

Why Use Natural Products

Healthy skin and true beauty comes from within us, requiring healthy growth of quality cells in the dermal layer of the skin. This can be achieved with a balanced dose of nutritious diet, regular exercise and plenty of rest, relaxation and play, as well as natural skin and body care treatments. Skin is our largest gateway between the body and the environment. The skin is the largest eliminatory and receptor organ. It continuously releases toxins, such as carbon dioxide, uric acid and dead bacteria, produced by the inner cells, as well as water through the pores. At the same time, our skin absorbs, to various degrees, what we apply on it. The skin selectively allows certain substances to enter our bodies through the pores and lets them into the inner workings of our cells. Are chemical-based products safe?

Most mass produced commercial soaps, creams and lotions are made mainly with chemical detergents, petrochemicals (in various forms such as mineral oil, fragrances, alcohol and synthetic preservatives) and animal by products such as lanolin. Although most petrochemicals and animal byproducts particles are too large to penetrate the skin, they attract dirt and clogs the pores and this may result in various skin allergies and problems. More alarmingly, increasing numbers of recent research have shown that certain synthetic ingredients, such as sodium lauryl sulfates (SLS) or diethanolamine (DEA) can cause skin irritations and even lead to serious skin and health problems. Here is an easy to understand overview on some of the most commonly used chemicals which are raising Health concerns in the industry: Irritant Sulfates Commonly used as cleansing ingredients in shampoos and shower gels due to their low cost and strong cleansing power, sulfates can irritate the skin, especially for sensitive skin. Sodium Commonly used forms are Sodium Lauryl Sulfate (SLS) or Ammonium Lauryl Sulfate. Chemical Preservatives Chemical preservatives are used, very cost effectively, in most cosmetic products to extend the shelf life of the products. However, many such preservatives are skin irritants. Commonly used preservatives include formaldehyde, methylisothiazolinones and DMDM hydantoin. Natural products, on the other hand, rely on the self-preserving properties of natural ingredients such as grapefruit seed extract, Vitamin E, honey and Sandalwood essential oil. Despite the shorter shelf life compared to most chemical-based products, you will benefit from the many skin nourishing qualities of these ingredients as well as the freshness of the products. Propylene Glycol Propylene glycol is a cheap, petrochemically derived humectant (moisturiser). It is a primary irritant and should be avoided by those with sensitive skin. Ethoxylates and Dioxane

Ethoxylates are a large group of ingredients used in most personal care products, including shampoos, hair conditioners, cleansers, lotions, and creams. They have been shown to contain the impurity 1,4-dioxane, which is a known toxin and carcinogen that can be absorbed through the skin. Further, ethoxylates are unstable and have been shown to break down in strong sunlight to form skin damaging free radicals. The most commonly used ethoxylates are sodium laureth sulfates (SLES), the polysorbates and PEG's. Nitrosamine Impurities Presence of nitrosamines in personal care products is a major concern within the cosmetic industry. Nitrosamines are formed as pollutant by-products in a number of cosmetic raw chemical ingredients, particularly those containing DEA (diethanolamine). DEA are commonly used in soaps, shampoos and shower gels as a foam boosting agent and surfactant (cleansing agent). Nitrosamines are toxic and carcinogenic. Artificial Fragrances The term fragrance in an ingredient listing almost always denotes the use of synthetic fragrance compounds, even if essential oils are also listed as ingredients. Fragrances are known to cause the majority of allergic reactions to cosmetics and toiletries. Difference between chemical-based and natural moisturisers Most commercially-made skin and body care moisturisers and creams are oil-in-water emulsions stabilised with a cocktail of petrochemicals, chemical emulsifiers and preservatives. Though they feel light on application, these water-based products not only emulsify and absorb the natural protective oils from the skin-surface, they leave no trace of nourishing and protective oils. Hence, actively promoting and creating drier and drier skin. This creates further dependency on the products. On the other hand, natural ingredients such as plant derived oils and especially essential oils are highly penetrative. And they can nourish the dermal skin cells with the right ingredients to encourage production of healthy skin cells. Hence, making the skin look smooth and healthy. Natural products offer better value for money Many consumers have the misperception that all quality natural products are expensive. In reality, there is a wide range of highly affordable natural and organic skin and body care products which are just as, if not more, effective than many of the expensive cosmetic brands. Browse through our online shop and you'll be amazed how affordable the products are. In most instances, many natural products offer better value for money than many chemical based products because relatively smaller amount is required. This is possible due to the high penetrative quality of natural ingredients to achieve beauty from within, not a temporary 'surface' treatment. What lies beneath the skin? The skin is our made up of the epidermis and the dermis. The epidermis, the upper or outer layer of the skin, is a tough, waterproof, protective layer. The dermis, or inner layer, is thicker than the epidermis and gives the skin its strength and elasticity. About 90 percent of the cells in the epidermis are keratinocytes, named because they produce a tough, fibrous protein called keratin. This protein is the main structural protein of the epidermis, and it provides many of the skin's protective properties. Keratinocytes in the epidermis are arranged in layers, with the youngest cells in the lower layers and the oldest cells in the upper layers. The old keratinocytes at the surface of the skin constantly slough off. Unlike the epidermis, the dermis is richly supplied with blood vessels and sensory nerve endings. The main structural component of the dermis is a protein called collagen, which is responsible for the skin's strength. Another protein in the dermis, elastin, is the main component of elastic fibers. These protein bundles give skin its elasticity—the ability to return to its original shape after stretching. Collagen and elastin are produced by cells called fibroblasts, which are found scattered throughout the dermis.