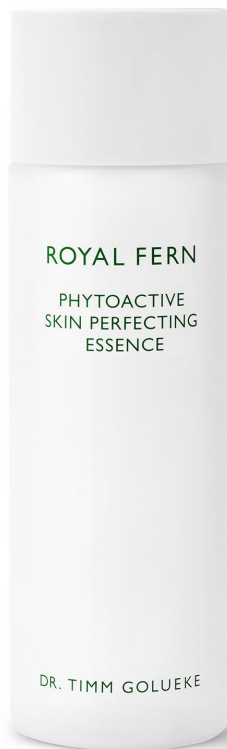
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## PHYTOACTIVE SKIN PERFECTING ESSENCE

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HIGHLY CONCENTRATED ANTI-OXIDANTS TO PROTECT FROM ENVIRONMENTAL AGGRESSORS



### BENEFITS

Luxurious toner – gently exfoliates, purifies and softens the skin.  
Deeply cleanses the pores from the effect of urban pollution

### MULTIPLE EFFECTS

- pore-refining
- slightly exfoliating
- anti-oxidative & anti-inflammatory
- collagen inducing
- preventing and reducing hyperpigmentation

**6.76 FL OZ / 200 ML**

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# PHYTOACTIVE ANTI-AGING RICH CREAM

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EXTRA MOISTURIZING, NUTRIENT-RICH ANTI-AGING CREAM



**0.5 FL OZ / 50 ML**

- specially adapted for dry or extra-dry skin
- highly intense nutrient rich care product
- patented Royal Fern Complex, Vitamin A and C
- Contains Macadamia Nut Oil and Cacao Butter for deep nourishing effects

## RESULT

The skin is nourished, moisturized to the deepest layers, it recovers its comfortable feel, fine lines are smoothed

# ROYAL FERN

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## PHYTOACTIVE HYDRA-FIRM INTENSE MASK

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INTENSE NUTRIENT-RICH RECOVERY MASK



1.7 FL OZ / 50 ML



1 FL OZ / 30 ML

- intense and deeply hydrating
- contains collagen production inducing chlorophyll
- instantly nourishes and calms the skin with plant based anti-oxidants and patented ROYAL FERN Extract
- soothing hyaluronic acid

### RESULT

Recovers your skin from urban pollution and aging factors

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## PHYTOACTIVE ILLUMINATING AMPOULES

SUPER-CHARGED PLANT-BASED CONCENTRATE TO BRIGHTEN AND ILLUMINATE THE SKIN



- must-have for the immediate glow of the skin and reduction of pigments
- filled with Fern extracts and plant based Korean ingredients
- niacinamid, chlorophyll and hyaluronic acid

### RESULT

The skin texture and tone are visibly improved, the skin is radiant and glowing

15 x 0.5 FL OZ / 15 x 2 ML



# ROYAL FERN

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## PHYTOACTIVE ANTI-OXIDATIVE AMPOULES

HIGHLY CONCENTRATED ANTI-OXIDANTS TO PROTECT FROM ENVIRONMENTAL AGGRESSORS



15 x 0.5 FL OZ / 15 x 2 ML

- protect from environmental effects and urban pollution
- highly concentrated in Vitamin C, Green Tea, Grape seed extracts and Fern extract
- soothing hyaluronic acid

### RESULT

Perfect skin recovery after sun or intense city pollution exposure

# ROYAL FERN

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## ROYAL FERN SHAMPOO

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PROMOTES HAIR GROWTH, EVEN IN CASES OF HEREDITARY HAIR LOSS



- Promotes hair growth
  - The hair structure is significantly improved and weakened hair regains its strength
- Improves hereditary hair loss
  - Within a short time span (120 seconds) the caffeine penetrates down into the hair follicles and prevents the hormone – induced impairment of the hair production.
- Improved protection of the hair against environmental influences, contains anti-oxidative Vitamin C and the patented Royal Fern Complex
- An optimal preparation of hair and scalp for the subsequent treatment of hair loss

**6.76 FL OZ / 200 ML**

# ROYAL FERN

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## ROYAL FERN HAIR SERUM

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NOURISHES THE SCALP WHILE STIMULATING HAIR GROWTH



- Stimulates hair growth
- Leaves the scalp nourished and moisturized
- Protects from urban pollution

### **A potent blend of natural active ingredients**

- Fern Extract, which is highly antioxidative – to strengthen the hair root and scalp
- Hyaluronic Acid – to moisturize and strengthen the scalp
- Caffeine – to activate blood circulation
- Kigelia (fruit extract from Africa) – inhibits the 5-alpha reductase and stimulates scalp microcirculation
- Clary sage – to activate blood circulation
- Cinnamon – to provide anti-bacterial properties and to soothe the scalp
- Ginkgo – to activate cellular metabolism and to improve microcirculation of the scalp

**1.69 FL OZ / 50 ML**

# ROYAL FERN

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## RADIANCE DUO

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THE PERFECT DUO FOR HEALTHY & RADIANT SKIN



### THE CONTENT

The 2-piece set includes:

- Phytoactive Cream (30ml)
- Hydra-Firm Intense Mask (30ml)

### RESULT

Everything you need for the perfect radiance! This exclusive set contains our two bestsellers Phytoactive Cream and Phytoactive Hydra-Firm Intense Mask in the new and practical 30 ml airless dispenser. The duo immediately provides improved radiance and healthy and beautiful skin

**2 x 1 FL OZ / 2 x 30 ML**



# ROYAL FERN

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## FANTASTIC WOODS

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### MOOD-ENHANCING SCENTED CANDLE



**6.4 FL OZ / 190 G**

Create a real feel-good atmosphere at home and indulge your senses with a fresh and invigorating fragrance. Fantastic Woods evokes the clear and pure scent of the forest and rich and fresh green of fern leaves. Exclusively for Royal Fern, a modern room fragrance was developed with a perfumer in Grasse, which will accompany you in style all year round

### SCENT COMPONENTS

- Lavender oil calms and is used to balance strong emotions or restlessness
- Rosemary oil with its warm and penetrating aroma, is one of the most powerful oils used in aromatherapy
- Grapefruit oil has a wonderful uplifting effect and can help relieve stress and anxiety. Like many of the other citrus oils, it is also cleansing, clarifying and refreshing
- Lemon oil is known for its refreshing and cooling properties
- Patchouli oil has uplifting and calming properties that help control stressful emotions

# ROYAL FERN

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## PHYTOACTIVE AMPOULES EXPLORER SET

### GET TO KNOW OUR POWERFUL AMPOULES



0.4 FL OZ / 12 ML

Ampoules can really make a big difference in your routine. With our new discovery set you have the chance to discover our Phytoactive Illuminating Ampoules and our Phytoactive Anti-Oxidative Ampoules.

Use the Anti-Oxidative Ampoules in the morning to load your skin with antioxidants to face the day. Using the Illuminating Ampoules in the evening will optimize the balance of your skin's moisture, making it appear visibly plumper, smoother and more even.

### RESULT

- Noticeably beautiful luminosity – the characteristic Royal Fern Radiance
- Selected active ingredients inhibit the excessive formation of pigment
- Balanced appearance
- Hyaluronic acid hydrates and binds moisture
- Firmer and smoother appearance

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## IN THE PRESS





# ROYAL FERN

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## IN THE PRESS



The Beauty Authority

OLIVIA MUNN MAKES IT HAPPEN | THE YEAR OF THE "EDITOR BROW" | ASHLEY GRAHAM'S GLOW | TOPICAL RELATION IS TAKING OVER | SELF-CARE + PLASTIC SURGERY | ANTE NUSSON'S WELLNESS WORLD



### BRAND BUILDING

Now a beauty retail moment presented by A-listers around the globe, Violet Grey launched in 2018 as the result of Grey seeking a trusted source for product suggestions online. "I was a confused consumer and I was discovering products in magazines—this was prior to Instagram—checking out pages, and shipping to my house in New York to find them. Then I read an article about how a friend and the company's founder, Natalie Thurman—where I worked—had described her strategy of sending me advice, shopping and previewing a magazine. I then wrote a business plan and did what you do with a plan: you would do it and see how it went. At the same time, I met my husband, Brad Grey, who at the time lived the art of everything and everything the greatest talent in entertainment. He inspired the name—Grey and the distinct artistic point of view that I articulated."

### VIOLET CODE

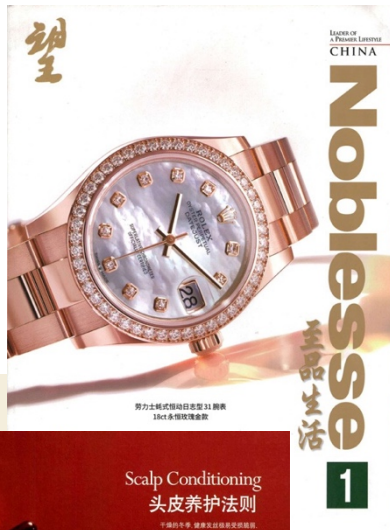
"I think beauty is the one category where, as consumers, we don't value our own opinion and we'd prefer the professionals tell us exactly what to buy and exactly how to use it. While I now know more about the products than the average person, I still rely on our community of influential beauty experts to vet the products against the existing standards of 'The Violet Code' before I recommend them to our customers, or buy them myself." Though the standards for carrying many trending brands, Grey was the first to be named by them. "I got excited about being brand founders like Miu, Catherine Chapel and the original beauty brand Kate Winslet, and now founders that have what it takes to make a best-in-class product with the potential to become a legend."



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## IN THE PRESS



## IN THE PRESS





# ROYAL FERN

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## DR. TIMM GOLUEKE HAS 20 YEARS' EXPERIENCE OF TREATING PATIENTS

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Thousands of patients and different skin types- and problems provide an incredibly rich insight into the field of dermatology and consumer needs. This experience is one of the cores for creating products from Royal Fern.



**20 years  
of experience**

Dr. Timm is one of the leading dermatologists worldwide and sees his patients in the medical hub Munich as well as in London.



**8000  
patients**

Over the years Dr. Timm treated over 8000 patients with different ethnic backgrounds.



# ROYAL FERN

DR. TIMM GOLUEKE

## SPAS & CLINICS

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DR. TIMM GOLUEKE  
CLINIC

Munich, Germany

FACEGYM AT  
SELFRIDGES

London, UK

FACEGYM AT  
SAKS/ NORDSTROM

Fifth Avenue, US

MELANIE GRANT

Melbourne,  
Sydney & LA

HOTEL ALMHOF  
SCHNEIDER

Lech, Austria

LANSER HOF

Tegernsee, Germany  
London, UK



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VIOLET GREY

NICHE-BEAUTY.COM



LIBERTY  
LONDON

bloomingdale's  
DUBAI

NET-A-PORTER

KaDeWe



SHINSEGAE

NORDSTROM

LAN  
SER  
HOF



SKINS  
COSMETICS



BERGDORF  
GOODMAN

Neiman Marcus

HARVEY NICHOLS

DUBAI



# ROYAL FERN

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## ROYAL FERN FANS

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**CASSANDRA GREY**  
Founder of Violet Grey

“

A toner was not a step that I had in my routine before this product was introduced to me. But, I really enjoy this addition to my routine. It works to even out my skin tone. Plus, it feels very hydrating and it instantly improves the look and feel of my skin. I use it kind of religiously, every morning.

”



**JOANNA CZECH**  
Esthetician + Founder of CzechList

“

While the simple, clean packaging first drew me to dermatologist Dr. Timm Golueke's skincare brand Royal Fern, ultimately, the science behind the products and their effects on the skin are what made me want to use and carry them. The Royal Fern Complex combined with some of my favorite ingredients, leave skin supple, hydrated and radiant, and I really enjoy the subtle fresh scent.

”



**MELANIE GRANT**  
Esthetician

“

I've always believed in taking a preventative approach to caring for the skin. High quality, potent antioxidants, are key when it comes to a comprehensive skincare regime.

”



**OLIVIA PALERMO**  
Actress, Model & Socialite

“

I'm very much into keeping my skin refreshed and glowing during the colder months, and I adore Dr. Timm Golueke's serum which keeps my skin balanced and moisturized during winter's chill.

”



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ROYAL FERN  
PHYTOACTIVE HYDRA-FIRM  
INTENSE MASK  
DR. TIMM GOLUEKE

THANK YOU!

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