

What are you feeding your skin ...?

by Narelle Chenery, founder Miessence

IT'S a medically recognised fact that our bodies absorb significant amounts of what we put on our skin. It's called transdermal absorption and it's used as a delivery system for birth control, nicotine cessation, and other medical practices. It therefore stands to reason that lotion, deodorant, make-up, or whatever you rub into your skin will also make its way into your system.

There are currently 10,500 chemicals used in personal care products and 89 percent of them have not been evaluated for safety. As the number of people who are concerned about environmental toxins grows, more cosmetic companies are jumping on the 'natural' and 'organic' bandwagon. But what do 'natural' and 'organic' mean when we see them on a label? How do we know what we are buying is really natural and organic?

Our skin is the largest eliminatory organ in the body. It's a two-way membrane. Toxins are eliminated by perspiration and absorbed through the skin into the body's systemic circulation, through hair follicles and sebaceous glands. Cosmetic manufacturers are not supposed to claim that their products penetrate skin. If they did, the products would then be labelled as a 'drug' and they'd be governed by much stricter regulations. This is both good and bad. Good because it means your skin can be nourished from the outside with some wonderful ingredients. Bad because it allows cosmetic manufacturers to put ingredients in their products that would never be allowed orally, but are still absorbed through skin.



What do 'natural' and 'organic' mean on labels? We often define 'natural' as existing in, or formed by nature - not artificial. Many labels have lists of chemical names, some followed by the phrase 'derived from' a natural substance. This can mislead consumers. When chemicals such as cocamide DEA are followed by the term 'derived from coconut oil' the consumer is led to believe that these synthetic chemicals must be natural. While this may be true in some cases, it's ultimately anything but natural. To create cocamide DEA requires the addition of a synthetic chemical and known carcinogen, diethanolamine (DEA), to the coconut oil. It is therefore no longer natural or safe!

We usually think of 'organic' as something grown and cultivated without the use of chemicals. That's the conclusion some cosmetic companies would like us to make when we see the term 'organic' on a label. Such companies are using the chemistry definition of 'organic' – meaning a compound that contains a carbon atom. Carbons are found in anything that has ever lived. By using this definition of organic, they are saying that a petrochemical preservative called methyl paraben is 'organic' because it was formed from leaves that rotted thousands of years to become crude oil, which was then used to make this preservative. Parabens have been found in 13 out of 18 types of cancer, including breast cancer!

An increasing number of companies are claiming to use 'organic' herbs in their products. But what about the rest of the ingredients? Are they safe? Isn't there an authority that governs the use of the term 'organic' on labels? The simple answer is NO. However, the term 'certified organic' IS governed by a number of internationally recognised bodies. In Australia, Australian Certified Organic (ACO) is the largest. Searching for products with the logo of a certifying body on the label is the **ONLY** way you can guarantee the authenticity and integrity of every ingredient in the product. Without this, the organic claim means nothing.

Miessence manufacture a comprehensive range of skin and personal care products that are certified organic to organic food standards. Why accept anything less for the largest organ of your body, your skin? Call now for a **FREE** info pack **PLUS** 20 percent **OFF***. If you would also like to learn about the unique home-business opportunity with Miessence, please see opposite page. *

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*Offer ends 30 November 2010

