

# The Oleum Vera Story



Oleum Vera is a new Do-It-Yourself beauty brand focused on making body care easy, natural and fun again.

Its mission? Empowering consumers to reclaim their self-care routine through the combined powers of everyday ingredients, plant-based oils, butters and more, and a gentler approach to body care.

## DIY BEAUTY

Oleum Vera boasts a range of [six DIY kits](#), each of which targets a specific area of body care. The high-quality ingredients are sustainable and certified organic, the recipes are easy to follow and quick to make (3 minutes or under!), and the beautiful reusable containers make the kits a no-brainer for those looking to clean up their beauty routine.

True. Organic.  
Homemade Beauty.





With recipes and ingredients for all skin types and hair types, Oleum Vera truly has something for everyone:



#### The DIY Organic Face Cleansing Kit

allows one to create cleansing oils, facial scrubs and deep-cleansing masks tailored to every skin type.



#### The DIY Organic Face Moisturizing Kit

helps hydrate, heal and nourish all skin types thanks to natural, homemade toners and moisturizing serums.

The DIY Organic Body Care Kit focuses on whole-body moisturizing and exfoliation, with recipes for natural body butters, body scrubs and lotion bars.

The DIY Organic Home Spa Kit is all about recreating luxurious spa favorites. With natural face masks, massage oils and bath oils, relaxing at home is easier than ever.

The DIY Organic Hair Care Kit makes it easy to create natural, homemade oil treatments, hair masks and hair rinses—for all hair types.



The DIY Organic Men's Care Kit boasts a new kind of no-nonsense natural body care routine for guys, including made-from-scratch shaving serums, body scrubs, hair products and more.

Thanks to endlessly customizable recipes, sustainable sourcing methods, and pure, unprocessed ingredients, Oleum Vera is proud to take care of people AND the Planet.