



Konua

HAWAIIAN SKINCARE

EXPERIENCE
ALOHA DAILY

WITH SKINCARE INSPIRED
BY TRADITIONAL
HAWAIIAN HEALING



our ethics



With our name Honua comes responsibility. Mother Earth is the heart of our company, and it is our “Kuleana” (social responsibility) to care of her. Like the Hawaiians before us, we too believe that it is our duty to care for the land which takes care of us.

HONUUA HONORS THIS RESPONSIBILITY AND GIVES BACK BY:



- >> SUPPORTING LOCAL FARMERS WHO KEEP OUR NATIVE PLANTS THRIVING
- >> USING INGREDIENTS THAT ARE SAFE FOR OUR BODIES, ENVIRONMENT AND OCEAN
- >> USING 100% RECYCLABLE AND COMPOSTABLE PACKAGING CREATED BY WIND AND/OR SOLAR ENERGY AND INSCRIBED WITH VEGETABLE INK
- >> DONATING TIME AND A PORTION OUR OF PROCEEDS TO NONPROFITS THAT REPLENISH OUR NATIVE HAWAIIAN PLANTS AND EDUCATE COMMUNITIES ON THE IMPORTANCE OF KEEPING OUR OCEAN CLEAN. OUR OCEAN IS ONE THE MOST IMPORTANT RESOURCES AND CONNECTS US TO THE WORLD. OUR PARTNERSHIP WITH SUSTAINABLE COASTLINES HAWAII HELPS US TO CONNECT WITH THE WORLD ON AN ISSUE THAT WE FEEL IS VERY IMPORTANT.
- >> TEACHING OUR FUTURE GENERATIONS AND OUR CUSTOMERS TO MĀLAMA HONUUA.
- >> TEACHING OUR CHILDREN, FAMILY AND CUSTOMERS TO MĀLAMA HONUUA AND CARE FOR OUR EARTH.



our founder



KAPUA'S PASSION FOR SKINCARE Kapua Browning founded Honua Hawaiian Skincare in 2015, when the demand for her Hawaiian crafted products grew beyond her treatment room. Born and raised on O'ahu as an avid surfer and beach girl, Kapua began to notice sun damage and pigmentation in her own complexion as early as her 20s. In an attempt to take care of her skin, she became passionate about beauty and began to train in aesthetics and learn about traditional Hawaiian healing and medicinal herbs. After a decade of experience as a licensed esthetician, and extended training in herbalism and product development, Browning began the building blocks for her own handcrafted skincare collection, Honua Skincare.

HER PASSION FOR CULTURE The creation of Honua allowed Kapua to share her love for Hawaiian culture, botanicals and aesthetics with the world. Growing up around Hawaiian music, hula, language and the aloha spirit inspired her to infuse these traits into her brand. She aims to put "aloha", or love and compassion, into everything Honua.

THE FAMILY BEHIND THE BRAND & THEIR JOURNEY

Honua is a family owned company with Kapua at the forefront. Her husband, Brandon, is equally as passionate about Hawaiian culture, and has the drive to share it with the world. They have four children ranging from 5-18, who were raised in Hawaiian culturally based schools. The family had to move away from Hawai'i in 2014 due to the economic hardships that many Hawaiian families face. They are currently living in Santa Rosa, California and continue to share the culture and aloha with everyone they meet. From teaching Hawaiian language to sharing hula and serving organizations that perpetuate the Hawaiian culture among the displaced community of Hawaiians... this family has not forgotten their roots. So, although they had to leave home, this journey has allowed for the birth of Honua and has given them the opportunity to share the aloha spirit with the world.



the Honua experience

HONUA RITUAL

Our Honua Ritual offers you a uniquely Hawaiian experience...from soil to skin to soul. We start with native Hawaiian botanicals then fresh blend them with modern skincare ingredients to formulate effective and luxurious skincare. Take a moment to experience our Hawaiian secrets and immerse yourself. Your skin and soul will thank you.



meet the 'ohana



SIMPLICITY AT ITS FINEST

7 products designed for all skin types and conditions. Enjoy each individually as desired or follow the Honua Ritual for the complete experience.



our lā'au

Honua products are successful and loved worldwide due to Founder Kapua Browning's understanding of traditional Hawaiian methods, which treat the root cause of skin conditions using traditional Hawaiian healing botanicals. Some of Honua's Super Star botanicals are highlighted below.



'ŌLENA Our Hawaiian Turmeric gives skin a luminous glow while its powerful anti-inflammatory properties treat the root of all skin concerns. It is used in many Honua products to address sun damage, hyper pigmentation, acne, pre-mature aging, eczema, psoriasis and rosacea.

NONI A true antioxidant superstar, rich in anti-aging vitamins A, C and Selenium. It also has over 100 other vitamins and minerals, which contribute to healthy glowing skin. Its antibacterial, antiviral, anti-fungal, and anti-inflammatory benefits make it a powerful healer as well.



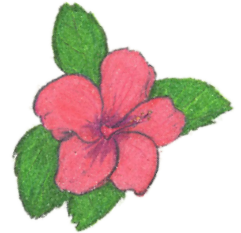
KUKUI This oil has essential fatty acids and antioxidants and sinks deep in to the skin to form a protective barrier. It was used by Hawaiians for centuries to protect their skin from the sun and environment. It is also great for sunburns, eczema, psoriasis, acne, scars, and maturing or dry skin.





KAMANI (TAMANU) An acne-friendly oil that has the ability to promote collagen and glycosaminoglycan production therefore plays a role in anti-aging and skin regeneration.

ALOALO Our Hawaiian Hibiscus is highlighted in many Honua products. Thanks to its AHA (alpha hydroxy acid) like qualities, it exfoliates the skin, creating a more smooth and even texture without irritation. It also helps to hydrate and plump the skin due to the high mucilage content in the flower.



AWA This traditional Hawaiian root helps give wrinkles a little rest while calming the skin. This muscle-relaxing root is a great side kick to the Hibiscus as they work hand in hand in our Aloha Youth Serum to help tackle pre-mature aging.

LAU COMFREY A reputable Hawaiian healing plant that helps with skin cell renewal. It was used traditionally for healing wounds, insect bites, and other dermatological conditions.

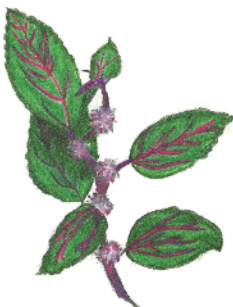


KALO our most prized Hawaiian plant, also thought of as an ancestor to the Hawaiian people. It is a true superfood that feeds the skin phytonutrients, vitamins and minerals.

NI'OI A Hawaiian chili pepper and blood detoxifier which allows for proper circulation resulting in a healthy glow!



PA'A KAI Hawaiian salt is extremely cleansing and healing and is filled with vitamins, amino acids, and minerals like magnesium, potassium, and sulfur.



LIMU Seaweed is known to be repairing, hydrating and anti-aging. It is a natural humectant packed with amino acids, antioxidant vitamins and minerals.

PAPAYA This tropical fruit has enzymes in it known to both exfoliate and brighten/lighten the skin. We use papaya alongside willow bark (BHA), Hawaiian sugarcane (AHA/glycolic) and hibiscus (AHA) in our potent but gentle exfoliant blend.



our products

STEP 1 IN THE HONUUA RITUAL >>

PA'AKAI HAWAIIAN SALT CLEANSING CREAM & MASK

Ever notice how beautiful your skin looks after swimming in the Hawaiian ocean? Our Pa'akai Cleansing Cream allows you to enjoy this experience daily, as it is infused with Hawaiian Salt from the shores of Hawaii. This creamy emulsion is a naturally scented daily cleanser that leaves skin feeling clean, calm and completely refreshed. It is enjoyed by customers of all skin types and conditions.



LĀ'AU (HAWAIIAN HEALING BOTANICALS) >>

PAAKAI, ALOALO,
LIMU, ALOE

SUGGESTED RETAIL >>

2 OZ. \$24

4 OZ. \$42



our products

STEP 2 IN THE HONUUA RITUAL >>

HAWAIIAN BEAUTY WATER LIQUID EXFOLIANT

The Hawaiian Beauty Water is a liquid exfoliant gentle enough for all skin types. The powerful blend of aloalo (hibiscus), Hawaiian sugarcane, willow bark, coconut water and papaya enzymes help to remove dead skin and impurities, tighten pores and plump the skin for a luminous complexion. Use on a cotton round/reusable round for best results.



LĀ'AU (HAWAIIAN HEALING BOTANICALS) >>

KO, ALOALO,
WAI NIU, PAPAYA

SUGGESTED RETAIL >>

2 OZ. \$24

4 OZ. \$42



our products

STEP 3 IN THE HONUUA RITUAL >>

ALOHA YOUTH SERUM

Discover Hawaii's secret to youthful skin with this luminous serum made with a select blend of traditional Hawaiian botanicals. Designed to hydrate, smooth, brighten and tighten while treating the root causes of most skin conditions such as hyper-pigmentation, acne, pre-mature aging, rosacea, eczema and psoriasis. A unique formula that penetrates easily into skin delivering concentrated nutrition, leaving skin fresh, dewy and glowing. We call it the "Honua Glow."



LĀ'AU (HAWAIIAN HEALING BOTANICALS) >>

NONI, 'ŌLENA, LAU
COMFREY, ALO ALO,
KAMANI, KUKUI, 'AWA

SUGGESTED RETAIL >>

1 OZ. \$58

2 OZ. \$92



our products

STEP 5 IN THE HONUUA RITUAL >>

MALU PROTECTING DAY CREAM + SPF 30

This would be the final step in your daily Honua Facial Ritual to keep your skin protected from the sun as well as daily environmental pollutants. MALU marries modern natural protectants with traditional Hawaiian ones, and contains all reef-safe ingredients keeping our oceans in mind. A percentage of our proceeds from MALU benefits Sustainable Coastlines Hawaii, a non-profit that educates our community and keeps our oceans clean.



LĀ'AU (HAWAIIAN HEALING BOTANICALS) >>

LAUKAHI, NONI, NIU

NON-HAWAIIAN SUPERSTARS >>

NON-NANO ZINC
RASPBERRY SEED

SUGGESTED RETAIL >>

1 OZ. \$42



our products

WEEKLY ENHANCEMENTS

‘ĀINA MASK FOR THE LAND LOVERS

‘Āina is a detoxifying mask that utilizes nature’s gifts from the land to give any skin type a revitalized GLOW. The bamboo charcoal is used to draw out impurities from the skin while the ni’oi (Hawaiian chili pepper) aids in detoxification and stimulation of blood flow. While this mask is deeply cleansing, it does not leave skin feeling dry like most charcoal masks as it also feeds the skin with Hawaiian superfood kalo and hydrating kukui oil.



LĀ'AU (HAWAIIAN HEALING BOTANICALS) >>

HAWAIIAN HONEY, KALO, NI'OI, NIU, KAMANI, TAMANU, 'ŌLENA

SUGGESTED RETAIL >>

50 ml \$38



our products

WEEKLY ENHANCEMENTS

MOANA MASK FOR THE OCEAN LOVERS

After sun and fun, your skin needs some love. Our Moana Mask is the perfect remedy. This mask draws ingredients from our precious ocean, such as Limu Ko'a or Hawaiian Spirulina, a blue-green algae that is high in antioxidants and is known to boost cell regeneration to help with premature aging. A Honua product would not be complete without its key Hawaiian healing ingredient...this mask is no exception. Moana contains Laukahi, a potent skin healing plant used for centuries in traditional medicine. This mask will revive and nourish your thirsty skin.



LĀ'AU (HAWAIIAN HEALING BOTANICALS) >>

LAUKAHI, HAWAIIAN SPIRULINA, HAWAIIAN HONEY, LIMU KO'A, 'ŌLENA

SUGGESTED RETAIL >>

50 ml \$38



our products

THE HONU RITUAL BOX SET

Experience Aloha Daily with this full size Honua Facial starter kit. It includes:

- 2 OZ. PA'AKAI CLEANSING CREAM
- 2 OZ. HAWAIIAN BEAUTY WATER
- 1 OZ. ALOHA YOUTH SERUM
- 1 OZ. 'OLENA BEAUTY OIL

**SUGGESTED
RETAIL >>**

\$148



honua love  

fabfitfun

BRIT+CO

GLAMOUR

Us **WEEKLY**

HONOLULU

ELUXE
MAGAZINE

BYRDIE

Women'sHealth

sonoma
magazine

MODERN
LUXURY

allure

WELL  GOOD

goop

ELLE
CANADA

H/LUXURY



HELLO GIGGLES

organic spa
MAGAZINE



our aloha >>>>>>>>>>>>>>>>>>>>>>>>>>>>

Aloha is a way of life. A gift from the hawaiian people to the world. Many believe it is the key to world peace if truly lived and shared by all. It is contagious...so live it. Love it. Share it.

A-AKAHAI: **KINDNESS + TENDERNESS**

L-LOKAHI: **UNITY + HARMONY**

O-‘OLU‘OLU: **AGREEABLE + PLEASANT**

H-HA‘AHA‘A: **HUMILITY + MODESTY**

A-AHONUI: **PATIENCE + PERSEVERANCE**



WHAT BETTER TIME TO REMIND YOURSELF TO LIVE ALOHA THAN THROUGH YOUR DAILY SKINCARE RITUAL, AT NIGHT AND UPON WAKING.





Honua

HAWAIIAN SKINCARE

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UNIQUELY HAWAIIAN
SKINCARE FROM SOIL
TO SKIN TO SOUL