

# maxandjane Press Kit

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## Contact:

Susan Nichols  
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Jemez Pueblo, NM 87024  
575-829-4556  
[www.maxandjane.com](http://www.maxandjane.com)

## Susan Nichols' Bio:

Susan Nichols is a master herbalist and an organic farmer specializing in herbal and floral production for skin care formulas. She is a managing partner of **maxandjane** and its parent company **Jemez Mountain Flowers**. She has over 30 years' experience formulating for the nutraceutical industry. Susan Nichols is a noted authority on herbal properties, recognized for her expertise in biochemistry and botanical products, especially skin care.



## Company Mission:

**maxandjane** is a company which produces a truly natural skin care line, on and from their parent company, Jemez Mountain Flowers. The farm and production are situated in the beautiful high desert mountains of the Jemez Valley in New Mexico.

The farm was born of a deep-rooted feeling of Susan Nichols and Steve Garretson to increase sustainable agriculture in the valley, and produce a product that allows people living in stressful urban environments to connect with nature and be nurtured by it.

At **maxandjane**, sustainability is one of the ever-present, underlying thoughts in the decision-making process and goal setting. In addition to the company being financially sustainable, the owners sought to create a product that enhances the vitality and well-being of the customer, the community, and the planet. They value education over profit.

**maxandjane** consciously chooses to operate all aspects of the business in a way that maximizes sustainability. For example, solar energy is used to power the farm. They also capture and store rain water, and conserve it by using deep mulch to reduce evaporation. The mulch that is

used is pecan shell from the southern part of their state, with the added benefit of zinc for the soil.

**maxandjane** produces beautiful skin care products using products from the parent farm, Jemez Mountain Flowers. Production is done on site and utilizes sustainable and bio dynamic farming practices. Quality is controlled—literally from the ground up to the finished products.

We have over 30 wholesale accounts in the US, as well as a Canadian distributor and Mexican distributor with large inventories to provide immediate distribution in their respective countries.

### **Example of Susan Nichols' work:**

- “What Are Skin Identical Ingredients?” available online at <http://maxandjane.com/blog/item/12-what-are-skin-identical-ingredients>
- “Chirally Correct Skin Care“ also available online at <http://maxandjane.com/skin-care-purity/chirally-correct>

### **Topics Addressed:**

**Susan Nichols is often asked to speak on the following topics:**

- Identifying skin issues that **maxandjane** products can help with (ie aging, drying skin, the neck).
- Developing action plans for improvement in skin health.
- Understanding the science of skin health.

### **Popular questions for Susan Nichols**

- Tell us about your company **maxandjane**? What are your current goals?
- What do people appreciate about your product that is unique to **maxandjane**?
- What claims does **maxandjane** make about its products and how do you substantiate them?
- What do you love best about your work?
- How do potential customers learn about your products and choose what's appropriate for them?
- What does a natural woman's beautiful skin care regimen look like?

To contact or for interviews please have your organization representative contact Susan Nichols by phone (575) 829-4556 or email [susan@maxandjane.com](mailto:susan@maxandjane.com)

Additional informative articles by Ms. Nichols may be found at [www.maxandjane.com](http://www.maxandjane.com) under the “Blog” menu link. Direct interviews are available for radio, television and speaking events.

## News Articles:

Albuquerque Journal, "High Desert Healing" dated September 15, 2014

<http://www.abqjournal.com/461734/news/couple-bottles-jeme-zfarm-flowers-into-healing-oils.html>

## Testimonials:

5.0 out of 5 stars "I love this product" by Elizabeth Tapia

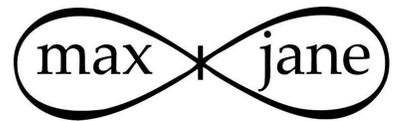
"I Started using the '**maxandjane** Skin Nutrient Truly Natural The Ultimate Moisturizer' about 4 months ago. My son-in-law gave me the 1oz bottle. This product is by far, better than any other skin product that I have ever used. I had lots of age spots on my face and hands. After using the oil for a month, I began to notice that my age spots were fading. I was pleasantly surprised! Plus, the oil penetrated into my skin without leaving it greasy. Before, I wore heavy makeup to hide my age spots. NOW I DON'T WANT TO WEAR MAKEUP! My skin is beautiful thanks to this product! I would absolutely recommend this product to anyone! "

5.0 out of 5 stars "For the past 8 months, my facial skin went ..." by Fritze

"For the past 8 months, my facial skin went through a change and ended with diagnosis of excema [sic] and it did not help that I live in a dry place. Tried steroid cream but did not work so I finally went to a holistic doctor and found that this skin nutrient will help. Initially, I was appalled at how pricey this is but after a couple of weeks using it, I do see and feel huge difference. Even others have seen the change. Skin is truly 'fed'."

Photos:





# Susan J. Nichols, M.H.

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1549 Vista Hermosa Rd. Jemez Pueblo, NM, 87024 | 575.829.4556 | susan@jemezmountainflowers.com | maxandjane.com

Susan is currently bringing an innovative and original approach to skincare by applying her knowledge as an herbalist and cutting-edge researcher to provide products which meet the requirements for achieving healthy, glowing skin.

Susan and her partner Steve run a sustainable farm in the Jemez Mountains of New Mexico.

Here they grow the majority of the botanicals that are used in their skincare line, **maxandjane**.

Susan's passion for "farm to skin" and skin identical ingredients, sourced from nature, moves with her into the lab, where she melds cutting edge science with decades of study of herbal properties. The result is a beautiful, botanical, skin care line that produces extraordinary results.

Susan excels at fresh, lively conversations and has a great voice for radio. She tells an interesting story of community partnerships which have changed the environmental, ecological, and economical makeup of the Jemez Valley. **maxandjane** prioritize sustainability and education over profit.

## Education

### MASTER HERBALIST | 1982 | BRITISH COLOMBIA SCHOOL OF NATURAL HEALING

- Susan went on to write their advanced courses in herbal education.

## Highlights

### 2013- PRESENT

Founded Jemez Mountain Flowers, a sustainable organic farm which produces and processes botanicals for skin care.

Formulator for **maxandjane** skincare line.

- Marketing supervisor for **maxandjane** skincare line.

### 2003 - PRESENT

- Founding member of The Integrative Medicine Think Tank in Albuquerque, New Mexico which has since become a model for other cities. The Think Tank provides a platform of communication for multiple healing modalities, sharing multiple approaches through case histories and double blind studies.

### **1989-2010**

- In Private Practice of Nutritional Counseling.

### **2007 - 2009**

- One of the originators of the New Mexico Complementary and Alternative Medicine Practice Act, granting practitioners without a board of their own the right to practice in New Mexico. The act was passed into law in the 2009 Legislative Session.

### **2006**

- Authored and published the textbook, "Live Blood Morphology" for pathology related to Nutritional Deficiencies.

### **2003 - 2005**

- Repeated guest on "The Women's Hour" KKOB Radio in Albuquerque, NM. The show ran a series of one hour, live, call in shows with a facilitator on the subjects of integrative medicine, health, and nutrition.

### **2004**

- Honorary chairperson of the U.S. House of Representatives of the House Majority Trust and the 2004 President's Dinner from the state of New Mexico.

### **1990-2000**

- CEO of Say Yes to Life nutraceutical business.

### **1994**

- Lecture series aired weekly on syndicated radio stations based in Phoenix Arizona on stress and nutrition.



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real people behind a real product

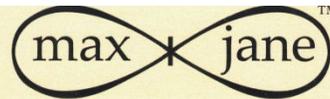
Can you *feel* the soft breeze, *taste* the cool, clean air, and *see* the red rock, green fields and blue sky?

*We Can!*



Experience our organic lifestyle on the flower farm through our **skin nutrient** oil. We use synergistically formulated ingredients to nourish your skin, adding powerful natural sources of vitamins, antioxidants, and essential fatty acids. These protect your skin from the sun, are antiseptic, and firming. They are especially important for dry and aging skin, which suffers from a lack of collagen and elastin.

**Directions for use:** On clean skin, apply 2 to 5 drops and massage lightly. Note: **max + jane skin nutrient** has a slight golden color that disappears almost instantly when applied. **Chirally Correct:** Free of synthetic fragrances and dyes, phthalates, sulfates, and parabens.



Eye nutrient

1549 Vista Hermosa Rd.  
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 maxandjane.com

real people behind a real product

maxandjane Eye nutrient is an ultra rich, silky gel that provides hydration, protection, and rejuvenation to the delicate skin around the eyes. The ingredients are known to reduce fine lines and diminish under eye circles, leaving your skin silky, firm and radiant.

Directions for use: Gently smooth a small amount of maxandjane Eye Gel under the eye area, using your ring finger, morning and evening. Remember this skin is delicate.

- maxandjane Eye Gel can be dabbed on brow bone lightly to depuff skin.
- The skin above our lip is similar to the skin around the eye. maxandjane Eye Gel works wonderfully as a makeup base for the eye and lip area.
- Daily use can diminish fine vertical lines around the lips.

**Eye Nutrient**

**Carrot Seed Oil** regenerates dry, stressed and wrinkled skin, rich in Vitamin A and beta carotene. It helps to remove toxins and water, resulting in a fresher, firmer skin appearance.

**Aloe Vera** contains vitamins, minerals, and amino acids. It is astringent and anti-inflammatory and increases blood circulation which helps the detoxification process.

**Hyaluronic Acid** is a moisture binding ingredient that keeps skin hydrated and young looking.

**Caledula oil** is soothing, softening and famous for healing of damaged skin.

**Cucumber Hydrosol** is soothing, healing and anti-inflammatory. Our product is steam distilled from the whole fruit.

**Glycerin** acts to increase moisture, and adds smoothness to our gel.

**Jasmine Sambac** soothes dry and sensitive skin. It is a sacred flower native to India and the Himalayas.

**Rosemary** revitalizes, refreshes, promotes circulation, helps dark circles and is a natural preservative.

**Xanthan Gum** provides the correct consistency for our product. It is a plant based material.

**Silk Peptides:** The 18 amino acids from silk cocoons support collagen and elastin repair of the skin. They have calming and strengthening effects. Our small particle size can absorb deeply into the skin. This helps retain moisture, and helps control the growth of melanin (dark pigmentation) and the peptides add a glowing sheen for brightness.

## Products

**maxandjane** Tourmaline Exfoliant gently removes dead cells on the top layer of your skin. Regular exfoliation, done in a gentle manner, helps to speed up the skin renewal process, allowing new healthy cells to appear. Your skin will look brighter, more radiant and feel smoother. Exfoliation will improve roughness of the skin which can be caused by a build-up of dead skin cells, and clogging of pores, which will make the pores appear larger. Serums and moisturizing nutrients will be more readily absorbed by skin that is not blocked by dead cells or impurities. This product includes finely powered Tourmaline from Brazil with the heavy metals removed. It has been reported that Tourmaline exfoliant speeds up skin cell renewal.

**How To Use:** After cleansing, apply a thin layer of Tourmaline Exfoliant to damp face, avoiding the eye area. Let dry for ten minutes, then rinse with warm water, and pat dry. A second option is to massage product from the face in small circular motions. You may also have an esthetician perform this service for you. Follow with **maxandjane** Toner and **maxandjane** Skin Nutrient. Suggested treatment is once per week.

**Ingredients:** Contains only the following ingredients. Click ingredient names for more information.

Jojoba Oil, Distilled Water, Coco Glucoside, Lecithin, Non-Alcohol Witch Hazel, Beeswax, Vegetable Glycerin, Xanthum Gum, Brazilian Tourmaline Powder, and Rosemary.

**What To Expect:**

**Aroma:** lemon, rosemary

**Product Texture:** lightly granular, water-soluble

**Skin Feel:** deeply cleansed, softened, polished

0.5 oz. (15ml) \$39.95

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**maxandjane** Eye Nutrient is an ultra-rich, silky gel that provides hydration, protection and rejuvenation to the delicate skin around the eyes. The ingredients are known to reduce fine lines and diminish eye circles, leaving your skin silky, firm and radiant.

**How To Use:** Gently smooth a small amount of **maxandjane** Eye Nutrient under the eye area on the orbital bone, using your ring finger, morning and evening. Remember, this skin is delicate.

**maxandjane** Eye Nutrient can also be dabbed on the brow bone lightly to de-puff skin. The skin above our lip is similar to the skin around the eye. **maxandjane** Eye Nutrient works wonderfully as a makeup base for the eye and lip areas.

Tip: Since the skin area around the lips is very similar to that under the eye, daily use of **maxandjane** Eye Nutrient can diminish fine vertical lines around the lips.

Ingredients: Contains only the following ingredients. Click ingredient names for more information.

Vegan Hyalauronic Acid, Aloe Vera, Cucumber Hydrosol, Vegetable Glycerin, Jasmine Sambac, Rosemary, Xanthum Gum, Silk Peptides, Calendula Oil, Carrot Seed Oil.

What To Expect:

Aroma: fresh cucumber

Product Texture: rich, silky

Skin Feel: firm, radiant

.33 oz. (10ml) \$34.95

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**maxandjane** Lip Nutrient relieves and softens dry lips, and stimulates collagen for fullness. Many people tell us they can feel it add a more plump appearance! Keep one at home to use in the morning before you start your day, and another in your purse or desk drawer for a mid-day moisture boost. This product is long lasting, and helps maintain a youthful appearance of lips.

The silk peptides have the matching balance of amino acids to skin cells of the lips so it helps rejuvenate the tissues of the lips.

How To Use: Smooth a small amount of **maxandjane** Lip Nutrient on the lips. Generally lasts 4 - 6 hours. Repeat as desired.

Ingredients: Contains only the following ingredients. Click ingredient names for more information.

Pumpkin Seed Butter, Beeswax, Silk Peptides, Sesame Oil, Rose Hydrosol, Blood Orange Essential Oil

What To Expect:

Aroma: light, balanced, refreshing, citrus

Product Texture: creamy

Skin Feel: fully moisturized, nourished

.5 oz. (15ml) \$13.00

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**maxandjane** Skin Nutrient is a combination of 11 oils infused with 22 herbs. It is used for normal and combination skin. It is a very concentrated, rapidly absorbed, formula which is especially important for sun damaged and aging skin that suffers from a lack of collagen and elastin.

The ingredients nourish your skin, adding powerful natural sources of vitamins, antioxidants, and essential fatty acids. They protect your skin from the sun, are antiseptic, and firming. All ingredients are anti-inflammatory and anti-redness.

How To Use: Massage 2 - 6 drops into clean and toned skin, once or twice daily. Additional use is common for back of the hands, as it will reduce age-spots by evening out melanin production.

Ingredients: Contains only the following ingredients. Click ingredient names for more information.

Calendula, Chamomile, Fennel, Frankincense, Ginkgo Bilbao Leaf, Ginseng Root, Hibiscus, Jasmine Sambac, Lavender, Licorice Root, Milk Thistle, Rosemary, Sandalwood, Rose Hydrosol, Plantain, Shave Grass, Gotu Kola, Malva Flowers, Green Tea, Life Everlasting Flower, Vetiver, SeaBuckthorn Oil, Sunflower Oil, Rosehip Seed Oil, Raspberry Seed Oil, Pumpkin Seed Oil, Pomegranate Seed Oil, Jojoba Oil, Hemp Seed Oil, Avocado Oil, Carrot Seed Oil, Black Cumin Seed Oil, Acai Berry Oil.

What To Expect:

Aroma: earthy, herbal, deep

Product Texture: oil

Skin Feel: moisturized, deeply nourished

Available in .5 oz. (10ml) bottles for \$39.95 and 1 oz. (30ml) bottles for \$69.95.

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**maxandjane** Gentle Everyday Toner is an extremely soothing, non-drying, product that balances your skin's pH and prepares it to receive moisture. This quick to use, and necessary step, is for those who want to achieve beautiful skin. Contains non-alcohol Witch Hazel which has hamamelins as a chemical constituent. Hamamelins from Witch Hazel have been proven to slow growth of existing melanoma skin cancer and to prevent melanoma when none exists. An ideal choice for those with high sun exposure. Beneficial first thing in the morning, after exercise, or when exposed to pollution.

How To Use: After cleansing, spray toner directly on face. Follow with **maxandjane** Skin Nutrient or **maxandjane** Eye Nutrient.

Ingredients: Contains only the following ingredients. Click ingredient names for more information.

Distilled Water, Non-Alcohol Witch Hazel, Organic Green Tea, Aloe Vera, Rose Hydrosol, Vegetable Glycerin, Linolool, and Lavender.

What To Expect:

Aroma: very light herbal, floral

Product Texture: aqueous

Skin Feel: clean, balanced, refreshed

1 oz. \$19.00