



BELIEVE | Nourishing Our Vitality
ACHIEVE | let your skin say you're loved

Company Introduction AW HK Limited



A•W•H•K

Active Wellness Hong Kong

A company founded by a team of Hong Kongers with over 20 years of experience in health, beauty, and service industries.

We believe that "**active wellness**" is a vibrant lifestyle that enhances physical, mental and emotional health.

Let's embrace the journey of growing older with joy and vitality, celebrating each stage of life with enthusiasm and purpose.

Brand Introduction

Original Brand from Hong Kong



Why is it called NOVamber?

Every year, November is a period for *gathering energy*, representing the *natural world's regeneration and preparation*. It is also a time for people to *show gratitude for the blessings* in their lives, such as *family, friends, and good health*.

Our products are *inspired by this magical* season, and we hope to assist customers *find balance and harmony* in their busy lives. Every product becomes your *source of strength*.

The *amber-colored camellia tea seeds*, which represent *longevity* and *perseverance*, are delicately plucked during this *season of renewal and reflection*. They provide the *valuable results* of a year's work, inspiring us *to embrace* another prosperous year, and *nourishing our vitality*.

Brand Naming

Rational & Positive

** Nourishing Our Vitality **

N = nourishing Nourish & revitalize for peace of mind

O = our Promise timeless elegance

V = vitality Create & release inner vitality

amber = amber means "essence"; known as a symbol of *nobility, happiness and longevity*;

The amber color is "between gold and brown"; also available in: yellow, orange, red, brown, blue, green; ambers are "non-mineral, resin fossil"; transparent is called amber, opaque is called beeswax.

NOVamber firmly believes that *camellia essence can nourish our vitality*, just as amber is considered a *healing* gem, *calming* the nerves, *repelling negative energy, and bringing confidence*, filling people with *hope*, promoting a *positive atmosphere*, giving us *wisdom*, strengthening our *memory*, protecting us to *think clearly & decide rationally*, supporting us in *achieving our goals*, and *enjoying every stage of life*.



Brand Philosophy

Happiness Boost!

**** let your skin say you're loved ****

The *state and health of the skin* can reflect the *inner happiness*;
Love and care for oneself can also be reflected in *appearance*;

Health is closely related to *self-care*. Maintaining overall *physical health* and thus having *healthy skin* are closely related, such as:

- * *Immune system, nutrient absorption* *: Skin is the first line of defense of the human body, and healthy skin reflects sufficient nutrient intake, such as vitamins and minerals to repair skin.
- * *Water balance, toxin discharge* *: Adequate water intake helps internal organs to function, keeps skin moist and elastic, and is essential for toxin discharge and skin health.
- * *Lifestyle, Mental Health* *: Good skin condition can improve mental health, while hormonal fluctuations, stress, and anxiety may lead to skin problems such as acne, eczema.



Brand Philosophy Happiness Boost!

**** let your skin say you're loved ****

A *healthy lifestyle*, such as a balanced diet, moderate exercise, and adequate sleep, has a *positive impact on body and skin health*: promoting hormonal balance, metabolism, cell regeneration, and radiance.

The *health state of skin* is not only an *external manifestation*, but also reflects the *internal health state*. People who can maintain *good skin condition at any age* know how to pay more *attention to self-care*, so as to make their *skin look healthier and more radiant*; **"let you skin"** indicates that when a person pays more attention to himself, *the skin shows love and care for himself*.

Therefore, keeping skin healthy and taking proper care and maintenance, not only it can enhance external attraction and self-confidence, but also improve self-image, from the inside out, exudes the brilliance of health and beauty to **"say you're loved"**.



Camellia Essence

Best of the Best - Oleic Acid & Antioxidant



Why we choose "*Camellia Essence*" as *NOVamber's Signature*?

The preciousness of camellia oil lies in the fact that tea seeds are only harvested in beginning of winter in November every year, and the yield is not high;

Its growth cycle is long. From flowering to maturity, it takes five seasons to *absorb all natural nutrients*. When picked, the flowers are still in full bloom - flowers & fruits are on the same tree at the same time.

Each camellia seed gathers natural nutrients and has special effects: hair care and beauty care, detoxification and sterilization, clearing away heat and dampness, and prolonging life.

Camellia oleifera tree and olive tree are the two most famous woody oil plants in the world. The oils extracted by them are rich in unsaturated fatty acids such as oleic acid and linoleic acid necessary for the human body. Therefore, camellia oil has always been known as "oriental olive oil".

However, the content of unsaturated fatty acids in camellia oil is 10% higher than that of olive oil, and it is the edible oil with the highest content of unsaturated fatty acids found so far.

Camellia Essence

suitable for people who concern about three highs & blood sugar



****Omega-3 & Omega-6** (ratio closest to international nutritional standards)**

Linolenic acid, linoleic acid is a polyunsaturated fatty acid,

The ratio is closest to the international nutritional standard of "Omega Diet" (1: 4-6).

It is suitable for pregnant women and maternal consumption, which can increase breast milk and promote the growth and development of babies.

****Omega-9 Oleic Acid** (top of all oils)**

It is a monounsaturated fatty acid. Long-term consumption can moisturize skin, delay body aging, improve memory, and have obvious improvement effects on hypertension, hyperlipidemia, cardiovascular and cerebrovascular diseases.

Camellia oil is rich in *up to 80% oleic acid*, which can combine with cholesterol in the blood to form high-density lipoprotein, which can *reduce the content of triglycerides and cholesterol* in the blood, and can significantly *reduce the fasting blood sugar and blood sugar 2 hours after meal*. Therefore it is beneficial to *improve the insulin index of diabetic patients*, and has a good preventive and therapeutic effect on diabetes.

Camellia Essence

resists hypoxia, fatigue, repairs and regenerates



****Squalene** (oxygen-enriched and anti-fatigue)**

It is a natural antioxidant, a natural lipid that the human body can produce itself.

It was first discovered by scientists in the liver of sharks, and it can also be obtained from plant extracts such as olives, sugarcane and rice bran.

Squalene has the ability to increase the activity of superoxide dismutase (SOD) in the body, has good oxygen-enriching ability, can increase cell oxygen content, resist hypoxia and fatigue, and improve human immunity. It helps reduce free radicals, or damage to the body, enhance vitality and physique, and at the same time inject oxygen into the muscle base, improve skin texture, and rejuvenate skin!

Camellia Essence

resists hypoxia, fatigue, repairs and regeneration



****Zinc element** (repair and regeneration)**

Also known as the "flower of life" by medical scientists and nutritionists, the content of zinc in camellia oil is 10 times that of soybean oil, which can promote the growth and development of the body and tissue regeneration, such as protecting eyesight, promoting wound healing, lowering blood sugar and cholesterol, improving sperm quality, and maintaining normal taste and smell.

Zinc is the second essential trace mineral in the body after iron. Lacking of this will cause appetite loss, mental and physical strength decline, and poor complexion.

Exclusive in Camellia oil

anti-inflammatory, anti-tumor and fat-breaking



In addition to Omega 3-6-9, squalene, and zinc, camellia oil is also **rich in bioactive substances that are not even found in olive oil:**

****Camellia glycoside****

It can play a role in enhancing heart function and preventing tumors.

****Camellia tea saponin****

It has thrombolytic effect and can prevent and treat various cardiovascular and cerebrovascular diseases such as vascular sclerosis.

****Camellia tea polyphenols****

It has the effect of breaking down fat and helping to lower cholesterol; strong antioxidant effect can proliferate beneficial intestinal bacteria and improve gastrointestinal function.

Camellia Essence

anti-inflammatory, anti-tumor and fat-breaking



Long-term use of products containing camellia extract has *excellent anti-cancer and anti-inflammatory effects; helps diabetic patients improve lipid metabolism*. At the same time, it has multiple effects such as *preventing cardiovascular and cerebrovascular diseases*, strengthening bones, and anti-aging.

Recent studies have shown that camellia oil can *regulate the imbalance of the immune system and intestinal microbiota*. In experiments, *camellia oil can reduce memory deficits, improve learning ability, increase antioxidant activity, regulate the expression of immune-related cytokines, and enhance the microbiome-gut-brain axis to reverse dementia-related conditions*.

Reference: Camellia oil alleviates type 2 diabetes mellitus through modulating gut microbiota and metabolites, Food Bioscience, Volume 62, December 2024, 105522.
<https://doi.org/10.1016/j.fbio.2024.105522>

Reference: Camellia oil alleviates the progression of Alzheimer's disease in aluminum chloride-treated rats, Free Radical Biology and Medicine, Volume 152, 20 May 2020, Pages 411-421.
<https://doi.org/10.1016/j.freeradbiomed.2020.04.004>

Camellia Oil Benefits



**** Super antioxidant, anti-aging ****

Camellia oil is rich in antioxidants, such as vitamin E, which is twice as high as olive oil, and can help resist the damage of free radicals, slow down the aging process, and is rich in protein and vitamins A, B, D, etc.

**** Skin care and hair care, moisturizing ****

It can penetrate deeply into the skin and provide long-lasting moisture. It is suitable for dry skin to keep the skin soft and smooth. It can help nourish hair, reduce frizz and breakage, and make hair healthier and shiny.

**** Anti-inflammatory properties, promotes wound healing ****

Camellia oil has anti-inflammatory and antibacterial properties that can help reduce inflammation in the body, help relieve joint pain and inflammation-related problems, help promote wound healing and reduce scar formation.

**** Cardiovascular health, enhanced immunity ****

Contains unsaturated fatty acids to help lower cholesterol levels and maintain cardiovascular health. Rich in natural ingredients to help boost immune system.

Camellia Seed Benefits



After tea seed oil is extracted, the seeds themselves still have their uses.

The by-product of the production process, called Camellia oil cake, can be used as an anti-inflammatory and antioxidant.

Camellia seeds: block oil, burn metabolism, natural anti-aging

Camellia seed extract is a new natural anti-aging ingredient, which has estrogen-like effects and antioxidant activities. The main active ingredients are Catechin and Saponin, which have antioxidant capacity that helps remove free radicals, improve Basal metabolic rate (BMR), promote fat burning metabolism, and help control weight.

- 1. Natural anti-aging factors to supplement the lost estrogen of the human body.**
- 2. Activate human skin fibroblasts and effectively stimulate the recovery of dermis.**
- 3. Helps block oil, lowering blood sugar, lowering blood lipids, and protecting gastric mucosa.**

It has remarkable activity, definite curative effect, no toxicity and no side effects. It is the best quality healthy oil in order to provide good food for the whole family.



Regeneration effect of NOVamber products

NOVamber brings energy-concentrated products to help you cultivate a stable foundation at every stage of live in the future, not only for your skin, but also from the inside out, allowing you to accumulate the wisdom in the past for holistic mind and body vitality.

“While living a life, you can have more abundance to enjoy a quality life”

Beauty without makeup: stabilize the skin foundation, get up in the morning with a rosy face and rebuild your natural beauty.

Own natural makeup: picked from nature blended with the essence of four seasons, fundamentally improve your physical condition.

Nature is your makeup: the products are natural, supported by scientific research, simple, easy to use, and the effect is lasting.

Translucent and comfortable from the inside out: a healthy body & a good complexion is because all the body systems are balanced.



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