

"Make the Difference Today"

## **Naturally Beautiful**

## Josephine Fairley July 2007

[**ZOOM NOTE**: To clearly see this text, please use the '+' keys on the top of this screen to enlarge it to 100% or greater. See STATEMENT at document end.]



This article's focus is for human skin. However, please see the connection to animal skin and **Parabens and Sodium Lauryl (Laureth) Sulfate** in the **Copyright & Statement** section below. This is just one of many articles and scientific research now questioning the use of the above harsh chemicals. We are very grateful to Josephine Fairley in granting us permission to reproduce this article for **Stop-it-All** 's animal/pet owners.

The key to the article's highlighting in connection to animals is as follows:

Pink - important

Green – highly important (pages 2 & 3)

 "We are what we eat. And our skin, essentially, is what it eats, glowing when it gets the right oils, vitamins and nourishment.

....continued/....

- P2 The complexity of skincare poses a huge challenge, because it means finding natural alternatives that match the performance of the technologically advanced, synthetic ingredients used in non-organic beauty.
  - What makes a product organic? It's down to how the ingredients are grown, without pesticides, herbicides or chemical fertilisers which are universally derived from petroleum increasingly an issue when we're all trying to reduce our carbon footprint. Sustainability is a hot topic, essentially organic is all about sustainability; ingredients that are gathered from crops that can be harvested again in the future products farmed in sympathy with nature, without the use of artificial chemicals. By contrast, the ingredients in many conventional products are derived from substances that have been pumped out of the Earth's core, never to be replaced.
- As with food, organic beauty is as much about what's not allowed as what is. So there's a long list of no-nos; no parabens, which have a health question mark over them.

  No harsh detergents such as sodium lauryl sulfate (SLS), or even its widely-used cousin, sulfate (SLeS), which can be contaminated in the manufacturing process with nitrosamines (known carcinogens). No synthetic colourings and no fragrances except those that a clever perfumer can concoct. In contrast, synthetic scents can be a cocktail of 200 or more chemical 'notes' ...none of which has to be listed on the packaging.



- P3 Many are drawn to organic beauty because of their anxieties about chemicals being absorbed through the skin into the bloodstream.
- To me the pull of Natural, especially organic, isn't just a sort of beauty insurance policy to safeguard my health; it's because I don't want the beans or seeds that go into my moisturiser to have been blitzed with toxic chemicals (traces of which inevitably end up in the finished product).
- What I do know, although of course, this is just one person's experience, is that my previously reactive complexion (the legacy of years as a beauty editor, exposing my skin to new formulations almost every day) has calmed down 100% since I switched to organic."

At *Stop-it-All* we're committed to organic, fair trade, whole herbs and honest business practices. We buy products from people working with a common goal of creating & selling the best possible herbal products. Our suppliers have built their companies around the idea that the details matter & that it's possible to create wholesome natural products while taking care of our planet. Skin is frequently a reflection of what we eat or use on it....hence we are totally against the use of Parabens and SLS/SLeS in any animal products.

## Copyright & Statement:

- Both **Sainsbury's Magazine** & the author, **Josephine Fairley**, have most generously given **Stop-it-All** permission to use this article as reassurance of concerns regarding common skin agitants not only found in human & baby products but more worryingly for us(!), in many animal products. Whilst humans can say something's amiss, our animals suffer silently....
- Josephine Fairley is the author of many beauty & health related books; she has long challenged the ingredients of what
  we put on our skin & that found within & on what we eat. She's a regular contributor to national & international magazines
  & newspapers. In 1991 she & her husband Craig Sams (founder of Whole Earth Foods) founded Green & Black's Organic
  Chocolate, an award winning organic & fair-trade confectionery brand with their Maya Gold chocolate being the first
  product to carry the Fairtrade Mark. True pioneers!
  - If you wish to see the complete PDF of the article, please contact me.
  - Thank you to Josephine Fairley & Sainsbury's Magazine for this consent.