



MAGIRAY



HISHERS

THE WHOLE
FAMILY WITH...



HISHERS

*Natural, Friendly
and Convenient.*

*It is just what
a happy
family needs!*

HISHERS cosmetic line, manufactured by the Israeli company - MAGIRAY® cosmetics, is an innovative series of family cosmetic products for everyday hygienic and preventive skin and hair care. The line completely corresponds to the modern tendency in cosmetic industry, named "cosmeceuticals".

The line is suitable for men and women of all ages. The products are free of strong perfumes, they are composed of non-irritating components and are gentle enough even for baby skin. Simply put, this cosmetics is natural, convenient, pleasant and universal.

HISHERS line expresses a novel philosophy in skin care, which states, that regardless of a person's age, gender or skin type, the skin has some basic requirements in order to be healthy and beautiful.

These requirements are:

- **Cleansing** - It is important to cleanse the skin using only mild detergents, which do not irritate skin or disturb its own protective systems.
- **Moisturizing** - The skin needs moisture to look supple, fresh and youthful. By adequate moisturizing it is possible to improve complexion, reduce irritation, speed up regeneration and increase resistance to environmental damage, thereby preventing premature aging.
- **Soothing** - There are many reasons for skin to become irritated. For babies it is diapers, for men it may be shaving, for women - depilation, cold and windy weather and many other reasons.
- **Protection** - Any skin type, beginning from early childhood and till declining years, must be protected from environmental hazards, such as UV, dehydration, toxins etc.



The products of this series contain natural herbal extracts from the treasure chest of folk medicine, including seabuckthorn, green tea, chamomile, cucumber, marshmallow, aloe, witch hazel etc. High quality is guaranteed by using only the finest ingredients and modern technologies. The line is notable for its elegant stylish design that appeals both to men and women.



HISHERS

CLARITYPLUS

Cleansing foam with seabuckthorn extract (soap free)

Description: Gentle foam for face cleansing with ultra mild detergents, which assure thorough cleansing without overdrying or irritation. The foam leaves a pleasant feeling of cleanliness and freshness for a long time. A very convenient packaging - an elegant plastic bottle with dosage dispenser, which magically turns the greenish liquid inside into pleasant white foam - is well protected from spillage, water and microbial contamination and can be kept anywhere in the bathroom and shared by all family members.

Due to its mild nature, the foam suits well for sensitive, fragile and baby skin. It also works well on skin, scratched and irritated after shaving. Teenagers like it since it efficiently removes make-up, excessive skin oil and does not leave any greasy film. This foam is free of soap and synthetic perfumes.

Among active ingredients are: **collagen, seabuckthorn, cucumber, chamomile, and marshmallow**, which are known for their soothing and softening action.

Directions: apply a small amount of foam to the wet skin, spread with massage movements and rinse with water.



HISHERS

BALANCEPLUS


Soothing moisturizer with green tea extract

For all skin types, including sensitive one.



Description: Light-textured oil-free daytime cream with **aloe gel, green tea, Job's tears and witch hazel extracts, allantoin, vitamins and UV-filters**. The cream moisturizes, soothes and protects the skin, does not clog pores. It is excellent for all skin types, including eye contour areas and baby skin. It also can be used as a refreshing after-shave cream. The cream is absorbed in a matter of seconds and efficiently calms down irritation. Convenient packaging with vacuum dispenser prevents microbial contamination of the preparation, so, all family members can enjoy the same package.

Directions: apply to the cleansed skin in the morning, during the day or in the evening. If the skin is irritated, the cream can be used as a soothing mask. In this case it should be applied in thick layer for 10-15 min. The excess of the cream may be then removed with cosmetic wipes.



HISHERS

PROTECTIONPLUS SPF-30

*Sunscreen
emulsion*



Description: Broad-spectrum sunscreen emulsion with **natural UV-filters, Dead Sea salts, vitamin E and green tea extract**. Protects from UV-induced skin damage due to the presence of natural UV-filters and antioxidants (green tea extract, vitamin E). The sunscreen is non-greasy, non-irritating and hypoallergenic. Protects the skin from dehydration. It can be used by a whole family for outdoor activities - picnics, trips to the seaside, summer sports etc.

Directions: apply to the skin 30 min before going out of doors. While on the beach, it is advisable to reapply it every 2 hours or after bathing.



HISHERS

PLANTOPLUS

*Elixir - gel
with plantain
extract*



Description: Soothing and cooling serum-gel with lifting and energizing effect. An excellent natural preparation with **witch hazel, plantain, centella asiatica (gotu kola) and seaweed extracts**. Quickly calms irritated skin, speeds up healing of microcracks and scratches, moisturizes skin. It is also perfect as an after-shave and after-depilation finishing gel. Free of fats and oils, perfect for a teenager skin.

Directions: apply a thin layer to the cleansed skin. On top you may apply your favourite cream.



HISHERS

LIPLUS

*Caring
lipstick*



Description: Soft, creamy caring lipstick for everyday lip care. Softens lips and protects them from environmental hazards, such as UV-rays, wind, cold etc. Contains up to 80% moisturizers, which support natural hydration of lips skin. With regular use the lips become fresh, supple and young looking. Contains natural waxes and herbal extracts: **beeswax, carnauba and candelilla waxes, avocado and seabuckthorn oils, aloe gel, chamomile extract, castor oil, vitamins E and C.** Free of mineral oils and preservatives. Ideal as a base under waterproof lipsticks, protecting from dryness and cracks formation. The lipstick is also suitable for men as it retains natural lips colour.

Directions: apply a thin layer to the lips skin whenever necessary.

HISHERS

FRESHPLUS cream

*Deodorizing
cream-stick*



Description: Handy deodorant cream-stick with **rosewood oil and farnesol - a natural antiseptic, derived from essential oils.** The cream has dual action, reducing perspiration and inhibiting odor-producing bacteria at the same time. Non-staining and non-irritating. It does not clog pores and suits well for both men and women. Leaves the feeling of freshness and self-reliance for a long period.

Direction: apply a small amount of the cream to the required areas of the body.



HISHERS

FRESHPLUS roll-on

*Roll-on
emulsion
type
deodorant*

Description: Tender refreshing deodorant - emulsion type with **natural aloe juice and the Dead Sea minerals**. Quickly absorbed, perfectly controls perspiration and inhibits odor-producing bacteria. Non-staining, and non-irritating. Suits for people with active lifestyle.

Direction: Apply to the cleansed skin whenever necessary.

HISHERS

COCO SHAKE

*Universal
cream-milk*


Description: Tender light-textured cream-milk is easily absorbed, leaving a pleasant feeling of freshness and comfort. This product is universal - it is perfect for face and body, for men and women, for all ages and for all skin types. Rich active complex (**cacao butter, coconut and olive oils, seabuckthorn and squalane**) nourishes and moisturizes the skin, maintaining its elasticity and smoothness.

Directions: apply to the skin with light massage movements after bathing or showering. In case of thin dry skin the cream-milk can be used as a mask. In this case it should be applied in thick layer for 10-15 min. The excess of the cream may be then removed with cosmetic wipes or rinsed with water.

HISHERS

HYGIENEPLUS

*Cleansing foam
with seabuckthorn
extract (soap free)*



Description: Milky-tender foam for delicate skin cleansing of intimate body areas. Contains extremely soft detergents, as well as **collagen, panthenol, and natural seabuckthorn and grapefruit extracts**. The foam works gently without overdrying both the skin and mucous membranes. It ensures long-lasting feeling of freshness and comfort, calms down itch and irritation, neutralizes smell. The foam does not contain synthetic perfumes and soap and its fresh aroma of natural grapefruit suits both men and women. It is also ideal for tender baby skin and especially helpful in case of diaper rash.

A very convenient packaging - an elegant plastic bottle, containing greenish liquid. Patented dosage dispenser produces soft white foam on demand and protects the content from spillage, water and bacteria.

Directions: apply the foam to the skin. Rinse well with warm water.





HISHERS

GREEN COFFEE BODY SCRUB

Description: Stimulating cream-scrub for cleansing and toning up body skin. Contains **knotweed, green coffee and seabuckthorn extracts, aloe leaf juice and kaolin**. Absorbs and easily removes dead skin cells, dirt and toxins. Moisturizes the skin, improves complexion, prevents premature skin aging, enhancing its antioxidant defense. Due to the special formulation and texture of the scrub the skin becomes soft, silky and smooth.

Directions: apply to the skin with circular massaging movements, leave for 2-3 min. and then rinse with water. After that gently pat the skin with a towel and apply **COCO SHAKE**.



HISHERS

ELIXIR SHAMPOO

*Shampoo/
body wash*

Description: Shampoo and body wash (2 in 1), formulated with mild detergents of the next generation, which combine gentle action and high efficiency with excellent foaming capacity. Contains **Dead Sea salts, panthenol, wheat proteins, burdock, witch hazel, nettle and chamomile extracts and lactic acid**. It efficiently washes and conditions hair, restores its softness and healthy shine, strengthens up roots and reduces dandruff. As a body wash it gently cleanses the skin without overdrying it, creating a pleasant feeling of freshness.

Directions: apply a small amount of shampoo to the wet hair, spread evenly along the hair with light massaging movements and rinse with water. As a body wash, apply a small amount of shampoo to the sponge or directly to the skin, spread all over the body, and then rinse with water.



MAGIRAY **HISHERS**

High manufacturing technique,
Thoroughly selected natural ingredients
Universality, efficiency and comfort -
Guarantee of perfect cosmetic and hygienic
care for the whole family



HISHERS

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