

NATURAL BEAUTY CARE

ayu



INGREDIENT OF THE MONTH

Aloe Vera

Aloe vera grows in dry regions of Africa, Europe, Asia and America. The main part used for medicinal and cosmetic use is the thick gel that is obtained from the inside the aloe vera leaf. In ancient times as well in modern times this sap from the aloe vera leaf is used for healing infections and treating burns. African hunters used this gel to reduce perspiration. Aloe vera has also been a key ingredient for skin care issues for many centuries. The ancient Chinese used aloe vera gel for treating eczematous skin conditions. Aloe vera in skin care preparations increases the availability of oxygen to the skin and helps strengthen skin tissues. Usually aloe vera is added with vitamin E to skin care products because the combination helps maintain the skin's elasticity and suppleness. Aloe vera gel is also a great addition to face cleansers because it keeps moisture in the skin and restores the acid pH

Keeping Away from Parabens

Parabens are basically a synthetic antifungal agent used to increase the shelf life of products and some food preparations. It's used in over 95% of personal care products; lotions, shampoos, toothpaste, deodorants, skin tanning lotions because it is inexpensive and for many years believed to have a low toxicity level. The worst side effect was thought to be an allergic reaction. Recently experts who have conducted more investigative research have discovered that parabens' chemical structure is extremely similar to the female hormone estrogen.

When the body absorbs substances that act like estrogen it throws off the body's normal hormone production. This in turn contributes to possible cancer and male reproductive abnormalities such as testicular cancer and prostate disorders. A 2004 research from the University of Reading in the U.K. found large quantities of paraben compounds in breast cancer tumors.

The skin is a living, breathing organ and absorbs what it comes in contact with. Parabens are also being deposited in our environment via the water supply when we wash off our personal care products.

The amount of parabens in products is only 1 percent, but on average a woman uses 9 products a day which contains these chemicals. The long-term and continual use of parabens are cumulative. We understand the great importance of avoiding bacteria and fungi growth in our products, for this reason our products are preserved using natural antioxidants. The preservatives used are vitamin E, grapefruit seed extract and essential oils. The ingredients not only extend the shelf life of our products but nourishes your skin.

needed for healthy skin. The following Ayu Natural Beauty Care products contain aloe vera gel: Jojoba & Aloe Vera Cleanser, Magic Lavender Toner, Palmarosa & Linden Cleanser, Witch Hazel Toning Solution, Enriched Facial Cleanser, Kukui Nut Skin Stabilizing Toner, Cooling Peppermint Foot Cream, Cocoa butter & Shea Butter Sun Protection Body Lotion.

To keep away from parabens in personal care products, look for the following on the label: methylparaben, butylparaben and propylparaben.

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"Looking back to nature's gifts for healthy skin. Our philosophy is to nourish the skin using the ancient sciences of ayurveda."