

MB MEANINGFUL BEAUTY®  
CINDY CRAWFORD

Bless





@eshanib



@mommymessmer

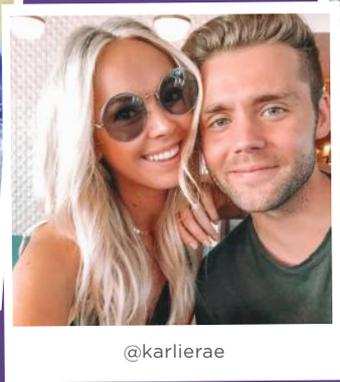


@kevik11

#readysetbless



@\_pauleypocket



@karlierae



@vanessa.\_salamone

I *love* seeing all of your *cute* photos!

Here are some of my favorites that ya'll snapped. <3

XOXO,

*Sazan*

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Hey babes!

Y'all -- this is seriously a dream come true! Cindy Crawford has always been a role model of mine and I'm beyond thrilled to partner with her this month to bring you a Meaningful Beauty® x Bless Box collab. We've filled this box with our favorite products from Cindy's skincare line Meaningful Beauty® to help you look, feel, and exude beauty from the inside out.

I remember the first time I met Cindy. She was throwing an event at her home for Meaningful Beauty®, and since this was one of my first events back after having Teeny, I was feeling totally distracted and out of place! Almost as soon as I met her and started chatting, Cindy made me feel right at home and helped calm me down.

That night, sitting next to her at dinner, I feel like I gained so much wisdom and truth (that I share with other women every chance I get)! Cindy truly is an amazing woman and really shows us that we can do it all! From being an iconic supermodel to a supermom, and now to a super businesswoman, I feel like she's truly unlocked the secret to living well and achieving your dreams.

Like Bless, Meaningful Beauty® truly lives up to its name. I started Bless because I wanted to really bless you each month and bring my blog to your doorstep. With Meaningful Beauty®, Cindy helps to preserve and maintain the natural, ageless beauty that we all have, at each and every stage of our lives.

I really can't express how excited and grateful I am for a friend like Cindy. I hope y'all love her products as much as I do. I'm really not kidding when I say that they've totally changed my life!

**Enjoy!**

XOXO,

Sazan

Don't forget  
to *snap* pics!

#READYSETBLESS

@THEBLESSBOX



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*Questions?*

Reach us anytime at [hello@theblessbox.com](mailto:hello@theblessbox.com)

# What's *Inside*

## Skin Softening Cleanser

Something Gentle | Retail Value: \$33.00

Every good skincare routine starts with a gentle cleanser to remove oils, makeup and impurities from your skin! This month I'm starting you off with the Skin Softening Cleanser from Meaningful Beauty®. This super mild soap-free cleanser is formulated to maintain your skin's delicate pH balance and deep clean without drying, so your skin feels glowing and smooth, never tight. Free of oil and fragrance, this cleanser contains anti-aging super-ingredient galactaric acid, a powerful antioxidant extract found in apples! This is one of my favorite gentle face washes, and I'm so excited to share a full size cleanser with you all!

**Saz Tip** - *I use this cleanser twice a day, on my face and neck. I start by massaging the cleanser into my skin in circular motions, and then rinse with warm water. Pat your face dry, and follow up with your new fave serum and moisturizer!*

*Got tough, long-wear makeup on? (Hellooo waterproof mascara!) This cleanser doubles as a makeup remover! Simply wipe off your makeup using a cotton pad - no need to rinse.*



# 2

## Youth Activating Melon Serum

Something Fresh | Retail Value: \$76.00

I am so excited to bring you my new all-time favorite skin serum - the Youth Activating Melon Serum from Meaningful Beauty®! This revolutionary facial serum captures the anti-aging power of melon leaf stem cells to visibly increase firmness. Formulated with an innovative microencapsulated delivery system, this serum visibly increases skin's firmness and elasticity while protecting skin from future environmental damage. It even helps support your skin's own production of Hyaluronic Acid! Sea Daffodil Extract helps to even skin tone and enhance clarity while orchid extract helps to increase moisturization.

**Saz Tip** - *No matter how old you are, it's never too early to start getting serious about anti-aging protection and skincare! Starting good skincare habits early will set you up to have gorgeous, youthful skin the rest of your life!*

*I use this serum twice a day - morning and night! To use, apply one pump to your clean face and one pump to your neck and décolleté, then follow up with your favorite moisturizer.*



## Lifting Eye Crème - Advanced Formula

Something Brightening | Retail Value: \$46.00

No skincare routine is complete without a killer eye cream. The delicate, ultrathin skin around our eyes is the first giveaway of our age. Lack of sleep, environmental stressors and plain ol' stress can take a toll on our skin and make us look prematurely aged or overly tired. This lightweight, multi-functional eye cream helps to diminish the appearance of fine lines and wrinkles while reducing the look of dehydrated skin and dark circles. Seriously, this visbly lifts and brightens tired looking eyes! I always feel so FRESH after using this baby!

**Saz Tip** - I use this eye crème twice a day after cleansing and moisturizing to keep the skin around my eyes looking fresh and young!

To use, simply gently pat a small amount of crème around the eye area - a little goes a long way. Et Voila!



3



4

## Environmental Protecting Moisturizer Broad Spectrum SPF 30

Something Protecting | Retail Value: \$65.00

The final step in any good skincare routine - a nourishing moisturizer with SPF protection! This multitasking moisturizer from Meaningful Beauty® is designed to hydrate and protect your delicate skin from modern-day environmental factors. SPF protection is only the half of it - with pollution and the blue light emitted by our phones, laptops and TV screens, our skin is up against a lot. Luckily, this powerful moisturizer hydrates as it reduces the damage caused by environmental aggressors that can lead to visible signs of premature aging.

**Saz Tip** - I never leave the house without sunscreen on! Rain or shine, winter or summer, a coat of SPF is your bff!

In the morning, after applying the Youth Activating Melon Serum, follow up with a thin layer of Environmental Protection Moisturizer. Reapply throughout the day as needed.

# 5



## Plumping Lip Gloss

**Something Glam** | Retail Value: **\$24.00**

If you thought my girl Cindy could only do skincare, think again! I'm so excited to bring you my new fave high shine lip gloss - the Meaningful Beauty® Plumping Lip Gloss! I keep this gloss in my makeup bag so it's always on hand. This lip gloss formula visibly plumps and shapes your lips. Seriously you guys - this gloss makes my lips look and feel so soft, full and supple. Formulated with bark root and damiani plant extracts, this gloss volumizes your pout while hydrating and moisturizing the sensitive skin on your lips.

**Saz Tip** - To use Meaningful Beauty® Plumping Lip Gloss, simply apply a generous amount to your lips. If you notice a slight tingling sensation, don't worry! That's just the sensation of the botanicals working to visibly plump up and define your lips!

Use this solo or underneath lipstick for a beautifully natural, full look!

# 6



## Intensive Triple Exfoliating Treatment

**Something Renewing** | Retail Value: **\$52.00**

Y'all already know I love a product that can do double (or triple!) duty. That's why I'm obsessed with the Intensive Triple Exfoliating Treatment from Meaningful Beauty®! This baby is a peel, a scrub and a detoxifying treatment all rolled into one. This powerful resurfacing treatment polishes away dull, dead skin for an out-of-this-world glow. It even helps all your other skincare treatments penetrate deeper. This triple-active combo of Alpha Hydroxy Acid, enzymes and mineral microbeads is my secret weapon for glowing skin.

**Saz Tip** - I use the Intensive Triple Exfoliating Treatment just twice a week to keep my skin glowing and healthy without over-exfoliating or stripping my skin.

To use, apply a generous layer onto your face and neck using gentle, circular motions. Leave on for 3-5 minutes before rinsing with lukewarm water. Pat your skin dry and follow up with the rest of the Meaningful Beauty® day or night regimen!

## Overnight Retinol Repairing Crème

Something Soothing | Retail Value: \$68.00

Every night before bed, I slather on a generous scoop of Meaningful Beauty®'s Overnight Retinol Repairing Crème! This intensely hydrating overnight moisturizer features Meaningful Beauty®'s signature super-antioxidant melon complex combined with powerful retinol for incredible results. This overnight moisturizing treatment is designed to reduce the appearance of fine lines and wrinkles (especially in conspicuous spots like around the eyes, mouth and forehead). Even if you don't have visible fine lines or wrinkles yet, this cream works while you sleep to hydrate and replenish your skin and smooth texture!



**Saz Tip** - After your day is done, cleanse your face with the Meaningful Beauty® Skin Softening Cleanser and apply the Meaningful Beauty® Youth Activating Melon Serum. Then, apply a thin layer of the Overnight Retinol Repairing Crème and massage gently into your skin.

It's super important to use an SPF moisturizer during the day when using a retinol product in your regimen, so be sure to use the Meaningful Beauty® Environmental Protecting Moisturizer Broad Spectrum SPF 30 Sunscreen in the morning!

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# Cindy + Sazan

on *Beauty*

&

W E L L N E S S

“Cindy Crawford is an example to me of someone who has done it. And she’s like a role model beyond just the supermodel and being this gorgeous, amazing, beautiful woman on the outside. She’s the real deal.”

-Sazan Hendrix

**Sazan:** I'm so thrilled to be collaborating with you this month! It's such a pleasure to be working with you and to share this experience! For me, Bless is so much about helping others and spreading this sense of belonging and blessings. Tell me, what does Meaningful Beauty® mean to you? What's behind the name, Meaningful Beauty®?

**Cindy:** *Meaningful Beauty® to me is more than a skincare line; it's a lifestyle. I launched Meaningful Beauty® 15 years ago with my co-creator and go-to skin guy Dr. Jean-Louis Sebagh with the idea to create a system that gave women everywhere the incredible access I've had to the most effective skincare treatments and technologies. We chose the name Meaningful Beauty® because each product is meant to have a meaningful purpose. Whether you're a busy mom, or a career woman, the goal was to provide women with a simple, effective skincare system.*

**Sazan:** You're such an amazing example of "doing it all". You're a supermodel, a businesswoman, a parent, and seem to know yourself so well. What inspired you to

launch your own beauty company? How DO you do it all?

**Cindy:** *When Dr. Sebagh and I first started talking about starting a skincare line it was because I had moved to LA and became a mother. I found I wasn't in Paris as often and wasn't able to see Dr. Sebagh, So what started out as me asking Dr. Sebagh to "bottle his treatments," also became a way for me to share all that I've learned from Dr. Sebagh and all the results I was seeing with my skin, with my sisters, my friends, my mother, and my grandmothers and any other woman who asked about how I looked after my skin.*

**Sazan:** At the dinner when we first met, you spoke to me about making sure to take time to feed yourself. That really resonated with me. Can you share more about what that means and how you take the time to make sure you're staying fed, especially when you're so busy?

**Cindy:** *No matter how hectic or busy things can get, it's so important to take some time for yourself, feed yourself, nourish yourself.*

*If you aren't taking care of yourself, you're not able to take care of anyone else or put your best self forward.*

**Sazan:** Wellness is so important. I think it goes along so well with this idea of staying fed and nourishing yourself so you can make sure that the quality of what you're doing and how you're doing it doesn't suffer. How do you balance wellness and business?

**Cindy:** *I think leading a balanced life in today's multi-tasking society is a challenge for all of us. I think what works best for me is being organized, punctual and realistic about how much time things really take. I mentally run through my day first thing every morning to anticipate where things might get tricky, and make adjustments.*

*Also, I try to give myself time in case there is traffic or I can't find a parking spot. I don't like the feeling of rushing. Another thing is just knowing its ok to say "no" sometimes. So sometimes you have to miss a great event or bring store-bought items for the school bake sale and that's ok!*

**Sazan:** How has your experience in the world of beauty shaped this? Has your opinion of beauty and wellness changed throughout your career?

**Cindy:** *I grew up in house where my mother never wore makeup, so when I started modeling it was all new to me. As a young model, every time I went to a job, I would sit in hair and makeup for almost 2 hours before I was "camera ready". At that age, I started to believe I needed all that makeup to look good. Fortunately, I married a man who loves the way I look when I take all the makeup off. I started to gain confidence and embraced a more natural beauty for my real life. I still have fun trying new stuff or getting glam for an event or special occasion, but definitely now prefer that people see me and not my makeup. I will say that in this new age of social media and digital content, it empowers young women to have fun and the skills to play with makeup. After all, that's what it's all about!*

**Sazan:** As a female entrepreneur, what motivates you to hustle? What sparks your fire to keep creating and innovating?

**Cindy:** *I define myself as a communicator*

*and seeker of information. Even though I dropped out of college, I never wanted to stop learning. I think that natural inquisitiveness along with my desire to connect to other women through sharing is what motivates me.*

**Sazan:** You're an amazing role model. Who inspires you? Who's your role model?

**Cindy:** *It's not just one person, it's the many people in my life. It's my sisters, my friends, my mother, my grandmothers. The women that raised me and continue to inspire me and keep me thankful, grounded and compassionate.*

**Sazan:** What advice would you give to women in the beauty and wellness industry, or to women who want to start their own businesses like Bless or Meaningful Beauty®?

**Cindy:** *The biggest advice that I would give to anyone starting their own business is that you should be your first and best customer. It has to be something that you are passionate about and authentic to you. Unless you really have the belief and the passion about it, I don't know how you could ask anyone else to buy it.*

**Sazan:** I just love hearing what you have to say! Lastly, can you share your number one beauty tip with us? Wellness secret?

**Cindy:** *This is actually one I learned from Dr. Sebagh, which is about wellness and age maintenance. One time I came to Dr. Sebagh and I had lost some weight, stressed, and he told me to pick one weight and try to maintain it. Don't make it your skinniest or your heaviest, but the weight that your body wants to be and stay there. He explained to me that if your weight goes up and down, the stretching and shrinking of the skin is not good for your skin and that was something I never really thought about. I do all of these other things to take care of my skin and maintaining a healthy weight is also good for my skin. ■*

CONTINUE READING

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[blessbox.com/blog](https://blessbox.com/blog)



# Bless it Forward.

## Smile

When you meet eyes with someone, whether it's your oldest friend or a total stranger, why not give them a friendly smile? Smiles are contagious, and it's a nice way of saying "hey, hope you're having a good day!" without having to say a word at all.

## How To Make Someone Feel Truly Beautiful.

Let's be honest. It's nice to hear some positive affirmations every once in a while! You might know you got it goin' on, but it still doesn't hurt to hear a kind word or a compliment from a friend. This month, I'm challenging you to find new ways to empower your loved ones with compliments that go from skin deep to beyond. Read on for my ideas to make someone feel beautiful, inside and out.

## Compliment

Whether it's your fave coworker, your BFF or a stranger in the elevator, if you see something you like, say something! Giving a heartfelt compliment can really brighten someone's day. **Bonus points:** try a compliment that goes beyond the surface! Everyone loves a compliment on a brilliant idea, or on a job well done. Try complimenting your friend on their achievements, or their work ethic. Trust me, they'll never forget it!



## Shout It Out

Rather than just “liking” a friend’s selfie while scrolling through social media, take a second to tell her exactly what you love about the pic. Does her haircut look amazing? Are her cheekbones popping? Is her outfit to die for? Let her know!

## Give a Hug

I know this sounds sooo simple, but just the act of taking the time to stop and give your friend a quick hug or shoulder squeeze (whatever you’re both comfortable with) can make them feel seen, loved, and acknowledged!

## Write A Note

What means more than a heartfelt card? Sure, emails and texts can send the same message, but really it’s all about the delivery. A handwritten note, from a sticky note on your coworker’s computer or a note on the bathroom mirror to a three page letter, a handwritten note is something she’ll treasure forever.

## Give A Gift

One of the sweetest ways to let someone know you’re thinking of them is to give them a gift. It could be something extravagant like the latest luxe eyeshadow palette or as simple as a \$5 bunch of flowers. The real gift is knowing that you took time out of your day to bring them something to brighten their day.

# Bonus!

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Want some inspiration for compliments that have nothing to do with looks? Feel free to snag a couple ideas, or even better, think of your own!

1. *You're such a good listener.*
2. I love how passionate you are about \_\_\_\_\_.
3. I *never* get tired of being around you.
4. **You make me feel important.**
5. You're such a **hard worker**.
6. You *always* make me laugh, even when I'm having a rotten day.
7. **You are smart.**
8. *You make \_\_\_\_\_ look effortless.*
9. You're important, even if you don't think so.
10. I hope we know each other for a long time.

*follow*

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ON INSTAGRAM

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# bless

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/ **BLES** / (VERB):

to confer prosperity or happiness upon

Bless BOX

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