

Top tips:

- ✓ Don't buy separate creams for face, neck, eyes
- ✓ Choose multi-purpose body moisturisers
- ✓ Train your hair away from conditioner
- ✓ Look for the Soil Association symbol



Less is More

How multi-tasking organic skincare can look after your skin, the planet and your purse!

The purists in skincare

If you've enjoyed this booklet, let us keep you up to date with our organic health & beauty tips and special offers. Get in touch to request our brochure or newsletter - we'd love to hear from you:

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See inside for great beauty tips!

Too many polluting products, too much packaging

- Many of the cosmetics products available today are totally unnecessary.
- Clever marketing seduces us into buying the latest must-haves.
- The average British woman applies around 12 toiletry products per day (containing around 175 synthetic chemicals).
- As a nation we dump around 20 million tonnes of rubbish into landfill each year.



How organic skin care can help

- 1) A certified organic product has guaranteed ingredient purity and complete absence of toxic chemicals or pesticide and herbicide residues.
- 2) True organic skincare should be more effective, reducing the number of products you need...

...True organic skincare is made from cold-pressed plant oils whose natural molecules are compatible with the skin and readily absorbed. Their vitamins and minerals are carried deep into the skin's layers, acting as natural antioxidants that help fight free radical damage and premature ageing.

And when plants are grown by organic agriculture they have a higher vitamin and mineral content than when grown intensively and sprayed with pesticides and herbicides. As well as obvious environmental benefits, this is the advantage provided by organic rather than so-called "natural" skincare.

Choose the right skincare

1. The face - most women's top priority.



Depending on your skin type, choose from our organic Rose Moisturiser, Avocado Replenisher, Superfruit Concentrate, Rose Petal Tonic or Citrus Fruit Tonic as your facial moisturiser. Our Creamy Coconut Cleanser is also perfect for eye make-up removal and can even be used as a rich body moisturiser.

Top tips:

- ✓ Eye and neck creams are largely hype. Choose one organic facial moisturiser to suit your skin's needs that is high in antioxidants and will work hard to keep your skin smooth, supple and hydrated.
- ✓ Your daily moisturiser can double as a night cream. Good moisturisers that don't clog the pores should work night and day.
- ✓ ONE good cleanser should be gentle enough for the eye area and also effectively remove eye make-up.
- ✓ With skincare, price doesn't always equate with quality or performance. Look at the brand's values instead and the ingredients they use.

Choose the right skincare

2. Hair and shaving products

Top tips:

- ✓ Not using conditioner saves time (and money!). Comb your hair before washing if necessary to detangle. Never use a brush or fine-toothed comb on wet hair as it is weaker and can stretch and break.
- ✓ If your hair is especially dry or chemically-treated, distribute a minute amount of an oil-rich balm such as Ultra Rich through hair ends before or after drying.
- ✓ Forget buying lots of different shampoos and conditioners and over-washing. With the right shampoo, oil production can normalise whether hair and scalp is dry or oily.
- ✓ Body washes make excellent shaving soaps.

The use of harsh detergents such as sodium lauryl sulfate over the last 60 years has created an artificial market for hair detan-glers. Conditioners provide a (usually synthetic) coat-ing on the hair shaft, to cover up the drying and damaging effects of the detergent in the shampoo and stays there till you next wash your hair and repeat the cycle, so it's always in your hair.



Our Gentle Herb and Tea tree shampoos contains a very mild detergent and lots of scalp-conditioning herbs that help strengthen the hair shaft leaving it naturally shiny and easy to comb.

Choose the right skincare

3. Body, hands and feet

Skin on the hands and especially feet is thicker than elsewhere on the body. Organic plant oils, in particular olive and shea butter, are fabulous at absorbing into the lower skin layers to help soften and regenerate.



Top tips:

- ✓ A good hand or body cream rubbed into cuticles will also help strengthen your nails too. Look for products containing cold-pressed plant oils and healing herbs like hypericum, calendula and aloe vera rich in vitamins A and E, which are essential for skin healing and anti-oxidant protection.
- ✓ A lotion or balm applied immediately after a bath or shower when the skin is moist and warm will be most rapidly absorbed and leave the skin super-soft.
- ✓ You really don't need separate hand and body moisturisers.



Our Hand & Body Lotion, Calendula Balm and Bump Butter in particular are quickly absorbed and great for body, hands and feet.



Choose the right skincare

4. Ultimate multi-tasking



Top tip:

- ✓ Some products can multi-task as a face moisturiser if used sparingly, a hand and body cream, cleanser, make-up remover, nail and hair conditioner, lip salve and more.

One example is our Organic Calendula Balm. It was deemed a "100% organic pot of wonder" by the Green Beauty Bible. Another is our Organic Ultra Rich and if your baby isn't looking - Soothing salve!

An organic word of warning

Fact: Unlike in the food industry, current legislation allows personal care products to be described as 'organic' without organic certification

Top tips:

- ✓ Look for the Soil Association symbol to be sure that your cosmetics are as organic as possible.
- ✓ Beware of companies' own look-alike "organic" logos

