



ingredients: aloe barbadensis (organic aloe vera) leaf juice, glycerin (vegetable, non GMO), citrus aurantium amara (orange blossom) flower water, glyceryl stearate se, beeswax (organic), cetyl alcohol, leuconostoc/radish root ferment filtrate, carnauba wax (organic), stearic acid, hydroxyethylcellulose (cellulose gum), *iron oxide(CI 77499)

*non nanoparticle

We are so happy to launch our new Face Essentials Mascara! Please note that we recommend twisting the wand rather than pumping it to get enough product for application. Pumping could cause leakage and twisting this magnificent brush adds just the right amount of Mascara. Enjoy!

directions: Apply product from root to tip to create length, volume and pigment.

notes: Use on upper and lower lashes to make lashes look longer and fuller.

aloe barbadensis (organic aloe vera) juice

A natural moisturizer which gives oxygen to your skin cells increasing the strength and synthesis of skin tissue. It is helpful in removing dead skin cells, reducing wrinkles and promoting a healthier, young looking appearance to your skin. Aloe Vera acts as a natural barrier and shields skin from dangerous toxins, and also helps cuts, bruises and burns heal faster, minimizes scarring. It relieves heat on the skin caused by sunburn, destroys bacteria that try to invade cuts or open wounds, relieves inflammation and redness, soothes itching and helps restore skin's natural beauty and nourishes the skin and tissues with body-loving nutrients such as vitamin E and C.

glycerin (vegetable, non GMO)

An organic compound, produced as a by-product of soap manufacturing, from oils and fats. It can be made from animal fat (not ours) or, in the case of vegetable glycerin, vegetable oil. Ours is coconut oil based. The source of the raw material does not affect the final product, but, since glycerin is widely used in foods and medications, this distinction is important for vegetarians. It is also used as a sweetener and as an ingredient in a number of cosmetic products. ---KOSHER?

citrus aurantium amara (orange blossom) flower water

Used as a skin-conditioning agent. Flower waters (also called hydrolat or hydrosol) are byproducts from essential oil production: for example, when lavender essential oil is produced by steam distillation, the process also creates lavender water. Flower waters have many similar qualities to the essential oils. Orange blossom flower water is a byproduct from the distillation of orange blossoms for neroli essential oil. In aromatherapy, neroli oil is used for its uplifting qualities and to relieve stress and anxiety. Orange blossom water is widely used in skincare, and it is a good skin tonic. It also has a beautiful scent.

glyceryl stearate se

A wax-like ingredient derived from vegetable oil, is also naturally manufactured by the human body. The ingredient helps form a barrier on the skin and limits the amount of moisture loss the skin experiences, and protects from free-radicals. Free radicals accumulate and become more damaging with age. It helps with the smoothness and feel of the product on the skin. It can also

help fill in fine lines and wrinkles, leaving the skin with a smooth appearance. Glyceryl Stearate is an ester of glycerin and stearic acid. It is a white or cream-colored wax-like solid that also contains a small amount of sodium and or potassium stearate.

organic beeswax - cera alba

Improves the condition of skin and is known for its healing properties. Beeswax locks in moisture, and protects skin from damaging environmental factors. It softens skin, creates a long-lasting protective coating against the elements, is a naturally nourishing moisturizer as well as being anti-inflammatory, antibacterial, anti-allergenic and a germicidal antioxidant. The Mayo Clinic recommends lip balm made from beeswax for chapped lip care and prevention.

cetyl alcohol

A fatty alcohol produced from plants. (It can also be a petroleum product, but ours is not). Cetyl alcohol is frequently included in cosmetics due to its emollient properties, and is an excellent emulsifier, thickening agent and carrying agent for actives and nutrients within formulations. Cetyl alcohol is not an alcohol in the commonly perceived sense of the word, and is in no way related to ethyl alcohol or rubbing alcohol nor does it share the drying properties of these ingredients. In fact, cetyl alcohol is an excellent contributor to skin hydration and improves the overall condition and softness of both skin and hair. Cetyl alcohol is widely accepted as a safe, non-toxic ingredient in hair and skin care products.

leuconostoc/radish root ferment filtrate

Provides an effective combination of skin conditioning, moisturizing, and antimicrobial properties. In clinical studies, it has shown to successfully inhibit microbial growth such as with *S. aureus*, *E. coli*, *P. aeruginosa*, *C. albicans*, *A. niger*, *K. pneumoniae*, *B. cepacia*.

Interesting to note - Radish root properties were discovered when researchers noticed there were fewer cases of Avian Flu along the Korean Peninsula. They theorized that Kimchii, (a traditional Korean dish made of fermented vegetables including radishes) being widely eaten in Korea, may have offered resistance to the virus.

organic carnauba wax - copernicia cerifera

Comes from the leaves of the palm plant. It is hypoallergenic, very emollient and has a high melting point - perfect for thickening skin care and other products. When used in cosmetics, carnauba wax gives the product a smooth application and glossy finish. It also helps to keep the product in pliable, yet solid, form. It is considered a safe ingredient. With emollient and moisturizing properties, it works well as a skin protectant in lip products, lotions and ointments. All

our palm oils and waxes are RSPO (Roundtable of Sustainable Palm Oils) palm oils – renewable and sustainably sourced, without harm to indigenous forests and orangutans.

stearic acid

One of many fatty acids that occur naturally in various plants and animal derivatives. When it's used in cosmetic products, stearic acid primarily fulfills the role of a thickener or hardener.

Hydroxethylcellulose (cellulose gum)

is a cellulose derivative naturally occurring in the cell walls of plants, and is only somewhat different in composition than starch. It is primarily used as a thickener and stabilizer in food and personal care products. It is nontoxic, and hypoallergenic.

iron oxide - non nanoparticle

Iron oxides graded safe for cosmetic use are produced synthetically in order to avoid the inclusion of ferrous or ferric oxides, and impurities normally found in naturally occurring iron oxides. They are the strongest pigments available. Iron oxides are made in a lab for safety reasons since naturally produced varieties often contain impurities – those formed in a natural, uncontrolled setting are often contaminated with heavy metals like arsenic, mercury and cadmium. These impurities aren't an issue when iron oxides are made under controlled conditions – they are made from mined iron salts that are then baked and purified. This is an example of natural not always being safer. The rust you see on metal is an example of natural iron oxide formation. Rust forms when iron is exposed to oxygen and water, and oxidation (baking process in lab) occurs - iron atoms bond with oxygen atoms to create iron oxides that are typically red, brown or orange in color. They are classified into three major color groups: the yellow iron oxide (yellow), colcothar (red), black iron oxide (black). There are just 16 iron oxides in total and they are all compounds of iron and oxygen.