



STRAITS

skincare

# *Our Peranakan Tale*



Drawing inspiration from both traditional Peranakan secrets and powers of the latest technology in modern skincare treatments, is how **Straits Skincare** celebrates the Nyonya beauty culture to share it with today's generation.

After all, the Peranakan heritage is a tale of adaptation. They are the descendants of Chinese foreign traders who married local women in Southeast Asia centuries ago, and settled in the busy port of Penang, Malacca and Singapore, collectively known as the Straits Settlement under the British colony in the 19<sup>th</sup> century.

**Straits Skincare** combines age-old homemade Nyonya recipes passed down by generations, making use of local ingredients found at home. These ingredients are used extensively for their curative and protective properties. The foundation of the Peranakan beauty is rice. Derived from the Straits-born diet, it is the basis for Nyonya beauty rituals.



# *Time-Honoured Secrets*



Another star is the *Plantago Major*, also known as broadleaf plantain or greater plantain. The whole plant – from seeds to leaves and roots – are commonly used in Chinese medicine to treat various ailments. A calming poultice can be made by adding cold water to the plantain leaves and applying it on sunburns. The Nyonyas would smash the leaves and apply the paste on the skin to heal rashes and moisturise the skin.

Costly beauty lotions and creams usually include an active component called allantoin, which is found in the leaves of this herb. The natural component of allantoin supports quicker healing, destroys germs, and encourages the development of fresh skin cells.

Plantain, when combined with other useful herbs like comfrey and cayenne, aids in diminishing scars and irritations. A simple liniment prepared by blending fresh plantain leaf extract, a small amount of beeswax, and olive oil can be an efficient cure for diaper rashes, mosquito bites, and much more.



# *Straits Skincare For You*

Today **Straits Skincare** works with doctors and scientists in Singapore to create each formula from scratch advancing time-honoured beauty practices for past-paced, modern life.

Every ingredient is carefully selected and minimally manipulated to be gentle and safe with maximum effectiveness.

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Thank you for believing in our brand.

For details of collaboration, please contact me at [drjadekua@gmail.com](mailto:drjadekua@gmail.com).

