

100% Natural Body Care



doctor  
*Mahers*

... more than cosmetic



doctor  
*Makers*

We harvest, source, research, develop and  
manufacture all our products in-house

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## *Eutopia* Facial Wash

Our ultra-gentle, completely natural formula is suitable for even the most sensitive skin as it contains very high levels of emollients, antioxidants and essential fatty acids that nourish and protect your skin.

Use in the evening to cleanse your skin. Just dampen your face, rub a small amount between the palms to produce a foam, massaging gently with fingertips. Rinse with lukewarm water and pat dry before applying either our 7 Berry serum or Absolute 54 moisturiser (or both, if you would really like to pamper your skin).

**Beneficial for:** ■ Sensitive skin ■ Dry skin ■ Redness ■ Rosacea  
■ Acne ■ Preventing premature ageing

**i** *Additional information see Our Story*



# *Eutopia* Body Wash

Eutopia is a rich moisturising body wash, formulated to gently cleanse, restore and revitalise even the most sensitive skin. Independent scientific tests have revealed extraordinary beneficial qualities including antioxidants up to 25 times higher than leading international brands; improved barrier function due to containing up to 10 times more essential fatty acids than leading competitors. This product contains 340% more active ingredients and up to 80 times more natural emollients than highest industry norms.

Use as part of your normal hygiene routine. We recommend Eutopia Facial Wash for the extra gentle cleansing of your face.

**Benefits:** ■ Anti-microbial ■ Anti-fungal ■ Reduces hyperkeratosis (the plaque commonly seen in psoriasis, eczema and cradle cap) ■ Helps in the treatment of scalp conditions, wounds, skin ulcers and acne ■ Suitable for all ages and skin types (including those undergoing cancer treatments)

**i** *Additional information see Our Story*



## *Vitalize* Cleansing Bar

Soap bars have gained a bad reputation in recent years as many contain chemical detergents that strip the lipid barrier, leaving skin vulnerable to transdermal water loss and environmental toxins.

Doctor Maher's cleansing bar, however, is 100% natural and loaded with 82% moisturising ingredients with absolutely no fragrance, perfumes or essential oils (all of which are possible allergens).

We recommend you always use our soap tray to keep your soap bar in optimum condition. Use as part of your everyday hygiene routine.

**Suitable for:** ■ Very dry skin ■ Acne ■ Rosacea ■ Eczema ■ Cradle cap  
■ Shaving for sensitive skin ■ Make-up removal ■ All ages and skin types

**i** *Additional information see Our Story*



## Absolute 54 Moisturiser

Absolute 54 is the only moisturising cream to contain Omega 3 DHA (70 bioactives) which helps protect collagen from UV damage, reduces inflammation, and lessens the appearance of redness. Our moisturiser contains 54 bioavailable ingredients that promote lipid, ceramide, filaggrin and elastin (all vital for the metabolic processes needed for healthy skin barrier function). Absolute 54 has a unique 24 hour + time release action. This cream moisturises deeply preventing transdermal water loss, leaving your skin looking younger, plumper and healthier. Our formula is enriched with 7 ceramides, numerous rare lipids and potent antioxidants to protect from environmental pollutants and help prevent the signs of ageing by supporting whole skin metabolism.

This is a concentrated product, a little goes a long way. Use after cleansing in the evening and in the morning, under makeup, if desired. Add a little extra to blemishes (rosacea/acne) at night to reduce inflammation.

**Beneficial for:** ■ Sensitive skin ■ Dry skin ■ Reducing redness ■ Rosacea ■ Eczema  
■ Psoriasis ■ Acne ■ Preventing premature ageing ■ All ages and skin types

 **Additional information see Our Story**



## 7 Berry Facial Serum

Our 7 Berry Facial Serum is a concentrated complex with 10 times more antioxidant capacity than other leading brands. 7 Berry promotes healthy skin balance, protects against free radical damage, replenishes skins natural ceramides restoring natural youthfulness to firmer, plumper skin. Created to provide essential nutrients to support your skin's natural processes, this serum contains 72% essential fatty acids (linoleic and linolenic acids), natural lipids (CLA, GLA, stearidonic, palmitoleic acids, omega's 3, 5, 6, 7, 9 & 11, phytosterols, squalene, pro-vitamin A, retinoids) and Doctor Maher's Phelaion™ complex of beneficial botanical and marine algae extracts. We would recommend using this nutrient boost as part of your weekly beauty routine. However, a lot of our clients are enchanted and use this product every evening.

**Benefits:** ■ Deeply moisturising ■ Anti-ageing ■ Assists in the repair of sun damage ■ Aids in the reduction of hyperpigmentation  
■ Suitable for all skin types ■ Ultra-concentrated

**i** Additional information see Our Story



# *Liberty* Corrective Serum

Our Liberty Corrective Serum is a multi-regenerative treatment that is intensely moisturising. Not only does it calm and soothe the skin with its anti-inflammatory properties, it also neutralises free radical damage. This serum is a concentrated bio-complex comprising of 21 fatty acids, omega's 3, 6, 7, 9 & 11, essential fatty acids, alpha-linolenic and linoleic acids, a synergistic blend of antioxidants, including vitamin E and carotenoids, enriched with Doctor Maher's regenerative Phelaion™ SC complex, made from botanical and marine herbs. Contains squalene and phytosterols.

Due to its deeply penetrating effect, our clients with very dry and sensitive skin find this formulation particularly effective and like to use often throughout the week as part of their evening routine.

**Beneficial for:** ■ Very dry skin ■ Sensitive skin ■ Acne ■ Pruritis (itchiness)  
■ Eczema ■ Psoriasis ■ Scalp conditions ■ Damaged skin regeneration

**i** *Additional information see Our Story*

## Facial Gift Set



Eutopia  
Facial Wash 75ml

Absolute 54  
Moisturiser 50ml

## Facial & Body Gift Set



Eutopia Facial Wash 75ml  
Eutopia Body Wash 75ml  
Vitalize Cleansing Bar 100g  
Absolute 54 Moisturiser 15ml  
7 Berry Facial Serum 15ml



the beauty of  
skin health

## 3 Step Approach to Skin Care

### 1. Health Cleansing

We take a very simple approach to skin health and skin conditions. Cleansing is absolutely vital and equally important as what you apply afterwards. Many of the cleansers on the market are either alcohol-based solvents, detergent-based soaps or wipes that are too harsh. These strip out the lipid barrier in the skin, leading to transdermal water loss and allowing environmental toxins deeper access. This can lead to autoimmune responses such as itchiness, irritation, rashes, inflammation and skin conditions such as eczema and rosacea. Doctor Maher's cleansers are formulated to be effective but ultra-gentle and do not affect viable tissue.

### 2. Nutrition

Our serums provide essential nutrients that the skin cannot make itself, such as essential fatty acids (Omegas), carotenoids, amino acids, etc. The premium oils that we use are unrefined, virgin, cold processed and organic. In addition, the Liberty Corrective Serum contains very effective anti-inflammatory and anti-irritant oils. It has been found to be a very useful aid in treating psoriasis, eczema, pruritus (itchiness) and acne.

### 3. Moisturising

Absolute 54 supports optimum stratum corneum health by providing 54 bioavailable ingredients that promotes lipid, ceramide, filaggrin and elastin, that are vital for the metabolic processes needed for healthy skin barrier function.

## Why we do what we do

Hello,  
You are the best kept natural skin care secret.  
Fancying myself as something of a face oil/serum aficionado, after 57 years I think I know a thing or two.  
But even accounting for skin suit/ fit Dr Maher's is with out doubt the best, best value fabulous facial oil & serum of all.  
Thank you for being the best at keeping me young. Thank you for being my skin's best friend. Thank you for not being crazy priced.

"# it is what it is!"

My best to you

Tina

I've used all these products for the last few years and I'm loving the new 24 hour moisturizer - a little goes a really long way and it absorbs so well!

Hannah

Fabulous products, gentle on sensitive skin and leaves you feeling pampered . . . Treat yourself

Christine

## Testimonials

I've had the opportunity to use these products in recent weeks and they are just beautiful. Gentle and rejuvenating on the skin . . . thank you.

Geraldine

I started using Dr. Maher's about a month ago and I am absolutely delighted with the results! I have rosacea and it had gotten fairly bad. I have spent a fortune trying to find something to help with the redness, I was even considering going for laser. I am using the face wash and moisturiser as advised by Seamus and already there is a huge difference even noticed by others which is great!

Sarah

These products are absolutely amazing. They were recommended by a dermatologist in the Bons and just after two weeks my skin was amazing . . . I suffer from really bad psoriasis on my scalp and have used numerous steroid creams and scalp lotions. The body wash I'm using on my scalp is working a treat! As well I'm using the soap as my make-up remover and as a cleanser for simply washing my face. I also have psoriasis on my hands and fingers. They were so dry they were constantly cracking and the Dr. Maher's serum worked like a miracle! Had the privilege of meeting Seamus last week and he had a good talk with me about the products . . . would highly recommend Dr. Maher's.

Katie



## Our Story

The Irish Atlantic Coastline on the Western edge of Europe. A haven of beauty in land and seascape that has remained unspoilt for millennia. A platform for the formation of an ecosystem that is precious and unique and where generations of people have lived in harmony with their natural surroundings. This is the environment where Dr. Neil Maher grew up and learned the valuable attributes of the seaweed that he and his father harvested and sold locally. He gained a life-long respect for the natural world and its bounty. Having gained his doctorate in biochemistry, Neil spent many years working in research in France. In time, he returned to Ireland and gained a reputation as an authority on the many and varied benefits of seaweed. He partnered with a local entrepreneur, Seamus Lynch, who shared a similar vision of creating a brand of body care products that harnessed the power of botanical



*Doctor Neil Maher & Seamus Lynch, co-founders of Doctor Mahers. Opposite: Blackrocks Ballybunion, where seaweed has been harvested for generations*

and marine plants. Their goal was to develop a chemical-free premium range that held effective amounts of potent natural ingredients.

## meticulous research with revolutionary processes

This commitment to standards is achieved through meticulous research, quality-assured ingredients and innovative processes. Doctor Maher's has developed the revolutionary Eco-C Method for making natural cleansers. This proprietary cold process protects the beneficial properties of the natural ingredients, because it allows for minimal heating and results in a far



Award Winners "Best New Skin & Beauty Product"  
L to R: Seamus Lynch and Doctor Neil Maher.

superior skin-conditioning product. Traditional processes use 140° plus heat for several hours to saponify which ultimately degrades ingredients of value.

Independent testing of the Eutopia Body Wash has shown that it inhibits microbes, such as *Staphylococcus aureus*, *Candida albicans*, fungi. Hospital dermatology departments have reported Eutopia Body Wash to be very effective in the treatment of leg ulcers and wound healing and in dealing with the plaque associated with psoriasis and eczema (hyperkeratosis).

Doctor Maher's Absolute 54 is the only preservative and emulsifier-free moisturising cream manufactured in Ireland. In addition, it is the only moisturiser available on the market that contains Omega 3 DHA, a hugely beneficial compound that protects the collagen in the skin from UV damage and is an effective anti-inflammatory agent.

Doctor Maher's is FREE FROM: Synthetic chemicals, alcohol, preservatives, fragrance, parfum and essential oils.  
Doctor Maher's is NOT tested on animals.  
Doctor Maher's is vegan, alcohol-free, responsibly sourced, uses renewable ingredients and fully recyclable packaging.

**PRECAUTIONS:** As with all new products, it is always advisable to carry out a simple patch test, by applying a drop of the product on the inside of the arm. Should there be any redness or irritation discontinue use. Though our products are formulated to be mild and gentle, it is best to avoid contact with the eyes or ingesting them. Should you accidentally do so, rinse thoroughly with cold water. In the unlikely event of symptoms persisting, it is always advisable to seek medical assistance.

## Eutopia Face Wash

# Ingredients

### Ingredients:

Aqua (Purified Water), Doctor Maher's Dermal Soothing FW Complex™ [Extracts of Vegetable Glycerine<sup>1</sup>, Birch (*Betula alba*) & *Beta vulgaris*], Saponified Oils; Extra Virgin Olive (*Olea europaea*)<sup>1</sup>, Coconut (*Cocos nucifera*)<sup>1</sup>, *Ricinus communis* <sup>1</sup>, Pequi (*Caryocar brasiliense*)<sup>2</sup>, Buriti (*Mauritia flexuosa*)<sup>2</sup>, *Oryza sativa*<sup>1</sup>, Amaranth (*Amaranthus* Spp.)<sup>1</sup>, Tamanu (*Calophyllum inophyllum*)<sup>1</sup>, Pracaxi (*Pentaclethra macroloba*)<sup>2</sup> & Jojoba (*Simmondsia chinensis*)<sup>1</sup>, Phytophar™ FW Ginseng Complex [Korean ginseng (*Panax ginseng*) Root<sup>1</sup>, Siberian Ginseng (*Eleutherococcus senticosus*) Root<sup>1</sup>, Calendula (*Calendula officinalis*) Flower<sup>1</sup> & Marshmallow (*Althaea officinalis*) Root<sup>1</sup>] & Phycophar FW Complex™ [Extracts of Nori (*Porphyra umbilicalis*)<sup>2</sup>, Sea Lettuce (*Ulva lactuca*)<sup>2</sup> & Kelp (*Laminaria digitata*)], Sodium Chloride, Citric Acid, Raspberry Ketone and *Oryza sativa* Extract.

<sup>1</sup> Cold Pressed & <sup>2</sup> Wild-Harvested (Organic) Ingredients Ecocert

Fragrance Free

## Eutopia Body Wash

### Ingredients:

Purified Water (Aqua), Saponified Oils; Extra Virgin Olive (*Olea europaea*) Oil<sup>1,2</sup>, Coconut (*Cocos nucifera*) Oil<sup>1</sup>, Vegetable Glycerin, *Beta vulgaris* Extract, *Ricinus communis* Oil, \**Elaeis guineensis* Oil<sup>1,2</sup>, Babassu (*Orbignya oleifera*) Oil<sup>1,2</sup>, Tamanu (*Calophyllum inophyllum*) Oil<sup>1,2</sup>, Baobab (*Adansonia digitata*) Oil<sup>1</sup>, Argan (*Argania spinosa*) Oil<sup>1</sup>, Rosehip (*Rosa canina*) Seed Oil<sup>1,2</sup>, Pracaxi (*Pentaclethra macroloba*) Oil<sup>1,2</sup>, Sea Buckthorn (*Hippophae rhamnoides*) Oil<sup>1</sup>, Phycophar™ BW Complex [Extracts of Nori (*Porphyra umbilicalis*), Grass Kelp (*Enteromorpha compressa*), Knotted Kelp (*Ascophyllum nodosum*)] & Phytophar™ BW Complex [Calendula (*Calendula officinalis*) Flower, Burdock (*Arctium lappa*) Herb, Wild Mallow (*Malva sylvestris*) Flower, Hops (*Humulus lupulus*) Flower], Sodium Chloride and Citric Acid.

<sup>1</sup>Cold Pressed Oils, <sup>2</sup>Virgin Oils, \*Responsibly sourced.

Fragrance Free

## Vitalize Cleansing Bar

Saponified Oils: Extra Virgin Olive (*Olea europaea*) Oil<sup>1,2</sup>, Coconut (*Cocos nucifera*) Oil<sup>1</sup>, Purified Water (Aqua), *Beta vulgaris* Extract, Phelaion™ LS complex [Extracts of Calendula (*Calendula officinalis*) Flower, Cornflower (*Centaurea cyanus*) Flower and Burdock (*Arctium lappa*) Herb], Phycoaqu<sup>TM</sup> LS Complex [Extracts of Bladderwrack (*Fucus vesiculosus*) and Kombu (*Laminaria digitata*)], Murumuru (*Astrocaryum murumuru*) Seed Butter<sup>1,2</sup>, Cupuacu (*Theobroma grandiflorum*) Butter<sup>1,2</sup>, Jojoba (*Simmondsia chinensis*) Oil<sup>1</sup>, *Corallina officinalis* Powder, Acai Berry (*Euterpe oleracea*) Oil<sup>1</sup>, Pomegranate (*Punica granatum*) Seed Oil<sup>1</sup>, Argan (*Argania spinosa*) Oil<sup>1</sup>, Pumpkin (*Cucurbita pepo*) Seed Oil<sup>1</sup> and Red Raspberry (*Rubus idaeus*) Seed Oil<sup>1,2</sup>.

<sup>1</sup> Cold Pressed Oils, <sup>2</sup> Virgin Oils

Fragrance Free

## Absolute 54 Moisturiser

### Ingredients:

Aqua (Purified Water), Doctor Maher's Ceramide Enriched FC Complex™ [*Avena sativa*, *Lithospermum arvense*, *Ribes nigrum*, *Echium plantagineum*, *Schizochytrium* sp. 40% DHA (Docosahexaenoic Acid Omega 3) Oils], Phyto-Nutritive FC Complex™ [Extracts of Safflower (*Carthamus tinctorius*), Korean Ginseng (*Panax ginseng*) Root, Calendula (*Calendula officinalis*) Flower, *Fucus vesiculosus*, *Himantalia elongata* & *Oryza sativa*], Dermal Soothing FC Complex™ [Vegetable Glycerine, *Beta vulgaris* & *Betula alba* Extracts], Cetyl Alcohol, Stearic Acid, Squalane, Xanthan Gum, Cupuaçu (*Theobroma grandiflorum*), NMF FC Complex™ [Sodium Pyroglutamic Acid, Serine, Glycine, Arginine HCL, Histidine HCL, Glutamine HCL, Glutamic acid, Alanine, Aspartate, Threonine, Carnosine Peptide, Citrulline, Lysine HCL, Creatine Monohydrate, Leucine, Proline, Valine, Isoleucine, Phenylalanine], Sodium Levulinate, Medium Chain Triglycerides, Tamanu (*Calophyllum inophyllum*) Oil, Glyceryl Stearate, Citric Acid, Sunflower (*Helianthus annuus*) Wax, Lecithin, Sclerotium Gum, Sodium Alginate, Marula (Sclerocarya birrea) Oil, Glyceryl Caprylate, Sodium Anisate, Pullulan Gum, Shea Butter (*Vitellaria paradoxa*) glycerides, Raspberry Ketone, Vitamin E (Mixed Tocopherols) and Co-Enzyme Q10

Fragrance Free, Emulsifier and Preservative Free

## 7 Berry Facial Serum

### Ingredients:

Rosehip (*Rosa canina*) Seed Oil<sup>1,2</sup>, Acai Berry (*Euterpe oleracea*) Oil<sup>1</sup>, Blackcurrant (*Ribes nigrum*) Seed Oil<sup>1</sup>, Blueberry (*Vaccinium myrtillus*) Seed Oil<sup>1</sup>, Pomegranate (*Punica granatum*) Seed Oil<sup>1</sup>, Red Raspberry (*Rubus idaeus*) Seed Oil<sup>1,2</sup>, Grape Seed (*Vitis vinifera*) Oil<sup>1</sup>, Phelaion™ FS complex [Extracts of *Fucus serratus*, Channelled Wrack (*Pelvetia canaliculata*), Knotted Kelp (*Ascophyllum nodosum*), Burdock (*Arctium lappa*) Herb, Horsetail (*Equisetum arvense*) Herb, Birch (*Betula alba*) Leaf, *Urtica dioica* Herb], Extra Virgin Olive (*Olea europaea*) Oil<sup>1,2</sup> and Sea Buckthorn (*Hippophae rhamnoides*) Oil<sup>1</sup>.

Fragrance Free

<sup>1</sup> Cold Pressed Oils, <sup>2</sup> Virgin Oils.

## Liberty Corrective Serum

Rosehip (*Rosa canina*) Seed Oil<sup>1,2</sup>, Medium Chain Triglycerides, Meadowfoam (*Limnanthes alba*) Seed Oil, Jojoba (*Simmondsia chinensis*) Oil<sup>1</sup>, Blackcurrant (*Ribes nigrum*) Seed Oil<sup>1</sup>, Baobab (*Adansonia digitata*) Oil<sup>1</sup>, Tamanu (*Calophyllum inophyllum*) Oil<sup>1,2</sup>, Acai Berry (*Euterpe oleracea*) Oil<sup>1</sup>, Argan (*Argania spinosa*) Oil<sup>1</sup>, Red Raspberry (*Rubus idaeus*) Seed Oil<sup>1,2</sup>, Hemp (*Cannabis sativa*) Oil<sup>1,2</sup>, Flax (*Linum usitatissimum*)<sup>1</sup> Oil, Broccoli (*Brassica oleracea*) Seed Oil<sup>1,2</sup>, Pumpkin (*Cucurbita pepo*) Seed Oil<sup>1</sup>, Phelaion™ SC complex [Extracts of Mermaid's Tresses (*Chorda filum*), *Fucus serratus*, Channelled Wrack (*Pelvetia canaliculata*), Calendula (*Calendula officinalis*) Flower, Elder (*Sambucus nigra*) Flower, Wild Mallow (*Malva sylvestris*) Flower, Horsetail (*Equisetum arvense*) Herb], Extra Virgin Olive (*Olea europaea*) Oil<sup>1,2</sup> and Sea Buckthorn (*Hippophae rhamnoides*) Oil<sup>1</sup>.

<sup>1</sup> Cold Pressed Oils, <sup>2</sup> Virgin Oils.

Fragrance Free



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