



What you need to know about your skincare

Ever wonder why so many skin care products you buy — even at the health food store have ingredients on their labels that you can't even read or pronounce?

If you can't read or pronounce the ingredient, there is a high likelihood it should not be in any lotion or skincare product you want to use on your skin.

Obviously, you really want to *avoid* using anything potentially toxic on your skin!

Because this is such a common problem, I've have developed the **urban sense** range of products that are made of real, recognizable, natural and organic ingredients to enhance your health from the 'outside', as well as the 'inside'.

Quality skin care is not a replacement for good internal health; it is a part of your entire package of wellbeing.

One of the first strategies you can use to improve your skin health is to make sure you are getting enough high quality omega-3 fish oils in your daily diet or from a high quality supplement. How do you know if you are deficient in omega 3 oils? Check the skin on your hands – if they are rough, dry and wrinkled, it's usually a strong indication that you are lacking in this essential dietary nutrient. Also, we suggest you try our amazing **Hand & foot balm** to nourish and repair.

Your skin grows from the inside out, so your overall nutritional levels really matter. **Vitamin A, Zinc, B vitamins and Protein are also essential** for healthy skin. That said however, **caring for your skin is not just an inside job — it's an outside job too.**

Your skin is much more than an outer surface for the world to see — it's the **largest organ of your body!** It has a number of amazing responsibilities that you probably don't think about on a daily basis:

- **Protects your internal organs from injury and infection.**
- Helps detoxify wastes through perspiration.
- **Provides an important line of immune defense against infections — your healthy skin creates a barrier to viruses and bacteria.**
- Protects you against extreme changes in temperature, through its thermoregulatory effect of controlling heat flow between you and your environment.
- **Produces and stores vitamin D, which is important to your immune system and bone density.**

- Rich in receptors, it allows you to sense conditions around you like hard/soft and hot/cold and sends information to your brain so you can react to it for self-preservation.
- **Protects your body from sunburn**

The loss of any of these functions will compromise your health and can **accelerate signs of normal aging.**

Your skin functions as an organ that can absorb and excrete both nutrients and toxins through its pores. The condition of your skin is a powerful reflection of *just how healthy you are on the inside.*

Because your skin has the ability to absorb whatever you put on it, careful choices are critical. **You want to give your skin the same thoughtful care you give your internal organs.**

Let's take a quick look at some of the ingredients in today's skin care products that can compromise the health of your skin and your body.

Many chemical products are labeled with a "danger" warning, or a "skull and crossbones" to warn of dangerous toxins in a product. And we respond by not applying them to our skin or eating them!

Yet many skin care products use ingredients with unrecognizable and unpronounceable names.

The safest approach with chemicals is never **put anything on your skin that you wouldn't be willing to put in my mouth.**

It is well-proven that when you apply these chemicals to your skin, they enter your bloodstream and become integrated into your body's tissues.

We need to ask ourselves why potentially harmful ingredients continue to be used. Because they are **cheap, readily available, have a long shelf life, and easily diluted.**

Does Your Skin Care Product contain these toxic Chemicals?

I recommend you check your products for the following ingredients. Take this list with you when you shop and avoid as many of these chemical as possible.

Here are a few of the most common suspicious ingredients:

Mineral Oil, Paraffin, and Petrolatum – Petroleum products that coat the skin like plastic, clogging pores and creating a build-up of toxins, which in turn accumulate and can lead to dermatologic issues. Slows cellular development, which can cause you to show earlier signs of aging. Suspected cause of cancer. Disruptive of hormonal activity and fertility.

Parabens – Widely used as preservatives in the cosmetic industry (including moisturizers). An estimated 13,200 cosmetic and skin care products contain parabens. Studies implicate their connection with cancer. They have hormone-disrupting qualities – mimicking estrogen – and interfere with the body's endocrine system.

Phenol carbolic acid– Found in many lotions and skin creams. Can cause circulatory collapse, paralysis, convulsions, coma and even death from respiratory failure.

Propylene glycol – Used as a moisturizer in cosmetics and as a carrier in fragrance oils. Shown to cause dermatitis, kidney or liver abnormalities, and may inhibit skin cell growth or cause skin irritation.

Acrylamide– Found in many hand and face creams. Linked to mammary tumors in lab research.

Sodium laurel or lauryl sulfate (SLS), also known as sodium laureth sulfate (SLES)– Found in car washes, engine degreasers, garage floor cleaners... **and in over 90% of personal care products!** SLS breaks down the skin's moisture barrier, easily penetrates the skin, and allows other chemicals to easily penetrate. Combined with other chemicals, SLS becomes a "nitrosamine", a potent class of carcinogen. It can also cause hair loss. SLES is sometimes disguised with the labeling "comes from coconut" or "coconut-derived".

Toluene – Poison! Danger! Harmful or fatal if swallowed! Harmful if inhaled or absorbed through the skin. Made from petroleum or coal tar, and found in most synthetic fragrances. Chronic exposure linked to anemia, lowered blood cell count, liver or kidney damage, and may affect a developing fetus. **Butylated hydroxytoluene (BHT)** contains toluene. Other names may include **benzoic** and **benzyl**.

Dioxane– Found in compounds known as PEG, Polysorbates, Laureth, ethoxylated alcohols. Common in a wide range of personal care products. The compounds are usually contaminated with high concentrations of highly volatile 1, 4-dioxane, easily absorbed through the skin.

Dioxane's carcinogenicity was first reported in 1965 and later confirmed in studies including one from the National Cancer Institute in 1978. Nasal passages and liver are the most vulnerable. Dioxane is easily removed during the manufacturing process by "vacuum stripping". **Warning:** It is a synthetic derivative of coconut. Watch for hidden language on labels, such as "comes from coconut".

So, do you want to put these chemicals on your skin? Hopefully not...

You'd be better served by switching to skin care products made of plant names you recognize, can pronounce, and could even eat (if you had to).

Here is a list of our base ingredients used to make our **urban sense** products

Carrot seed Co2 extracted is high in beta carotene (vitamin A), which helps counteracts the effects of ageing and strengthens the surface layers of the skin.

Evening Primrose and Rosehip Oils are essential fatty acids rich in linolenic and linoleic acids (omega 3 & 6 oils) and gamma linoleic (GLA). They help maintain healthy skin, hair and nails

Sweet Almond Oil is high in vitamins A, B1, B2, B6 & E. It is rich in monounsaturated fatty acids and is easily absorbed.

Macadamia Oil is high in palmitoleic acid, a monounsaturated fatty acid that is a natural component of our skin sebum that benefits dry, mature and aging skin.

Avocado Oil is high in vitamins A, B1, B2 & E, pantothenic acid and lecithin. Valuable oil for mature, dry and ageing skins.

Jojoba Oil is a liquid wax. It resembles our skin's natural sebum, providing protection and moisturising properties for all skin especially oily conditions.

Calendula (CO2 extracted) has a long history of use in assisting in skin repair & preventing scarring and in the treatment of eczema, psoriasis, ulcers, cuts and abrasions.

Centella (Guta Kola) is an herbal extracts infused into cold pressed oils. Studies have shown that extracts of this plant increase collagen production, which works to strengthen tone and renew the skin.

Wheatgerm Oil is a rich source of vitamin E, used to promote firmness and elasticity of the skin. Extremely nourishing for dry and damaged skin.

Shea Butter soothes and softens the skin whilst improving skin tone and elasticity.

VITAMINS - A, B5, D & E are essential vitamins that help support and maintain the skin's natural functions due to antioxidant properties, promoting strong, healthy, glowing skin.

HYDROSOLS – Lavender & Rose Floral Hydrosols are derived from essential oil distillation and they contain many plant compounds. They have calming, toning and astringent properties.

Manuka Organic Honey is renowned for its hydrating & antibacterial effects as well as its rich composition of nutrients. It is used externally to aid healing, irritated, dry & damaged skin.

Aloe vera extract is a natural healing extract that has cooling and soothing properties. It deeply penetrates the skin, bringing relief to itchy, damaged and dry skin.

PRESERVATIVES - **Natural Rosemary Extract** is used to prevent oxidization of our oil-based ingredients and **Grapefruit Seed Extract** is used to preserve our water-based ingredients from bacteria and fungal growth.



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