

Secrets of the Geisha™

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A History of the Geisha

Who they were, are, and
understanding their importance
to skincare and beauty.

As we at Ojaván searched for the best ingredients for our products, we have been guided in many ways. We have looked historically at influential, and beautiful women from around the world, and are lucky to have found the Geisha. Their knowledge on how to maintain youthful skin has inspired us in being able to give you: The Secrets of the Geisha.

It is imperative to know who these women were, and are. We consider it important to educate the world about a few of their simple, yet highly effective, skincare ingredients. We also want to give them the credit that these influential and strong women deserve.

The Story of the Geisha

The Geisha first emerged in Japan in the 1700s as dancers who could be hired for dinners and events. Over time, the Geisha became more than just dancers. They learned to play instruments, and studied the art of conversation. The Emperor and elite wanted to be seen with the Geisha due to their beauty and elegance, as well as the respect they attracted.

Geisha live in a society called *karyukai*, meaning “the flower and willow world.” In the 1920s, there were around 80,000 Geisha in Japan. Now, there are between 2,000 and 3,000 left - and they still play the same important social role in modern Japanese society.

Geisha are a professional class of women, they are considered to be forward thinkers, and are front runners when it comes to feminism in Japan. They promote a women-only business model that allows women to be self-sufficient, have economic independence, and - once fully trained - become wealthy.



Contrary to popular belief, Geishas were never courtesans. The confusion stems from Western soldiers' reductive and incorrect use of the term 'geisha girls' for prostitutes during WWII.

There is a widespread misconception that Geisha are high-end sex workers. However, ***this is not true.***

The word **geisha**, translated directly is "artist." Living embodiments of misery, serenity, and romance, they perform tea ceremonies and provide entertainment for the wealthiest and most elite.

Besides their appearance, one of the reasons that Geisha are so famously celebrated in Japan is due to their knowledge of the traditional arts.



Geisha begin at the age of 15 or 16 and complete at least five-years of training. During this time, they become master musicians, mesmerizing dancers, and consummate conversationalists. They learn to be supremely graceful, and many become skilled at writing poems, composing music, or painting and drawing.

The role of a Geisha is to be a hostess and entertain her guests through art - such as music, dancing, and conversation. A Geisha will sometimes flirt with their male guests, but this is only meant as a form of entertainment. *In Japanese culture the illusion of something that can't happen is amusing.*

A Geisha always stays in control of the situation and does not have a relationship with her clients beyond traditional entertainment. If a Geisha decides to marry, she then leaves the karyukai and retires from being a Geisha to pursue the path of wife and mother.



Ingredients for Beauty



Modern-day Geishas haven't changed what they do or use. When it comes to their beauty routines, they use the same traditional beauty rituals of their generations-past counterparts, with ingredients and procedures that originated 300 years ago.

There was a time when Geishas set the standards for beauty, and the average woman wanted to emulate their styles and beauty routines. Utilizing

teachings from traditional Chinese medicine (which had just traveled to Japan during that time), and incorporating elements of the traditional Japanese diet - the Geisha created the world's greatest beauty routine with simple - but highly potent - ingredients.

Their techniques and ingredients are still used to this day.

Unveiling the Geisha's Secret Ingredients

The efficacy of many of the ingredients known to, and used by, the Geisha have now been verified by science:

The Geisha use **Camellia Seed Oil**, which comes from a flower that grows in the snow, and is considered one of the healthiest oils. High in essential fatty acids, it absorbs rapidly, and has been proven to support skin barrier function and promote collagen production. It aids sensitive and fragile skin, reduces fine lines and wrinkles, and improves appearance and texture of the skin. Camellia Seed Oil is lightweight, doesn't clog pores, and helps to lock moisture in to combat redness and inflammation.

3 *This oil is one of the most famous Japanese beauty secrets.*



Another powerful ingredient they use is **Green Tea**, which has an antioxidant in it called EGCG, which is especially efficient at neutralizing free-radical damage caused by the exposure to UV rays. Green Tea also contains a cocktail of additional potent antioxidants called catechins, and is also able to help rejuvenate old skin cells that are at the end of their life cycle.

Our products use these same ingredients, and we have incorporated additional powerhouse botanicals to create the ultimate products for your skin. Let us show you how:

Organic Shea Butter is a natural triglyceride and absorbs rapidly into the skin. It acts as a “re-fattening” agent, and has great water-binding properties. Shea helps protect the skin against the sun and dry winds. It has been reported that shea butter helps reduce and relieve skin from rash, blemishes, the appearance of wrinkles, itching, small wounds, stretch marks, eczema, dermatitis, and rough and tough skin.

Hyaluronic Acid holds 1,000 times its weight per molecule of water. It helps plump the skin and maintain moisture to give a more youthful appearance.

Organic Aloe Juice is packed with active compounds that benefit the skin, such as: mucopolysaccharides, which fight bacteria and help to rebuild new tissue, and flavonoid antioxidants to protect skin cells from damage. Aloe is a great skin-softening and anti-wrinkle remedy.

Vitamin E is used to refer to a group of fat-soluble compounds that include both tocopherols and tocotrienols. Vitamin E oil provides the skin with necessary moisture as well as antioxidants for intense healing. It also prevents and repairs free radical damage.

Argan Oil has extremely high levels of Vitamin E and 80% Fatty Acids that offer amazing skin protection benefits. These include tissue healing, anti-inflammatory, sun protection, and disinfectant properties. It is also reputed to help reduce wrinkles by restoring the skin’s hydro-lipid layer.

Fractionated Coconut Oil (MCT) is a powerful moisturizer that is beneficial to restoring dry and flaking skin. MCT Oil helps to strengthen skin tissue and eliminate dead skin cells, while absorbing quickly into your skin and is well known as a natural sunscreen.

Jajoba Oil is a great moisturizer that spreads and absorbs easily into the skin. Because Jajoba is not an oil but rather a wax ester, its shelf life and stability is considerably higher than most oils, and rancidity is rarely a concern.

Organic Witch Hazel is a tested herbal remedy with a multitude of health benefits ranging from reducing skin inflammation, to helping heal bruises and wounds.

Virgin Coconut Oil (76°) is occlusive, so it sits on top of the skin, trapping moisture underneath. This helps smooth the skin and lock in existing moisture due to its antibacterial, anti-inflammatory, and moisturizing properties that aids in conditioning the skin, giving it a light glow.

Trace Minerals from the Great Salt Lake provide the skin and body with over 70 Trace Minerals & Elements that add nutrients needed for healthy youthful looking skin, as well as overall health and wellness.

Ylang Ylang essential oil is used to relieve pain, reduce inflammation, improve mood, and boost the libido to enhance sensuality. Ylang Ylang acts as a natural insect repellent, promotes wound healing, and diminishes the appearance of scars. Ylang Ylang improves circulation, maintains hydration in the skin, enhances the nervous system, reduces stress exerted on the nerves, balances blood pressure levels, and stabilizes the heart rate.

Frankincense essential oil helps prevent infection by stimulating the immune system, reduce the appearance of scarring, diminish signs of aging, relieve anxiety, rejuvenate the skin, and reduce pain. Frankincense is useful as an expectorant and is believed to strengthen and invigorate the respiratory system.

Geranium essential oil helps regulate hormones and regulates moods, aids in detoxifying the lymphatic system and helps stimulate the nervous system. Geranium helps to tighten the skin, reduce scarring, blemishes, and increase circulation. Geranium is a great healing oil for wounds and cuts, as well as aiding against acne, eczema, and dermatitis.

Neroli essential oil has been found to be beneficial to use for skin care and for emotional wellness. Neroli is known to aid against depression, frigidity, shock, stress, and insomnia. It has been used in skincare products to rejuvenate mature skin, lessen the appearance of scars and stretch marks, is helpful for reducing acne breakouts, and can ease skin irritation.

Our Products



Ageless Neck & Body Crème: Our Ageless Neck & Body Crème is designed to continue the tradition of the Geisha by giving you a truly natural moisturizer. Using this crème will help guide you along the ancient, and ageless path of beauty. Our ultra lightweight moisturizer is formulated to hydrate and soften all skin types, especially those that are dry or cracked. Our Geisha Ageless Neck & Body Crème melts into the skin, leaving it radiant and silky smooth.



Hyaluronic Instant Hydration Priming Toner: Lightweight and refreshing, this “Oh My Hell” toner provides intensive hydration to soothe the skin, and restore its youthful glow. The result is balanced, firm, and plump skin - primed for the rest of your daily routine.



Camellia Seed Moisturizing Face & Body Oil: Made with Camellia Seed Oil, and an ultra nourishing blend of rich botanicals, our Geisha Face & Body Oil helps provide crucial support for the delicate skin barrier, in order to keep your skin healthy and even. This intensely soothing oil aids in hydrating and smoothing the skin, boosting natural radiance, and reducing the appearance of fine lines and wrinkles.



Wrinkle Repair Serum: Made with the same ingredients as our Camellia Seed Moisturizing Face & Body Oil, our Wrinkle Repair Serum is designed for “spot treatments” on any deep lines. It is perfect as a travel companion for those with busy life-styles, or those who are always “on the go.”

Recommended Geisha Beauty Routine:

1. Cleanse skin with gentle, non-alcohol based cleanser.
2. Apply Wrinkle Repair Serum (for deep lines).
- Wait 30-60 seconds.
3. Massage face with Jade Guasha.
4. Apply Instant Hydration Priming Toner to décolleté , neck and face.
- Allow to dry.
5. Apply Moisturizing Face & Body Oil to neck and face in gentle, upward motions for additional moisture, and on areas of the body not as sun/wind dried.
6. Use Ageless Neck & Body Crème on décolleté and rough or sensitive skin on body (such as hands, elbows, legs, feet, etc.).

OJAVÁN stands behind our products and the research that has been done - to promote healthy skin and lives.

We stand proud to have a fabulous skin care line, and to use the title of 'Geisha' to thank, and let others know of, these incredible women and what they have to teach all women - and men - around the world.



ojaván
products

Beautiful Skin - Naturally