

AYPA[®]

T E R R A I N K A







The inspiration

In the heart of the Peruvian Andes, between mystical mountains with vibrant energies, lies the most valuable legacy of the Andean culture: its Cosmovision.

The Andean world view conceives the world as a whole and respects the universal principles that integrate human beings into Mother Nature, inspiring them to live a balanced life and act respectfully toward Earth.

Earth, or **Aypa** in Quechuan language, is sacred to the Andean settlers. It is their source of life, their place to live and to share their lives with. Earth nurtures them and teaches them how to grow. In return, they take care of the land and protect it.

Through different rituals and acts of reciprocity with nature, the Andean people preserve their identity, take care of the environment and create well-being, living in perfect harmony with the energies that flow in the universe.

"Mama pachapi llapanmi kawsay; sapa imapas kawsayllam." (Quechua)
In nature all is alive; each element is energy.



Who we are?

An important cultural heritage from the Andean Incas is the way in which they cultivated the land. They respectfully developed ecological methods of single sowing and successfully grew more than 4400 native plants with great healing and health-promoting properties.

AyPA gathers this ancestral knowledge to connect with the essence of the Land of the Incas in order to create well-being through **natural cosmetics**.

Thanks to the exclusive research and selection of plants and vegetal-origin extracts from Andean biological agriculture, AyPa develops quality cosmetics that combine artisan tradition with scientific investigation.

AyPa, a natural lifestyle. An invitation to discover the power and the secret of plants and Andean rituals that unite the body with nature to achieve physical, mental and spiritual balance. A return to the essence.

Farm land of the Quinoa plant in the Sacred Valley of the Incas in Cusco, Peru.









Mystic Inka Treatment®

by **AYPEA**

A mystic and relaxing journey to the heart of the Peruvian Andes, using exotic natural aromas that captivate the spirit, and soothing textures that pamper the skin. A unique experience for the senses.

The elaborate ritual **Mystic Inka Treatment** created by Aypa includes 100% native plants. It consists of **four body treatment products** that are applied according to a sequence of steps, with massages that are inspired by Inca techniques:

Step 1: Purify, with **Purple Corn**



Step 2: Energize, with **Lucuma**



Step 3: Regenerate, with **Sacha Inchi**



Step 4: Nourish, with Quinoa



The beginning of a magic and profound connection with the Andean essence, where body and mind live a sacred moment of complete liberty and well-being.

**A fascinating treatment available in exclusive
Spas and Well-being Centres.**

Purple Corn

Maize is considered the sacred plant of life. In the Inca Sun cult, it is associated with the gratitude for light, warmth and energy that is supplied to man.

The kernels of purple corn are one of the natural sources with the highest concentration of antioxidants, especially the **anthocyanin flavonoid C3G**.

Its powerful capacity to absorb free radicals slows down degenerative processes, enhances regeneration of the tissues and promotes the formation of collagen. Furthermore, it improves cell irrigation, disintoxicates the skin and has anti-inflammatory effects.

Mystic Inka Treatment Step 1: Purify

Relive an Andean purification ritual with the **Purple Corn Antioxidant Body Exfoliant**. With the help of a detoxifying massage, it removes impurities of the skin, leaving it soft and luminous with a refreshing and soothing scent thanks to the Andean Muña plant.



Lucuma

Lucuma is an exotic and aromatic fruit that was highly appreciated by the ancient Peruvians. For its beauty, it was symbolically associated with women and fertility.

Lucuma is a source of carbohydrates, rich in minerals and vitamins. It is especially rich in **vitamin B3 (Niacin), fibre, iron and carotene**. It stimulates the correct functioning of the skin by providing the cells with new energy, acting as a natural revitalizer. It also acts as an antioxidant for the skin and helps to reduce signs of ageing.

Mystic Inka Treatment Step 2: Energize

Experience a magical sensation of well-being with the creamy

Lucuma Warming Body Mask. Its

pleasant warming effect combined with a soft revitalizing massage,

relaxes the muscles and relieves tensions of the body.

The skin remains oxygenated, luminous and reveals a sweet

enchanted aroma. A

delightful experience for body and soul.



Sacha Inchi

The Sacha Inchi plant is a natural legacy of the ancient Inca civilizations that discovered its great healing properties for the body and its energetic qualities for the spirit.

The vegetal oil extracted from its seeds is rich in essential fatty acids **Omega 3 (48%), Omega 6 (36%), Omega 9 (8%)**, and contains Vitamins A and E.

It regenerates the cells of the skin and strengthens its protective barrier, rebuilding the hydro-lipid layer to promote a deep and natural hydration to the skin.

Mystic Inka Treatment Step 3: Regenerate

Balance the energy centres of your body with the concentrated **Sacha Inchi Body Oil**. Enjoy it through a harmonizing massage.

The skin is hydrated, soft and full of vitality with an exotic natural fragrance. An instant connection with nature.



Quinoa

Quinoa was known by the Incas as the “tear of the sun”. Due to its abundance, it was considered a precious gift attributed to its holiness: the Sun god.

Quinoa is a highly esteemed vegetal cereal that nourishes in depth thanks to its **high protein content** (including the essential amino acids that are beneficial for the body). It also contains carbohydrates, minerals and natural vitamins C, B1, B2, B3 (Niacin), B9 (Folic Acid), Calcium, Iron and Phosphorus in high percentages. It stimulates the formation and repair of the skin tissues and strengthens the skin cells.

Mystic Inka Treatment Step 4: Nourish

Let the Andean nature feed your skin with the rich **Quinoa Nourishing Body Cream**. With the help of a penetration massage, it deeply nourishes the skin and leaves it soft and smooth with a delightful fresh and woody aroma thanks to the Andean Palo Santo essence. A sensational moment of relaxation.



Live the Spa Experience at home



1. Purple Corn

Antioxidant Body Exfoliant

120 ml

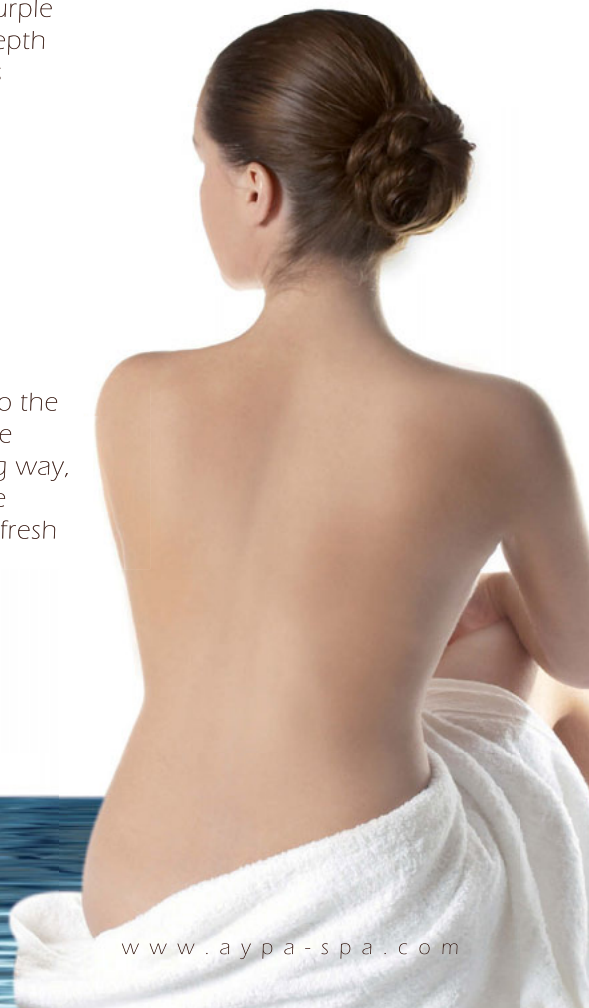
A natural source of antioxidants for the skin thanks to its high content in Anthocyanins (flavonoid) of the Purple Corn. It removes toxins from the body, cleans in depth and protects the skin. A magical feeling of softness and luminosity with a refreshing aroma of the Andean Muña plant.

2. Quinoa

Nourishing Body Cream

120 ml

An intense source of proteins for the skin, thanks to the concentration of essential amino acids found in the Quinoa. Deeply nourishes the skin in a long-lasting way, strengthening and feeding the cells. An immediate sensation of hydration and vitality, with a relaxing fresh and woody aroma of Andean Palo Santo oil.







Ecology and ethics

Rescuing the values of the Andean settlements towards Earth and being conscious of the ecological risk our planet is in, Aypa takes affirmative action to preserve the environment, by:



Using native plants from biological agriculture.



Using ecological materials, 100% recyclable.



Contributing to the development and growth of the rural communities whose work depends on the natural resources.

Creating products free of parabens, synthetic perfumes and artificial colorants.

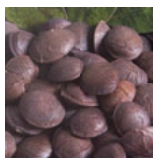
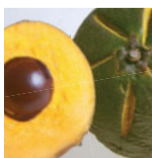
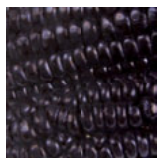
Respecting the mega-biodiversity of the Peruvian Andes, preserving the resources and protecting the climate.

Strengthening the identity of the Andean culture.

Chinchero Valley, Cusco-Peru

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