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ENLURE®

JOURNAL

Why We Created ENLURE®



Botanical skincare,
formulated with intention.

Rooted in Traditional Chinese
botanical wisdom.

Refined through the ENPHYTE®
complex.

Elevated by modern
skin science.





A LETTER FROM THE FOUNDER

It started with a simple belief.

Skincare should be uncomplicated, honest and kind to your skin.

In a world filled with endless choices and complex routines, we kept asking ourselves—why does taking care of our skin have to feel so overwhelming?

We believe healthy-looking skin begins with understanding it, respecting it, and giving it what it truly needs—consistently.

That belief became ENLURE®. A botanical skincare brand where traditional wisdom meets modern skin science. Where every ingredient is chosen with intention, and every formula is created to support your skin's natural balance.

This is more than skincare.
It is a return to what matters.

We hope ENLURE® becomes a trusted part of your daily ritual, bringing you simple moments of care, confidence and calm.



Our mission is to create botanical skincare that nurtures your skin today and supports its natural beauty tomorrow.

 OUR WHY

The Problem We Wanted to Solve

Skincare today can feel overwhelming.
Too many products. Too many steps.
Too many promises.

We are constantly told that we need more—
more actives, more ingredients, more routines.
Yet our skin still feels stressed, sensitive
and out of balance.

We wanted to create something different.
A return to what truly matters—formulas
that are thoughtful, gentle and effective.
Rooted in the wisdom of botanicals and
refined by modern skin science.



*We don't believe in quick fixes.
We believe in long-term care
and healthy-looking skin that lasts.*



ENLURE® was created for those who seek
simplicity without compromise. For those
who value honest skincare that respects
the skin's natural rhythm.

**This is our answer to overwhelmed skin.
This is ENLURE®.**



WHAT WE BELIEVE



Less, but better.

We formulate with purpose, using only
what your skin needs.



Balance over trends.

We focus on supporting your skin's natural
balance, not chasing the latest fad.



Science with intention.

Advanced formulation meets botanical
wisdom for real, visible results.



Made for real skin.

Every formula is created to be gentle,
effective and suitable for daily use.

 OUR PHILOSOPHY

Why Botanicals?

*Nature has always known balance.
We simply choose to learn from it.*



For centuries, botanical ingredients have been cherished in Traditional Chinese wellness rituals for their ability to nurture, strengthen and restore the skin gently.

These time-honoured plants work in harmony with the skin, supporting its natural functions instead of forcing change.

Today, modern science allows us to understand their benefits more deeply and unlock their full potential through advanced, safe and effective formulations.

At ENLURE®, we bridge the wisdom of botanicals with the precision of modern science.

 THE POWER OF PLANTS

Plants contain complex compounds—antioxidants, polysaccharides, flavonoids and more—that help soothe, protect and strengthen the skin.

When used in the right balance and concentration, they can deliver real, visible and lasting benefits.



Gentle
& Soothing



Protective
& Resilient



Hydrating
& Nourishing



Supports
Skin Balance

*Botanicals are not a trend for us.
They are our foundation.*

THE ENLURE® APPROACH



Thoughtful Selection
We select each botanical for its proven benefits and skin affinity.



Modern Formulation
We use advanced formulation techniques to ensure efficacy, stability and safety.



Balanced Results
We create synergistic formulas that work with your skin for long-term health and radiance.



OUR FORMULATION PHILOSOPHY

The Story Behind ENPHYTE®

*Inspired by Tremella.
Strengthened through botanical synergy.*



ENPHYTE® is our proprietary botanical complex, thoughtfully developed around Tremella Fuciformis and supported by carefully selected botanicals.

Rather than relying on a single hero ingredient, we believe each botanical contributes unique properties that work together in harmony to help your skin thrive.

HOW ENPHYTE® COMES TO LIFE



TREMELLA FUCIFORMIS

The foundation ingredient. Known for its exceptional ability to attract and retain moisture, helping to hydrate and plump the skin.



SUPPORTING BOTANICALS



Aloe Vera
Comforts and hydrates



Centella Asiatica
Supports the skin barrier



Goji Berry
Provides antioxidant support



Spiraea Salicifolia
Helps maintain skin balance



ENPHYTE® COMPLEX

A proprietary botanical complex where Tremella and selected botanicals work together in perfect synergy.



ENLURE® FORMULAS

Thoughtfully formulated to deliver effective, gentle and daily skincare you can trust.



OUR BOTANICAL HEROES



TREMELLA FUCIFORMIS

The heart of ENPHYTE®. A natural humectant that holds up to 500x its weight in water, delivering deep, long-lasting hydration and improving skin elasticity.



ALOE VERA

Rich in vitamins and polysaccharides, it soothes, hydrates and helps comfort stressed or sensitive skin.



CENTELLA ASIATICA

A time-honoured herb known to help strengthen the skin barrier and support natural skin recovery.



GOJI BERRY

Packed with antioxidants and nutrients to help protect skin from environmental stress and support a healthy, radiant complexion.



SPIRAEA SALICIFOLIA

Traditionally used in herbal skincare to help purify and balance the skin, keeping it clear and comfortable.

“



*ENPHYTE® isn't one ingredient.
It is the harmony created when carefully
selected botanicals work together with intention.* ”



ENPHYTE®
BOTANICAL COMPLEX



OUR RITUAL

Our First Ritual, Rooted in Simplicity

*Two essential steps.
Morning and evening. Every day.*



Great skin begins with consistency, not complexity.
We believe that a simple, well-designed routine
allows your skin to thrive—day after day.

Our first ritual is a balanced two-step system
created to cleanse, care and strengthen the skin's
natural barrier gently and effectively.

Thoughtfully formulated. Easily absorbed.
Beautifully effective.

STEP
1

ENLURE® Gentle Cleanser

*Cleanse with care.
Purify, hydrate and rebalance.*

A gentle, low-foaming cleanser that
removes impurities without stripping
the skin. It leaves your skin feeling
clean, calm and comfortable.



STEP
2

ENLURE® Barrier Cream

*Care deeply.
Hydrate, soothe and strengthen.*

A lightweight, fast-absorbing cream
that supports the skin's natural
barrier, locks in moisture and helps
improve resilience against daily stress.



HOW TO USE



STEP 1 GENTLE CLEANSER

Apply to damp skin. Massage gently in circular
motions. Rinse thoroughly with lukewarm water.
Use morning and evening.



STEP 2 BARRIER CREAM

Apply an appropriate amount to face and neck.
Gently smooth and press into skin until fully
absorbed. Use morning and evening.



MORNING

Cleanse gently.
Protect and prep
your skin for
the day.



EVENING

Cleanse to reset.
Nourish and
restore while
you rest.



EVERY DAY

Consistency is the
key to healthy,
balanced and
radiant skin.



*Simplicity is not about doing less.
It is about doing what truly matters—
and doing it with intention.*





OUR PROMISE

Skincare That Works In Harmony

*Gentle today.
Stronger tomorrow.*



At ENLURE®, we believe skincare should do more than treat—it should support your skin's natural rhythm and long-term health.

Our formulations are science-led and thoughtfully crafted with botanical ingredients that help calm, nourish and strengthen.

Because when your skin is in balance, everything else feels better.

OUR PROMISE IN ACTION



Clean Ingredients
Thoughtfully selected botanicals.
No harsh additives.



Visible Results
Balanced, healthy-looking skin
you can feel.



Skin Barrier First
Formulas that protect, strengthen
and support every day.



A Better Tomorrow
Sustainable choices for a healthier
planet and future.

“

*Small ingredients. Big difference.
Skincare that supports today
and tomorrow.* ”



HOW IT WORKS



NOURISH
Botanical ingredients work gently to hydrate
and calm your skin.



STRENGTHEN
The ENPHYTE® Complex supports your
skin's natural barrier.



PROTECT
A healthier skin barrier helps your skin
stay resilient every day.





OUR INGREDIENTS

The Power Of Botanicals, Refined

*Rooted in Traditional Wisdom.
Refined by Modern Science.*



At ENLURE®, we draw inspiration from time-honoured botanical traditions, especially the rich heritage of Traditional Chinese Medicine (TCM).

We believe nature holds remarkable intelligence—and when paired with modern science, it can deliver transformative skincare solutions.

Each botanical in our ENPHYTE® Complex is carefully selected, precisely extracted and expertly formulated to preserve its active potential and bring out the best in your skin.

MEET OUR BOTANICAL HEROES



Tremella Fuciformis
Known as the “Beauty Mushroom” in TCM. Deeply hydrates and helps improve skin elasticity and smoothness.



Aloe Vera
Soothes, calms and replenishes moisture. Helps comfort stressed or sensitive skin.



Centella Asiatica
A treasured herb in TCM for skin recovery. Helps strengthen the skin barrier and supports healthy, resilient skin.



Goji Berry
Rich in antioxidants and vitamins. Helps protect skin from environmental stress and supports a healthy glow.



Spiraea Salicifolia
Traditionally used in TCM to soothe and purify. Helps maintain clear, balanced skin.



*Formulated with intention.
Powered by nature.
Perfect for your skin.*



BOTANICAL + SCIENCE

We combine the best of both worlds—potent botanical actives and advanced formulation science—to ensure your skin receives benefits that are pure, effective and gentle.



Botanical Purity
Clean, thoughtfully sourced botanicals.



Scientific Precision
High-performance formulas backed by research.



Skin Compatibility
Gentle yet effective for all skin types, including sensitive skin.



Conscious Choices
Mindful of people and planet in every step.

From nature to skin, with intention in every detail.





SCIENCE & SAFETY

Thoughtful Science. Every Step Of The Way.

We combine botanical wisdom with modern science to create skincare you can trust.

At ENLURE®, safety and efficacy are never compromised.

Every formula is carefully developed, rigorously tested and dermatologist-reviewed to ensure it meets the highest standards.

Because your skin deserves nothing less.



OUR COMMITMENT



THOUGHTFULLY FORMULATED

Every formula is developed with purpose, balancing botanical wisdom with modern skincare science.



QUALITY & SAFETY FOCUSED

Each formulation undergoes appropriate quality and safety evaluations before launch.



DERMATOLOGIST-REVIEWED FORMULATION

Developed with dermatologist review and suitable for sensitive skin.



TESTED FOR EVERYDAY CONFIDENCE

Formulated with care to support comfortable daily use.



RIGOROUSLY TESTED FOR YOUR PEACE OF MIND



HEAVY METAL TESTED

Ensures the levels of heavy metals are within safe limits.



MICROBIAL SAFETY TESTED

Ensures our formulas are free from harmful microorganisms.



SENSITIVE SKIN PATCH TESTED

Tested on sensitive skin to help minimise the risk of irritation.



THOUGHTFULLY FORMULATED

Carefully developed with botanical ingredients and modern formulation standards.

“
True skincare is not just about results—it's about safety, consistency and respecting your skin every day.”



BOTANICAL INGREDIENTS

Carefully selected botanicals for your skin.



SAFETY TESTED

Every formula undergoes quality and safety evaluations.



FORMULATED IN SINGAPORE

Proudly formulated, tested and manufactured in Singapore.



SUITABLE FOR SENSITIVE SKIN

Thoughtfully formulated for all skin types, including sensitive skin.





YOUR DAILY RITUAL

A Simple Ritual, Made For Every Day.

*Consistent care.
Lasting results.*



Great skin doesn't come from complicated routines—it comes from choosing the right products and using them consistently.

The ENLURE® ritual is designed to be simple, effective, and gentle—so your skin can look and feel its best, every day.



YOUR ENLURE® ROUTINE

STEP
1



GENTLE CLEANSER

Purify, refresh and rebalance.

- Apply to damp skin
- Massage gently in circular motions
- Rinse thoroughly
- Use morning and night

STEP
2



BARRIER CREAM

Hydrate, soothe and strengthen.

- Apply evenly to face and neck
- Gently press to absorb
- Use morning and night



PERFECT TOGETHER

The Gentle Cleanser prepares your skin by cleansing without stripping, while the Barrier Cream helps lock in hydration and support your skin's natural barrier.

Together, they work in harmony for balanced, healthy-looking skin.

TIPS FOR BEST RESULTS



BE CONSISTENT

Daily care builds the foundation for healthy skin.



STAY HYDRATED

Drink enough water to support your skin from within.



LIVE MINDFULLY

Rest well, manage stress and nourish your body.



PROTECT DAILY

Always use sunscreen in the morning to protect your skin.

SKINCARE IS SELF-CARE

Take a moment for yourself. Your daily ritual is more than skincare—it's an act of self-respect and a way to reconnect with you.



*Small steps today,
create the glow of tomorrow.*



BOTANICAL INGREDIENTS

Carefully selected for your skin.



SCIENCE-BACKED FORMULAS

Developed for gentle effectiveness.



SUITABLE FOR ALL SKIN TYPES

Including sensitive skin.



MADE WITH CARE

Formulated, tested and manufactured in Singapore.



FOR YOU, FOR THE PLANET

Mindful choices for a better tomorrow.

