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## Skin Food

It might be second nature to read the ingredients listed on the packaged food you buy at the supermarket, but do you do the same with your skincare products?

**Unfortunately far too** many of us trust recognisable big brands; potent words like 'natural' and 'organic'; and the nature-inspired images that skincare companies use to market their products.

In truth, it means very little because the largely self-regulated beauty industry can use these words and images with no substantiation by law. That means a product

containing a drop of an organically grown material can be called 'organic' as much as a beauty product containing ingredients that are known to irritate the skin and heighten cancer risk can be sold without warning. Look beyond slick marketing and don't be fooled to believe that just because it is in a reputable store, is a popular brand, or smells fruity, that it is actually good for you. Our

skin is our largest organ and needs pure, healthy, nutrient-rich skin food.

The best option is to make skincare products in your kitchen; this way, you know exactly what is inside. Just like shopping for whole foods – you know, the fruit and vegetables found on the outer aisles of your supermarket – what you see is what you get. It sounds nice, but most of us don't have the time or desire to make our own skincare so we must rely on store-bought products and this is where we can run into trouble. Convenience comes with a price, and despite being told by the industry that the toxic chemicals used in their formulations are so 'small and insignificant', we now know that they build up in the body's cells with repeated and long-term exposure. Thankfully, there are some incredibly innovative skincare products on the market that are so healthy, you could eat them.

For Juice Beauty, it all started with a green apple and expanded to a range of antioxidant, polyphenol, and vitamin-rich organic botanical juices that were formulated to ensure healthy and radiant skin. Juice Beauty's Stem Cellular Collection is power packed with a proprietary blend of fruit stem cells from apple buds, grape buds and lemon bark to help boost and enhance skin tone and texture, and like all their products, you won't find any parabens, petroleum, pesticides, propylene or butylene glycols, phthalates, sulfates, PEGs, TEA, DEA, GMO, silicones, artificial dyes or synthetic fragrances.

Based in the US, the Hippocrates Health Institute has been dedicated to transformation and uncompromising health services since 1961. In early 2016, they will expand their LifeGive brand with a line of skin and hair care products that

are jam-packed with edible, wholesome and nourishing ingredients. According to Marty Landau, Director of the BECOME Organic Salon & Beauty Center, each product is created from a potent foundation of algae and seaweed extracts that not only assist with beauty-based concerns, such as collagen production, cellular renewal, melanin/pigmentation consistency, skin elasticity and strengthening of the connective tissue matrix, but also delivers a wonderfully potent dose of antioxidants, vegetal enzymes and minerals. Because what we apply to our skin is quickly absorbed into our bloodstream and lymph, BECOME aims to support beauty, healing and health from the outside in. Wouldn't you rather slather and feed your body with 'foods' that are full of vitamins, phytonutrients, minerals and active enzymes rather than chemicals you can't even pronounce?

Many companies would have us believe that their products contain chemicals to preserve their shelf life and our youth. However, cheap preservatives, fillers and ingredients are simply ways to cut costs. Mother Nature offers a potent cornucopia of active and vital ingredients that are the foundation of conscientious skincare companies creating healthy products using both time-tested methods and revolutionary technology, giving big market brands a run for their money.

Listing their ingredients as 'edible' and 'organic', EdenSong Essentials and sister company RawSum Organics use ethically sourced, harvested and organic food-grade ingredients such as almond flour, sea salt and pure essential oils of peppermint, lemongrass, ginger to pamper and satiate your skin. According to owner Stephanie Rountree, the major difference between the conventional and organic ingredients



**“Everything we put in and on our bodies must be nutritious and safe”**

*~ Horst M. Rechelbacher*

used in skincare is the “processing, harmful inorganic additives and toxicity, and we benefit from using food grade organic skin care ingredients because they have been used for hundreds of years and have a proven track record.”

Perhaps one of the best indicators of a wholesome skin food brand is where it was born: the kitchen or a lab. Herbivore was born in a Seattle kitchen in 2011 aiming to create products that give noticeable results, personal rejuvenation and a little indulgence. In formulating treatments that combine pure, active and essential vitamins, minerals, and botanicals to restore skin to its optimum health and vitality – your daily bathing and skincare rituals will become deliciously enjoyable. Try their

Brighten Pineapple + Gemstone Mask, which contains Brazilian white tourmaline gemstone, pineapple and papaya enzymes, rice powder and rose distillate.

Created by beauty and environmental pioneer, Horst M. Rechelbacher, Intelligent Nutrients infuses the skin with life using the combined potency of plant stem cells and life force of seeds. Combining cutting-edge natural, organic and green technologies with science results in personal care products that are non-toxic, natural and organic without sacrificing performance.

Intellimune is a potent super-antioxidant seed blend made from thousands of cold-pressed certified-organic fruit and vegetable seeds, and is found in almost every Intelligent Nutrient product in order to fight free radicals, reduce inflammation, protect healthy cellular activity and growth, and slow premature ageing. The New Plant Stem Cell Science utilises plant stem cells cultivated without soil in the purest lab conditions in order to deliver as much as 1,000 times the antioxidant activity of the entire plant. Stem cells from edelweiss, coneflower, summer lilac and pennywort help to reduce the appearance of fine lines and wrinkles, redness and other skin discolorations, and firms, lifts, smoothens and softens while increasing collagen synthesis.

There are several great resources to help you decipher your labels like SafeCosmetics.org and a cool little app called Think Dirty that allows you to review more than 200,000 beauty products and 2,900 brands for safety. It is time that we safeguard our long-term health and get under the skin of the beauty industry by demanding healthy products, voting with our purchases, reading product labels for toxicity and sharing our knowledge with friends. 🌿



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