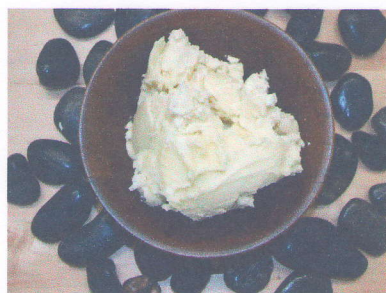


NATURAL BEAUTY CARE

ayu



INGREDIENT OF THE MONTH

Shea Butter

Shea Butter is native to West Africa and is produced from the nut of the Karite tree. For centuries Africans have considered shea butter to be a priceless resource for external and internal purification. Shea butter itself is a smooth and soft paste that can be applied directly to the skin or can be added to moisturizers, lotions and other cosmetic preparations to provide additional benefits. The reason shea butter is added to Ayu products are for its natural sun protection qualities, rather than using chemical based sunscreen. The other properties are that it is anti-inflammatory, an emollient and also a humectant. The particles of shea butter can be penetrated up to the dermis and at that level it helps in the synthesis of collagen and elastin. This supports the skin's structure because collagen provides strength and elastin keeps the skin flexible. Basically it means that shea butter

Alcohol in Skin Care Products

Like drinking alcohol, alcohol in skin care preparations causes dry skin and pre-mature aging. There are several types of alcohol that can be found in cosmetics and skin care products. It is very important to recognize the different chemical names of alcohol. To decipher the labels, look for the following at the top or one of the first few ingredients on the list: SD alcohol, alcohol, ethanol, ethyl alcohol, methanol, isopropyl alcohol, alcohol denat, stearyl alcohol, cetyl alcohol.

Some cosmetic companies state that stearyl alcohol and cetyl alcohol are safe, but this is completely false. Cetyl alcohol, derived from sperm whale and dolphins, has been found to cause allergic reactions such as hives, burning and rashes. Even more seriously has been found to cause irritation of the eyes and lungs. Environment Canada has classified this ingredient as toxic. Stearyl alcohol is also from sperm whale. Assessments have shown strong evidence that stearyl alcohol is an irritant, especially around the eyes. The evidence from this research and further information can be accessed at cosmeticsdatabase.com.

Why is alcohol used?

With all the negative impact on the skin cosmetic companies still use alcohols. There are a few reasons, that are not justifications. Alcohol in toners feels "fresh and tingly". In body lotions, hand lotions, etc. it helps dry the lotion more quickly on the skin's surface. In oily skin care products it provides the very short term effect of removing the excess oil and sebum. For oily skin this can be a vicious cycle. Causing drying and dehydration on oily prone skin will only encourage the sebaceous glands to create more sebum to feed the skin's surface. This results in more pimples/acne/pustules and "shiny skin". Oily skin needs to be properly cleansed and nourished with a moisturizer that contains the necessary oils to remove sebum and keep the skin hydrated. The Ayu Natural Beauty Care products contain

is an excellent moisturizer and keeps the skin supple. All Ayu Natural Beauty Care moisturizers, treatments, eye care, body lotions, hand lotions and foot lotion contain shea butter.

no alcohol ingredients. Our oily skin care line has been proven to be highly effective, without having to rely on strong chemical based alcohols.

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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."