

ingredient glossary



allantoin

is a naturally occurring nitrogenous compound used as a skin conditioning agent.

IN: bar soap, hyaluronic acid, lavender bar soap

sweet almond oil - *prunus amygdalus dulcis*

our cold-pressed oil is rich in oils and fatty acids, which provide several benefits for the skin. According to the "Physicians' Desk Reference for Herbal Medicines," sweet almonds contain up to 77% oleic acid, a form of omega-9 fatty acid. In addition to being a moisturizer, it is also an emollient providing softness for skin. It acts as a humectant to help prevent the loss of moisture. The oil is also reputed to relieve dry, flaking and itchy skin due to eczema, psoriasis and rashes. Sweet almond oil is readily absorbed into the skin without leaving a greasy residue. It's also suitable for all skin types.

IN: lip balm, deep conditioner, tinted lip balms, cheeky color sticks, cheeky bronzer

organic aloe vera juice - *aloe barbadensis*

is 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.

FOR HAIR – Aloe contains enzymes that directly promote healthy hair growth. These proteolytic enzymes are able to eradicate dead skin cells on the scalp that could be clogging the hair follicle, not allowing for the proper penetration of nutrients in the hair. Conditions like seborrhea, which occurs from an accumulation of sebum on the scalp, can contribute to partial baldness. Aloe Vera's keratolic action, breaks down the sebum and dead scalp cells, allowing for further hair growth. Also, Aloe Vera's alkalizing properties can help bring the scalp and hair's pH to a more desirable level, resulting in further hair growth promotion, while helping the hair retain water and moisture. It has anti-pruritic properties that can alleviate itching and dryness, and help psoriasis and eczema. Aloe Vera's enzymatic properties, enabling Aloe to destroy excessive dead skin cells, while conditioning the skin and scalp. Since excess skin cell production is at the heart of

Psoriasis' existence, you could see why Aloe is able help eliminate this issue. Aloe can reduce the redness, scaling, itching and inflammation of scalp psoriasis, which directly benefits the hair, as well. In a study reported in Archives of Dermatology, more than 80% of the psoriasis patients treated with Aloe Vera showed improvement.

Aloe is also been used for the treatment of dandruff. There could be many underlying causes of dandruff, however some physicians attribute its existence to malassezia, a fat-eating fungus that can live on the scalp. In addition to breaking down the dead skin cells, Aloe Vera also has anti-fungal properties. The fungus thrives in an acidic environment, and the alkalizing attributes of Aloe Vera counters this lucrative fungal environment, disallowing further growth and buildup. In addition to soothing and eradicating skin and scalp problems, it has excellent conditioning ability. The gel-like substance of the aloe leaf gives it a similar chemical composition of keratin, the naturally occurring protein in hair cells. This structural similarity allows for easier penetration along the entire length of the hair shaft. It has been proven that the skin can absorb the benefits of Aloe Vera up to 7 layers deep; as our scalps are more absorbent than our skin, you can imagine the conditioning benefits available to the scalp. The combination of aloe's 20 amino acids (which are the building blocks of hair and scalp) also adds both strength and luster to the hair. Aloe also helps hair retain water & moisture.

IN: baby wash and shampoo, cleanser, conditioner, deep conditioner, detangler, dream cream, exfoliator, eye cream, hand & body lotion, hands on the go, kid's body wash and shampoo, kid's toothpaste, moisturizer, shampoo, shave gel, shower gel, spray deodorant, styling cream, toothpaste, baby cream, hyaluronic acid, tinted moisturizers, mascara, eyeliner

EXTRACT: moisturizing mask

organic apricot kernel - prunus armeniaca

Powder is made from crushed apricot kernels. These ground apricot kernels are wonderful natural exfoliators that do an excellent job of removing dry and aged layers of skin, while improving blood circulation for the rejuvenated and refreshed sensual experience your skin deserves.

Apricot seed oil is excellent for all skin types, as an acting emollient, and is best known for its ability to soften, soothe, and re-condition the skin. Natural expeller pressed oil from raw apricot kernels and exceptionally rich in moisturizing fatty acids. Apricot kernel oil is also high in vitamins, and is ideal for a moisturizing. It is very effective for the delicate sensitive skin and it is a good choice for dry skin. It is readily absorbed.

POWDER: exfoliator

OIL: baby wash and shampoo, baby massage and body lotion (organic), hand & body lotion (organic), kid's massage and body lotion (organic), aftershave and moisturizer (organic), eye cream (organic), kid's body wash and shampoo (organic)

POWDER: exfoliator

organic argan oil - *argania spinosa*

comes from kernels of argan fruit, and is referred to as “liquid gold” by beauty experts. It gives new life to dry, tangled and flyaway hair in a natural way, and it stops the curliness and roughness of hair in an efficient way. Argan oil penetrates into hair pores/shafts and enhances the elasticity of hair. It is highly nourishing for the growth of hair. It also restores the smoothness of hair and makes it manageable. Argan oil has natural antioxidants that strengthen the hair by repairing the damaged cellular membranes, and has natural vitamin E, which make it a tremendous agent for hair treatment, to renew and repair hair damaged by over styling, environment and oxidization. Researchers believe that non-greasy argan oil locks the moisture in and adds to and restores the luster and shine of hair. It has rich content of unsaturated fatty acids like omega 3 and omega 9, which are a direct source of essential nutritional components for hair pores and roots. These unsaturated fatty acids strengthen the protein bonding structures in hair thereby improving strength of hair and healing the split ends of hair. It is also improves the health of color treated hair, permed or over-styled hair, and brittle hair.

IN: anti-frizz, hair sprays

arnica flower oil - *arnica montana*

the oil from this flowering perennial plant from the daisy family, is well-known for its use in natural medicine. It is popular for its pain-relieving and health-promoting properties. Pure arnica essential oil is NOT recommended for aromatherapy, as it is very potent, however in its diluted form can help reduce swelling, protect against infections, and relieve pain. Many professional athletes today even use a topical homeopathic preparation of arnica oil as first aid relief for sports- or exercise-related pain or injury. Arnica oil is found to have antimicrobial and anti-inflammatory properties, 11 and may be helpful for treating or relieving muscle aches, spasms, pulled muscles, pain due to fractures, or rheumatic pain – A 2007 study found that a homeopathic arnica solution has a positive effect on muscle soreness after marathon running. Arnica can help treat insect bites and stings, especially those that may lead to intense bruising and soreness. Arnica oil also stimulates the flow of white blood cells, which process congested blood to help disperse trapped fluid from the joints, muscles, and bruised tissue. **Arnica is not recommended for use by pregnant or nursing mothers.**

IN: boo boo stick

organic arrowroot powder - *maranta arundinacea*

is a starchy powder extracted from the grated plant rhizome. It is a healthier alternative to cornstarch as it is less allergenic and helps the moisturizers penetrate the skin better. It has been applied to skin to soothe painful, irritated or inflamed skin, for thousands of years. It is also a dietary staple. It is deodorizing, healing, antibacterial, and good for use on dry, irritated, or sensitive skin. Also absorbs moisture and softens the skin.

IN: baby powder, deodorant stick

organic avocado oil - *persea gratissima*

is rich in vitamins, especially vitamin D and E. It also contains different sterols that can have a healing effect on various skin-problems. Avocado oil is softening, protecting and cell-regenerating for the skin and absorbs easily. Used to remedy dry, damaged and mature skin.

IN: bar soap, dream cream, lavender bar soap, moisturizer, baby cream, citrus body butter

baking soda - sodium bicarbonate

is a white solid, natural crystalline mineral, in many mineral springs. It is a chemical salt with diverse practical uses, that is weakly alkaline. As such, it acts to neutralize acids and break down proteins. Its neutralizing action on acidic scent molecules makes it an effective deodorizer. Added to the water when doing laundry, baking soda stabilizes the pH level, enhancing the detergent's effectiveness.

IN: deodorant stick, scrubbing cleanser, kid's toothpaste, toothpaste, master blaster

bamboo powder - bambusa vulgaris

Bamboo is a very precious plant. It is a reed stemming from Asia, which is now sustainably cultivated all around the world. Bamboo Powder product is very interesting for its natural richness in silica, an essential element for its remineralizing (cartilage), anti-acne, anti-wrinkles and anti-cellulite activity. According to ancient ayurvedic practice – massaging teethe with ground bamboo powder twice daily cleans plaque and dirt on the teeth and makes the teeth sparkling white. Bamboo is the plant growing fastest of all known plants in the world. It can grow up to 5cm per hour (Phyllostachys edulis up to 120cm a day!) and you can really SEE the grass growing. D.D. wrote me, you can even HEAR it growing: The bamboo's secret of strength lies in its construction. Bamboo is hollow, has enforcing knots in a distance of several ten centimeters and the bundles of fibers are situated in the outer parts of the culms. The surface becomes harder by enriching silica, some species become so hard, and that sparks go off the felling tools. The bamboo is a tropical reed, very common in India. Bamboo is an edible grass that has been part of the diet of mankind for thousands of years. It is also the principal food for many species of mammals. By hardening the enamel, silica helps prevent cavities and preserves teeth. Silica also aids in prevention of bleeding gums, gum atrophy, and recession that causes the loosening of teeth, which could ultimately lead to tooth loss. Bamboo Vegetal silica effectively fights caries (ulceration and the decay of a bone or of a tooth) and inflammation. Bamboo Extract Is referred to as the richest known source of natural silica.

IN: kid's toothpaste, toothpaste

organic bearberry leaf extract - arctostaphylos uva-ursi

has antiseptic properties that are excellent for the skin. One of the little known secrets to bearberry is the hypo pigmenting component. This component has a whitening effect on the skin, making bearberry perfect for those want to treat freckles, age spots, or vitiligo. Because of the powerful whitening effects, bearberry is combined with other ingredients in cosmetics to have a subtle effect on the skin. Used regularly, bearberry can remove the most stubborn pigmented areas of the skin. Another benefit to the potent properties of Bearberry is the bacteriostatic action that works against Staphylococci, the staph responsible for the MRSA superbug. Any skin care product with Bearberry may also help the fight against the superbug, in addition to the other benefits for the skin. Bearberry also increases the cell turnover rate and it is an excellent antioxidant. It works to fight free radicals, preventing additional skin conditions, and works as a natural sunscreen. Bearberry can reverse the damage from the sun, and may very well play a role in the prevention of skin cancer.

IN: cleanser

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.

IN: blemish stick, boo boo stick, lip balm, deodorant stick, tinted lip balms, beard balm, cheeky color stick, mascara, eyeliner, neem-o

behentrimonium methosulfate

is a sophisticated hair thickener that unlike most, does not cause build-up on the hair. This is in part due to the fact that it does not coat, but actually penetrates the hair shaft. Because it is so extremely gentle, it is recommended for use in leave-on baby products. behentrimonium methosulfate is NOT a sulfate. It is created from non-genetically modified rapeseed oil. The blend consisting of behentrimonium methosulfate (&) cetearyl alcohol (or BTMS) is considered the mildest conditioning hair-detangling ingredient available today. This ingredient is not the same as behentrimonium chloride, which is not nearly as mild or gentle.

IN: conditioner, deep conditioner, detangler, styling cream

bentonite clay

Though they have been largely forgotten in recent times, healing clays have been used by cultures throughout history for their nutrients and to help rid the body of toxins. Many animals will also turn to eating dirt and clay to help remove poisons from their systems or during times of illness or distress. In recent times, healing clays like Bentonite Clay have once again been gaining popularity for internal and external detoxification, and with good reason. According to Mountain Herbs: "Bentonite, also referred to as Montmorillonite, is one of the most effective and powerful healing clays. Bentonite Clay is composed of aged volcanic ash.

IN: toothpaste, kid's toothpaste, scrubbing cleanser, moisturizing mask

broccoli seed oil - brassica oleracea italic

comes from the cold pressed oil of the seeds of the broccoli plant. This non-greasy oil has excellent moisturizing properties and is high in fatty acids and Vitamin A. It is most well known as an excellent alternative to potentially harmful silicones in hair products designed to enhance shine, luster and smoother finished styles. For skin creams, lotions and balms, it is ideal for products that are designed to be highly moisturizing, non-greasy and require fast absorption. Broccoli seed oil is widely accepted as a safe, non-toxic ingredient in both hair and skin care products.

IN: deep conditioner

calcium carbonate – filtered

can be found in sedimentary and metamorphic rocks. In its natural state, calcium carbonate occurs as chalk, limestone and marble. Calcite is a colorless or white crystalline compound when pure, but it can be almost any color. Calcite (calcium carbonate) has many other uses such as

for making paper, paint, and plastic. You can also find calcium carbonate in many everyday products such as bathroom cleaner and shoe polish. Calcium carbonate is also used as a source of calcium in some foods. With all these uses of calcite (calcium carbonate), it is most likely a mineral that we could not do without.

IN: toothpaste, kid's toothpaste

calendula flower - calendula officinalis

is recommended for chapped, dry or damaged skin, eczema, and acne. Research data supports significant anti-inflammatory effect and potent wound healing activity, treating skin irritations, bruises, burns and open wounds. It has excellent therapeutic properties for skin care and strong wound healing applications. It has anti-inflammatory properties to help reduce irritation and redness of the skin. Calendula is full of natural anti-oxidants that help prevent skin cell damage from occurring. It improves neovascularization in tissue, or the growth of new tiny capillaries, which improves blood circulation and helps skin wounds heal. It increases the speed of tissue repair for open wounds as well as for tissue injuries such as sunburn.

OIL: boo boo stick, eye cream, neem-o

EXTRACT: toothpaste, hyaluronic acid, dream cream, baby cream, baby massage and body lotion (organic), baby wash and shampoo (organic), kid's body wash and shampoo (organic), kid's massage and body lotion (organic), citrus body butter

organic candelilla wax - euphorbia cerifera

is obtained from the coating of the "wax slipper plant" (euphorbia cerifera). The wax is extracted by heating the plant to separate the wax and the plant material. The wax floats to the top of the water and is skimmed off and processed. This unique vegetable wax helps provide gloss and lubricity ("slip"). It is readily used in food and is an effective emollient in cosmetic preparations such as lip balms, creams, glosses and other products. Because it is compatible with most animal, vegetable and mineral waxes due to its high ester and fatty acid properties, it is a great vegan substitute for beeswax.

IN: all lip glosses

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.

IN: all lip glosses, mascara, eyeliner

carrot root oil - radix daucus carota

is rich in vitamins, making it an excellent choice for skincare formulations. It helps the body to generate new cells and stimulate sebum production in dry, scaly skin and scalp. It is rich in anti-

oxidants, and strongly recommended for chapped, irritated, and mature, or wrinkled skin. Use this oil at night before sleep for maximum penetration and regeneration. Note: when the oil is first applied, it may leave an orange tint due to the presence of Beta Carotene. This tint will fade as the oil penetrates the skin.

IN: night serum

organic castor oil - ricinus communis

Castor seed oil is a pale yellow liquid that is extracted by pressing the seeds of the castor plant. It is an anti-inflammatory and antioxidant oil which has been used for centuries for its therapeutic and medicinal benefits, and is one of the most widely-used ingredients in cosmetics, soaps, textiles, massage oils and even medicines. It is believed that most of castor oil's benefits are derived from its high concentration of unsaturated fatty acids. It is a natural emollient that penetrates the skin and helps stimulate the production of collagen and elastin which can soften and hydrate the skin. It makes a wonderful natural treatment for wrinkles, as it restores and rejuvenates skin's natural youthful appearance by making skin smoother, softer and pliant. Successful studies have approved the use of castor oil for skin infections and other skin problems such as sunburn, abrasions, acne, dry skin, stretch marks, age spots, athlete's foot and chronic itching and inflamed skin. As an emollient, humectant and softener, castor oil adds and retains moisture and protects the skin. It is also used to treat dry lacerated and chapped skin, including psoriasis. Castor oil is excellent for the lips because they need constant protection against the elements. Although our lips regenerate and recover quickly, they also dry out and can peel when they are dehydrated. Castor oil smooths the lips with fatty acids and helps protect them due to its naturally thick and immovable nature.

IN: bar soap, lavender bar soap, berry lip gloss, cinnamon lip gloss, coral lip gloss, pink lip gloss, plum lip gloss, rose lip gloss

organic castor wax- hydrogenated castor oil

is pressed castor oil from castor beans, which is a liquid at room temperature, that has been processed by adding hydrogen to make it more saturated. Hydrogenation increases the oil's stability and raises its melting point so that it is a solid at room temperature. Other materials that can be used for this purpose in the product include synthetic waxes, petroleum waxes, or other ethoxylated oils.

IN: lip glosses

cellulose gum - plant source

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.

IN: styling cream

cetearyl alcohol

is a white, waxy, solid material in the form of flakes. It is oil soluble, but it is not water-soluble. It is a mixture of fatty alcohols. Cetearyl alcohol is a wonderful emulsifier. In creams and lotions, it

supports the main emulsion system and gives texture to the product. In conditioners, it creates a thickening effect. It is a mixture of cetyl and stearyl alcohols that are derived from coconut oil.

IN: conditioner, deep conditioner, detangler, exfoliator, styling cream, eye cream

cetearyl olivate, sorbitan olivate

Cetearyl olivate and sorbitan olivate are a unique natural PEG-free emulsifier from Olive oil. It reduces skin water loss, has a high moisturizing effect, is hypoallergenic and biomimics the skin. This PEG-free emulsifier is derived from olive oil, combining the properties of olive oil with other naturally derived ingredients for the desired emulsification effect. It is obtained from the original olive oil by esterification of the fatty acid groups and then combined with sorbitol and cetearyl alcohol. Sorbitol is the alcohol form of sucrose, and occurs naturally in vegetables and fruits. It contains humectant properties, which promote the retention of water. Cetearyl alcohol is a naturally derived emulsifying wax, produced from a mixture of fatty alcohols. Cetearyl olivate and sorbitan olivate is therefore made from natural raw materials, and free of ethoxylated ingredients. It facilitates the retention of skin moisture and increases the active ingredient's resistance to water and/or sweat.

IN: baby massage and body lotion, hand & body lotion, kid's massage and body lotion, aftershave and moisturizer, moisturizer, citrus body butter

cetyl alcohol

is 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.

IN: detangler, exfoliator, dream cream, baby cream, styling cream, tinted moisturizers, mascara, eyeliner

chamomile flower - anthemis nobilis/matricaria chamomilla/recutita

has very good antiseptic and antibiotic properties and does not let biotic infections (infections due to biotic factors such as bacteria, fungi etc.) develop. Oil also wipes off infections already present. Chamomile is effective in calming annoyance, anger and irritation, particularly in small children. It is popular in the world of cosmetics, as it diminishes scars, marks and spots on the skin and on the face and also protects wounds, cuts and bruises from getting infected. It is tonic in nature, so it tones up the skin.

OIL: boo boo stick, monster spray, neem-o

EXTRACT: toothpaste (organic), baby cream, baby massage and body lotion, baby wash and shampoo, dream cream, kid's massage and body lotion, tinted moisturizers

organic cinnamon leaf essential oil - cinnamomum zeylanicum

a powerful anti-bacterial and makes a great natural disinfectant. Cinnamon oil had the best anti microbial activity among three oils against *Escherichia coli* , *Staphylococcus aureus* , *Aspergillus oryzae* , and *Penicillium digitatum* according to this abstract.. The anti-bacterial properties of Cinnamon play a crucial role in getting rid of harmful bacteria without damaging your teeth or gums. It's one of the reasons that Cinnamon Oil is often used in chewing gums, mouthwashes, and toothpaste and breath mints.

IN: toothpaste

citric acid

It is a natural preservative/conservative which occurs naturally in citrus fruits and is also used to add an acidic or sour taste to foods and drinks.

IN: cleanser, hand soap, scrubbing cleanser, shampoo, shower gel, surface cleaner, kid's body wash and shampoo, baby body wash and shampoo, master blaster

organic clove bud essential oil - eugenia caryophyllus

clove oil uses date back to ancient China and India. Cloves play a vital role in Indian Ayurvedic medicine and Chinese medicine. Traditionally, clove was used for skin infections and other ailments. Today, it is still known for its anti-infectious, analgesic and anti-inflammatory properties. Its anti-infectious properties include: anti-viral, anti-bacterial and anti-fungal. Clove oil is often recommended for skin care, especially for acne patients. You will find clove oil in many products for lessening the effects of aging, like wrinkles, sagging skin, and facial rejuvenation for the eyes because of its rejuvenating and stimulating properties, which can increase blood flow to unhealthy skin and make it look young again! Clove essential oil killed more than 60 types of bacterial strains, 15 strains of fungi plus several viruses according to a study published in the *Journal of Antimicrobial Chemotherapy*, 2004. Clove bud oil promotes blood circulation, helping to reduce the puffiness.

In aromatherapy clove oil can relieve stress and tension, and it can act as an aphrodisiac. It is a warm, stress-relieving scent, and can improve concentration and memory. Because clove essential oil relieves stress, it is often used in natural treatment of stress-related insomnia.

IN: hands on the go, toothpaste

organic cocoa seed butter - theobroma cacao

is a very rich compound, with excellent emollient properties and is used with great effect on very dry, dehydrated and flaky skin. Cocoa butter is obtained from roasted seeds of the cacao plant and is classified as a fat and oil and is used as an occlusive skin conditioning agent, skin protectant, as well as a fragrance ingredient.

IN: deodorant stick, bar soap, lavender bar soap, boo boo stick, beard balm

coco-glucoside

is derived from coconut oil and fruit sugar, and works as a surfactant, foaming agent, conditioner and emulsifier. It helps increase the foaming capacity of a solution, and is particularly useful in hair care products, in which it has the ability to smooth out the hair structure and increase manageability. It mildly cleanses the skin/hair by helping water to mix with oil and dirt so that they can be rinsed off. This ingredient is compatible with all skin types and gentle enough to be used in baby products. The Duhring Chamber Test lists it as having the lowest irritation score of all common surfactants.

IN: shampoo, shave gel, shower gel, cleanser, hand soap, scrubbing cleanser, surface cleaner, kids's body wash and shampoo, baby body wash and shampoo, master blaster, dish soap

organic coconut oil - cocos nucifera

acts as an effective moisturizer on all types of skins including dry skin. Coconut oil works wonders for dry and damaged skin, cuts, bruises, and speeds the healing while it fights infection. Coconut oil forms a protective barrier to hold in moisture while penetrating into the deeper layers of the skin to helping to keep connective tissues strong and supple. Coconut oil prevents dryness and flaking. It delays wrinkles and sagging of skin which normally become prominent with age. Coconut oil also helps in treating various skin problems including psoriasis, dermatitis, eczema and other skin infections. It helps prevent premature aging due to its antioxidant properties.

FOR HAIR – it is used to treat dry and damaged hair and is a lathering ingredient for natural shampoos and soaps. Coconut oil hydrates and protects hair from heat and chemical damage, as it provides the essential proteins required for nourishing damaged hair. Coconut oil is one of the best natural nutrition for hair. It helps in healthy growth of hair providing them a shiny complexion. It is extensively used in the Indian sub-continent for hair care. It is an excellent conditioner and helps in the re-growth of damaged hair.

IN: lip balm, anti-frizz, conditioner, deep conditioner, detangler, dream cream, lemon sugar body scrub, moisturizer, baby cream, deodorant stick, all lip glosses, bar soap, lavender bar soap, pink grapefruit sugar body scrub, tinted lip balms, body oil, citrus body butter, cheeky color sticks, tinted moisturizers, cheeky bronzer

organic cucumber fruit extract - cucumis sativus

is rich in omega-6 fatty acids and vitamins B1 and C. These nutrients, both collectively and individually, are believed to be effective for detoxifying the skin, retaining moisture, preventing aging, and deep cleansing pores. Unique anti-inflammatory agents soothe many skin conditions like eczema, dermatitis, psoriasis, sun burnt skin and acne. It makes the skin noticeably brighter and glowing with health because of its whitening properties. It has been found to stimulate regeneration of cells and tissues to make skin healthy from the inside and out. Prevents blackheads, whiteheads and pimples from coming back without making the skin dry. Many find that it also helps in diminishing dark under eye circles with continuous use. Makes skin supple.

IN: cleanser

disodium cocoamphodiacetate

is an excellent surfactant for those searching for green, mild and safe ingredients – it is a biodegradable mild surfactant (ability to add "slip" to the formula) made from fatty acids from coconut oil. It assists in cleaning by allowing water to mix with oil and dirt so that these substances can be rinsed away. It can also increase foaming capacity or stabilize foams, and enhance the appearance of hair by increasing hair body, suppleness, or sheen of hair that has been damaged physically or by chemical treatment. It is often used in makeup removers and products designed for use on people with sensitive skin, children and babies because of its mild and non-irritating properties.

IN: makeup remover

d-limonene

Is derived from citrus peels through steam distillation or centrifugal separation. It is completely natural and harmless, and is an amazing cleaning agent. It works wonderfully against grease. In natural and alternative medicine, d-limonene is marketed to relieve reflux and heartburn. This ingredient has antioxidant and anti-inflammatory properties.

IN: dish soap

echinacea extract - echinacea angustifolia

Echinacea has a very pronounced anti-inflammatory (antiphlogistic) and bactericidal effect. *Echinacea angustifolia* was used for hundreds of years by Native American Indian tribes near and around the plains of the Midwest and other hospitable environments for this prairie-loving plant. Highly prized for its medicinal qualities, Echinacea was mainly used to treat sore throats, swollen glands, coughs and as an analgesic to reduce swelling, pain and increase blood flow. Echinacea Extract is highly recommended for use in dental maladies. Products like Tooth & Gums Tonic include this medicinal herb not just for its anti-inflammatory properties but for its naturally occurring antibiotic called echinacoside. Echinacoside helps destroy germs and minor infections in the gums. Because it's an analgesic it can soothe achy gums and teeth as well. Echinacea provides a 1-2-3 punch for gum problems. Native Americans used it for dental problems including toothaches, sore gums, and "hollow teeth." Echinacea both stimulates the immune system and promotes wound healing. Some species of Echinacea contain a chemical that gives it a "tingly" taste that is a mild local anesthetic.

IN: toothpaste

enzymes (mannase, lipase, cellulase, protease)

Cleaning enzymes that break down organic matter (all plant-based)

Mannase: A plant polysaccharide.

Lipase: A group of enzymes that break down fats (lipids).

Cellulase: A naturally occurring mixture of enzymes that break down cellulose (organic plant matter).

Protease: An enzyme that breaks down proteins.

These are similar to the enzymes that our body produces for digestion.

IN: master blaster

eucalyptus essential oil - eucalyptus citriodora

is derived from the leaves and twigs of the eucalyptus citriodora tree. Also referred to as lemon-scented eucalyptus, its pleasant fragrance is sweet and lemony. The essential oil possesses numerous medicinal qualities and is oftentimes found in many products, but is most commonly used as an effective insect repellent. Considered one of the most effective plant-based insect repellents, lemon eucalyptus oil offers natural and long-lasting protection from insect bites. The oil of lemon eucalyptus provides protection from biting flies, gnats, and mosquitoes. In fact, it has even been recommended by the Centers for Disease Control (CDC) for protection against mosquitoes that may carry the West Nile virus. Not only does this oil contain chemicals that effectively repel mosquitoes and other bothersome insects, but it can also eliminate fungus. Lemon eucalyptus oil has strong anti-fungal, anti-microbial and antiseptic properties. Eucalyptus oil also has anti-inflammatory and analgesic qualities and can be applied to wounds to help prevent infection.

IN: hands on the go

organic evening primrose oil - oenothera biennis

provides many benefits to skin - it helps to lighten dark circles under the eyes making them appear younger and less tired, evens out the skin tone, helps the skin to produce new skin cells and makes the skin firm. It softens and hydrates dry skin. It is especially helpful for sensitive skin and is a good anti-aging product which decreases fine lines and wrinkles.

IN: eye cream

organic frankincense essential oil - boswellia carteri

Frankincense is considered the holy anointing oil in the Middle East. It is often used as a valuable ingredient in skincare products, beginning with ancient Egyptians, who used it in rejuvenating face masks. It is also known to aid in infection fighting.

IN: blemish stick

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.

IN: exfoliator, eye cream, dream cream, baby cream, styling cream, tinted moisturizers, mascara, eyeliner

goat's milk (powdered)

Many people are still washing their skin with soap made with water. Switching to soap made with goat milk can truly benefit your skin's health. Goat milk soap is wonderful for people with dry or sensitive skin, or conditions such as eczema and psoriasis. It is also perfect for healthy skin that wants to stay that way.

IN: bar soap, lavender bar soap

organic goldenseal extract - hydrastis canadensis

“the antimicrobial alkaloids of this plant (namely *berberine*; and *hydrastine*) act to inhibit bacteria, fungi, and parasites, and protozoan bodies that come in direct contact within the mouth, gastrointestinal and urinary tracts. These infection-fighting compounds are not absorbed into the blood stream, they simply act as contact disinfectants. With this in mind, goldenseal can be used against a broad spectrum of pathogens, including *Streptococcus sp.*, *Staphylococcus sp.*, *Shigella dysenteriae*, *Salmonella*, and several others.”- The Animal Herbalist. One of the active alkaloids in goldenseal -has the ability to kill or inhibit the growth of bacteria, fungi and protozoa. In its summary of goldenseal studies, Memorial Sloan Kettering Cancer Center reported that berberine shows promise for inhibiting the growth of several types of cancer cells, including breast and prostate cancers. Goldenseal may help heal or minimize gum disease symptoms.

IN: toothpaste

grape alcohol

we use perfumer’s grade organic grape alcohol, made from only the best certified organic wines. The alcohol is the highest level of quality, while at the same time adhering to environmentally sound practices. The organic alcohol is three stage filtered to assure the highest level of purity. Alcohol is the best food grade, or edible, solvent for extracting a number of naturally occurring herb constituents that are poorly soluble in water. These constituents include: resins, essential oils, balsams, and many alkaloids. Alcohol acts as a preservative, maintaining the shelf life of an extract for several years. Alcohol facilitates quick absorption of the herbal components. Our organic alcohol is made from organically grown grapes. All phases of the production process, including fermentation, distillation, packaging, and shipping are done under strict organic guidelines. In addition to being organically certified, our sustainable alcohol product is produced in accordance with the values of sustainable development - certified organic farming methods, small scale production facilities, at closed-loop production facilities.

IN: monster spray (organic), spray deodorant (organic), hair sprays (organic), surface cleaner, master blaster

grapeseed oil - vitis vinifera

has excellent skin moisturizing properties. Biochemists and medical scientists researching the health benefits of grapeseed oil have found it to contain oligomeric proanthocyanidins, known as OPCs. They act as powerful antioxidants (free radical scavengers) in the human body. OPC’s play a role in the stabilization of collagen and maintenance of elastin, are helpful for diminishing the sun’s damaging effects and lessening free radical damage. It is also helpful in wound healing. Grape seed oil has mildly astringent qualities, which help to tighten and tone the skin, making it excellent for acne prone skin. The oil contains many fatty acids, including linoleic acid, which is very important for the health of the skin as well as cell membranes.

IN: baby massage and body lotion, kid’s massage and body lotion, beard balm

organic green tea extract - camellia sinensis

has a lot of antioxidants that benefits the body in many ways. It is one of the most natural ways to help your skin appear brighter and flawless, and is effective to treat acne. It mitigates the damage that is done to the skin from the sun. The free radicals that help UV rays cause damage are neutralized, and the green tea helps with inflammation as well. Research has shown that green tea can help to slow down the production of excess skin cells that seems to be the underlying cause of conditions like psoriasis, and help reduce the redness, most likely due to the calming effect green tea has, as well as the antioxidants going to work on the problem. Green tea is antioxidant rich, providing many benefits, including reducing free radical damage, and wrinkle prevention.

IN: moisturizer

hazelnut seed oil - corylus avellana

Skin conditioning agent extracted from the Hazelnut tree. The Common Hazel (*Corylus Avellana*) is a species of hazel shrub native to Europe and western Asia. Hazelnuts are rich in protein, unsaturated fat, Vitamins (E, Thiamine, Vitamin B6, as well as smaller amounts of other B vitamins), minerals, phytosterol and antioxidant compounds. The light, fine textured oil is obtained from the seeds or nuts of the Hazelnut species. It is high in oleic and linoleic acids and is used in cosmetics as a skin conditioning agent. In addition, it helps improve moisture and restore suppleness to the skin. Hazelnut oil is known for its astringent qualities and because of this, it is best used for those who have oily skin but do want to abstain from using oils. We should also highlight that this makes a lovely carrier oil for those of us who want to add its benefits to our essential oil experience. It is heralded as an oil that helps to tone and tighten the skin while strengthening capillaries and assisting in cell regeneration, and in folk medicine has been used to massage children with respiratory problems. Hazelnut massage oil has great moisturizing qualities.

IN: blemish stick

helichrysum essential oil - angustifolium flower

is known for its strong anti-inflammatory and skin-rejuvenating properties, has remarkable effects on sensitive and inflamed skin, and is antibacterial, anti-viral and anti-fungal. It is one of the most ancient and valuable healing substances, known to aid in tissue regeneration and wound healing.

IN: blemish stick

organic hibiscus flower extract - hibiscus sabdariffa

traditionally known to be anti-bacterial and have a high vitamin C content. Highly beneficial for softening skin and reducing wrinkles as it works as a natural emollient. It is a good antioxidant that firms and tones the skin. This powerful firming agent has a proven calming effect that instantly smooths wrinkles giving a person a youthful, healthy glow. Hibiscus has been considered a noninvasive alternative to intensive skin lifting and skin firming procedures like Botox injections and artificial dermal fillers.

IN: hyaluronic acid

organic honey

is a humectant that attracts and preserves water therefore aiding in skin hydration, and helping to prevent drying. Honey's natural antioxidant and anti-microbial properties help to protect the skin from the damage of the sun's rays, and supports the skin's ability to rejuvenate and refresh

depleted skin, leaving it feeling silky soft and supple. Honey will inhibit bacteria growth therefore reducing the chance of breakouts. As part of facial masks honey is used to help tighten pores and soften facial lines. Honey protects, rejuvenates, moisturizes and softens the skin so it will look and feel healthy.

IN: styling cream

organic horsetail extract - equisetum arvense

has been used therapeutically since ancient Roman and Greek times and the Greek physician Claudius Galenus first recorded its use, while the seventeenth century English herbalist, Nicholas Culpepper used it to treat ulcers, wounds, ruptures and inflammations in the skin. It has astringent and wound healing properties and is useful for improving circulation, as well as boosting and rejuvenating the connective tissue - the foundation of skin and regenerating skin cells. The high silica content also has a softening and smoothing effect on the skin.

IN: conditioner, deep conditioner, shampoo, styling cream

hydrolyzed guar

comes from the guar bean, which is a legume. The guar seeds are dehusked, milled and screened to obtain guar gum. It has up to eight times the water-thickening power as cornstarch.

IN: hair sprays

hydroxyethyl cellulose

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.

IN: hands on the go, mascara, eyeliner

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.

IN: all lip glosses, tinted lip balms (watermelon, cotton candy, sienna sky), cheeky color sticks, tinted moisturizers, cheeky bronzer, mascara, eyeliner

italian everlasting oil - *helichrysum italicum*

is known for its strong anti-inflammatory and skin-rejuvenating properties, has remarkable effects on sensitive and inflamed skin, and is antibacterial, anti-viral and anti-fungal. It is one of the most ancient and valuable healing substances, known to aid in tissue regeneration and wound healing.

IN: eye cream

organic jojoba oil - *simmondsia chinensis*

is easily absorbed into the skin and promotes healing. Vitamin E in jojoba is well known for promoting healthy and clear skin. Jojoba oil is an antioxidant and protects skin from the damaging effects of free radicals, which is believed to contribute or cause various chronic diseases like cancer. Jojoba oil is structurally and chemically very similar to the human sebum produced by the sebaceous glands in our skin. Most bacteria including *Staphylococcus aureus* and the fungus *Candida albicans* cannot reproduce and die when they come into contact with jojoba oil. In fact, it is so antibacterial that it can be used as a fungicide to control mildew.

For HAIR: jojoba naturally brings an end to dry, frizzy, brittle hair. It has the capacity to trap moisture within itself. When you apply jojoba oil to your scalp and hair, it seals the moisture within, hence nourishing and replenishing the hair. Because of this quality of jojoba tree, it can survive the long scorching summer heat. It has natural properties that add shine to the hair within a few days of application. Jojoba oil also prevents dandruff, and reduces brittleness of the hair, by sealing in the moisture. Long hair especially tends to get brittle due to the lack of moisture. Less moisture means easily breakable hair. It will make your hair so soft and prevents occurrence of tangles in the hair, thereby reducing the chances for hair damage. It prevents hair loss. Jojoba-oil spreads well and absorbs well, which, for hair is like water to the dry earth surface. It replenishes and rejuvenates the scalp and hair for shiny, soft, thick and strong hair.

IN: all lip glosses, jojoba oil, boo boo stick, body oil, beard balm, neem-o

kaolin clay

has been used to help purify, nourish, soothe and heal different skin types, by many cultures - the Romans, Greeks, Egyptians and the Chinese. Kaolin clay is efficient in improving circulation of blood to the skin, as well as elimination of wastes and toxins. When used as facial mask, kaolin clay can detoxify the skin. The compound, montmorillonite found in kaolin clay has proven beneficial in eliminating oils and toxins from the skin. It also contains essential nutrients and phyto-nutrients, both of which play a role in therapeutic purposes for dry and damaged skin. Skin experts recommend kaolin clay for dry and oily skin. In fact, it is one of the best skin care treatment that helps reduce production of sebum, the main contributor to greasy skin. Kaolin clay simply helps in mineralizing the dry areas of the skin. As a result, you will get smooth and luminous skin.

IN: baby powder, moisturizing mask

karanja seed oil - *pongamia glabra*

is pressed from the seeds of the Pongam Tree, a fragrant, flowering tree that is considered a cousin to neem. Karanja Oil offers an array of similar therapeutic benefits to that of its pungent relative

while offering a milder, pleasant aroma. Karanja Oil is used to treat eczema, psoriasis, skin ulcers, dandruff and to promote wound healing. Karanja Oil is also prized for its insecticidal and antiseptic properties and is utilized in pet care for the treatment of fleas, mange, and scabies. Its insecticidal properties also make Karanja Oil great for agricultural use, serving as a natural pest repellent.

IN: blemish stick

lavender essential oil - *lavandula angustifolia*

has a host of benefits and great value in helping the skin heal itself, stimulating cell growth, reducing inflammation, preventing scarring and balancing the production of oil while at the same time cutting down on localized pain - all perfect when fighting acne and problem skin.

IN: boo boo stick, monster spray, eye cream, spray deodorant, baby massage and body lotion (organic), baby wash and shampoo (organic), hands on the go (organic), lavender bar soap (organic), baby cream (organic), hair spray regular hold, cheeky color sticks, cheeky bronzer, neem-o

lemon - *melissa officinalis/citrus medica limonum*

is derived from lemon leaves, and has been treasured for centuries in Europe – primarily for the calming, uplifting, anti-inflammatory and anti-viral benefits. It is known for its anti-bacterial properties. Traditionally this essential oil is used in the treatment of cold sores.

OIL: scrubbing cleanser, shampoo (organic), lemon sugar body scrub (organic), cleanser (organic), conditioner (organic), exfoliator (organic), hand & body lotion (organic), hands on the go (organic), moisturizer (organic), shower gel (organic), hand soap (organic), master blaster, dish soap

EXTRACT: styling cream (organic), citrus body butter

lemongrass essential oil - *cymbopogon citratus*

is in the grass family and is commonly cultivated as a medicinal and culinary herb with a scent similar to a lemon. It is an excellent household cleaner. Research shows that lemongrass oil has [antifungal](#) properties. (Shadab, Q., Hanif, M. & Chaudhary, F.M. (1992) *Antifungal activity by lemongrass essential oils*. Pak. J. Sci. Ind. Res. 35, 246-249.)

IN: hair spray strong hold, surface cleaner

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.

IN: baby massage and body lotion, baby wash and shampoo, cleanser, conditioner, deep, conditioner, detangler, dream cream, eye cream, hand & body lotion, hand soap, hands on the go, hyaluronic acid, kid's body wash and shampoo, shower gel, to makeup remover, aftershave and moisturizer, scrubbing cleanser, exfoliator, toner, kid's massage and body lotion, styling cream, baby cream, shower gel, toothpaste and kid's toothpaste, moisturizer, citrus body butter, surface cleaner, tinted moisturizers, mascara, eyeliner

organic lime essential oil - citrus aurantifolia

rejuvenates the skin, keeps it shining, protects it from infections and reduces body odor due to presence of a large amount of vitamin-C and flavonoids, both of which are strong anti-oxidants, anti-biotic and disinfectants. When applied externally on skin, its acids scrub out the dead cells, cures dandruff, rashes, bruises etc.

IN: hand & body lotion, aftershave and moisturizer, shower gel, body oil, citrus body butter, beard balm, surface cleaner

organic linden flower extract - tilia cordata

is a extract derived from the blossoms of the Linden tree, which is native to Europe and western Asia. This natural extract was traditionally used as an herbal remedy as an anti-inflammatory, and has softening and conditioning skin properties. The flowers are an aromatic, mucilaginous herb believed to have cleansing and calming properties. Linden Flower is an essential oil with an uplifting, sensual lemon and floral bouquet. It is traditionally used to soothe, toning, refreshing and softening dry skin.

IN: hyaluronic acid

organic mango seed butter - mangifera indica

is a soft butter that is extracted from the kernels the mango. It has a sweet smell and is often used in skin care and hair care. While it has similar qualities to cocoa butter and shea butter, it contains higher levels of fatty acid that make it a more intensive moisturizer. Mango butter is rich in antioxidants, vitamin A and E.

IN: beard balm

meadowfoam seed oil - limnanthes alba

is pressed from the seeds of meadowfoam plant which received its name because of its resemblance while in bloom to the white foam blowing on the ocean. It has amazing moisturizing and rejuvenating capabilities, will add shine and moisture to the hair, and will remedy dry or damaged hair. It also has natural sunscreen qualities.

IN: anti-frizz, night serum, blemish stick

mica - non nanoparticle

is a silicate mineral used in cosmetics for its brilliant or shimmering appearance. Mica has been used for centuries as a pigment and coloring in makeup and cosmetics, and is generally considered a safe and natural ingredient. Depending on the type of rock that mica comes from, there are different color properties. We use non nanoparticle size mica in this non airborne application.

IN: lip gloss (berry, coral, pink, plum, rose), tinted lip balm (cotton candy, watermelon, periwinkle and sienna sky), cheeky color sticks, cheeky bronzer

organic neem oil - azadirachta indica/melia azadirachta

is the flower of the neem plant. The tree is known as "Sacred Tree," "Heal All," "Nature's Drugstore," and "Village Pharmacy." Products made from neem tree have been used in India for over two millennia for their medicinal properties. Neem products have been observed to be antifungal, antibacterial, antiviral and useful for skin care such as acne treatment, and maintaining skin elasticity. Neem oil has also been found to be an effective mosquito repellent. All parts of the tree are used – the flowers have a beautiful color.

IN: hands on the go, boo boo stick, neem-o

nettle extract - urtica dioica

has been used for centuries medicinally, and externally. It is used to improve the appearance of hair, and is believed to be a remedy against oily hair and dandruff. Nettle is also very valuable in treating skin complaints, especially eczema.

IN: conditioner, deep conditioner, shampoo (organic), styling cream (organic)

oat kernel flour - avena sativa

revitalizes and rejuvenates skin as an excellent moisturizer with humectant properties (ability to draw and hold moisture); repairs the epidermal skin barrier; reduces sunburn cell formation upon skin exposure to UVA radiation; inhibits free radical formation associated with photo-aging of the skin; and stimulates collagen growth as an aid to wrinkle reduction and is helpful in treating skin itching, particularly psoriasis, eczema and seborrhea. It is helpful in relieving irritation and redness caused by exposure to harsh weather or certain skin conditions and has a soothing effect on individuals with sensitive skin. It has well known propensity as an anti-inflammatory ingredient. Oat powder is a natural antioxidant.

IN: moisturizing mask (organic), bar soap and lavender bar soap (powder)

olive fruit oil - olea europaea

characterized by a high level of oleic acid, is a popular oil derived from the fruit of the olive tree, and obtained from the first pressing of the olive, then organically refined to remove the natural taste and color. The benefits of olive oil for skin have been known for centuries. Since ancient times, olive oil was used by royal families for beautification purposes. It has high vitamin E content, and acts as a powerful antioxidant for the skin. Its regular application helps in maintaining a youthful, healthy, and glowing skin. Olive oil is a natural moisturizer, balancing of the moisture levels of the skin. Olive oil is also well-known for its healing properties. It has the ability to help fade scars. A regular massage with olive oil also helps in removing toxins from the body; these toxins

tend to make the skin look pale and dull. It is anti-inflammatory and can be used for eczema, dermatitis, psoriasis, sunburn, insect-bites and dry chapped skin.

OIL: baby massage and body lotion (organic), deep conditioner (organic), dream cream (organic), kid's massage and body lotion (organic), baby cream (organic), boo boo stick (organic), detangler (organic), lemon sugar body scrub (organic), pink grapefruit sugar body scrub (organic), body oil, beard balm, sugar lip scrub, tinted moisturizers, neem-o

EXTRACT: detangler (organic)

olive wax – *olea europea*

LABELED AS OLIVE FRUIT OIL, HYDROGENATED OLIVE OIL, & UNSAPONIFIED OILS OF OLIVE

is obtained from a process of blending different fractions directly from olive oil to produce a hard wax, similar to beeswax. No chemicals or foreign matter are used in this process ensuring the purity of the end product. Olive wax is a good choice for using in natural skin care/soap products because of its purity. It behaves in a similar way to beeswax when added to soap and product formulations, adding hardness to soaps, balms etc. It provides a water retaining, protective barrier to skin, contains no foreign matter or chemicals, prevents skin from dehydrating by leaving a waterproof film on the skin and provides a protective barrier to external environmental elements.

IN: bar soap, lavender bar soap, exfoliator, hand and body lotion, aftershave and moisturizer, citrus body butter

orange flower distillate - *citrus aurantium amara*

is 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.

IN: toner (organic), spray deodorant, makeup remover, mascara, eyeliner

orange essential oil - *citrus sinensis/citrus nobilis*

has a fresh, sweet, citrus smell and strong anti-inflammatory, anti-septic properties. It inhibits microbial growth. It is also well-known for its uplifting properties, orange essential oil is soothing to the mind and helps to relieve stress. It is refreshing and relaxing and commonly used for the treatment of anxiety. Orange essential oil is shown to promote the production of collagen as well as increase the blood flow to the skin. It is helpful at soothing dry, irritated skin as well as acne-prone skin.

IN: cleanser (organic), conditioner (organic), detangler (organic), dream cream (organic), hands on the go (organic), kid's body wash and shampoo (organic), kid's toothpaste (organic), moisturizer (organic), shampoo (organic), kid's massage and body lotion (organic), exfoliator (organic), spray deodorant, blemish stick, hyaluronic acid, makeup remover, hand soap (organic), citrus body butter, tinted moisturizers

organic palm kernel oil - *elaeis guineensis*

is commonly found in soap to increase lather and hardness. Palm oil contains the hard to find tocotrienols, which are members of the vitamin E family, and is a strong antioxidant that helps the skin to fight free radicals that damage the skin and cause fine lines and wrinkles. Tocotrienols are able to penetrate deep into the skin's layers to enable healing and protection from the base up. It is added to skin care products not only for its anti-aging properties, but also because it provides deep moisturizing properties making the skin soft and supple. Palm oil is found in shampoos and soaps for its ability to remove oil and dirt from hair and skin. It also contains a refatting agent that helps restore the hair and skin natural oils most soaps and shampoos strip away letting moisture escape. It also provides a conditioning agent. Lipids in our skin can be damaged or oxidized by ozone exposure, which can lead to free radicals being generated in our skin. Palm oil effectively fights free radicals, and can prevent them from forming in the first place. The oxidation of lipids resulting in free radicals have been proven to be an underlying cause of many skin diseases, including cancer. Our palm oil is Certified Sustainable Palm Oil (CSPO) in line with Roundtable on Sustainable Palm Oil (RSPO) guidelines from several nations.

IN: bar soap and lavender bar soap

panthenol

is a member of the powerful B-complex vitamin family. Lotions, creams, ointments and formulations containing provitamin B5 are applied to and absorbed by the skin, this provitamin is transformed into vitamin B5, which has natural broad abilities to moisturize, soothe, heal and regenerate the skin. It is most noted for its ability to function as a humectant--a water-binding substance that attracts and retains water. As a humectant, provitamin B5 stabilizes the skin barrier function, reducing the amount of water lost through the skin. By applying a provitamin B5 formulation to the skin, you will not only increase its hydration but improve its softness and elasticity, making provitamin B5 ideal for the treatment of dry, scaly or rough skin.

IN: conditioner, deep conditioner, shampoo, styling cream

peppermint - mentha piperita

The benefits of mint have been long known throughout history. The ancient Egyptians and ancient Romans prized it for its pleasant aroma, using it to scent the air in homes and temples. Peppermint also has astringent and antiseptic properties, cools the skin, reduces redness and calms irritation and itchiness.

OIL: toothpaste (organic), deodorant (organic)

EXTRACT: conditioner (organic), deep conditioner (organic), shampoo (organic), styling cream (organic)

pink grapefruit essential oil - citrus paradisi

has beneficial toning and astringent effects. It has also been proven to stimulate the lymphatic system. In this way it helps the body remove toxins. It makes an excellent body tonic because it increases circulation and it tones skin cells. It is also an uplifting and invigorating scent.

IN: moisturizer, night serum, cleanser, exfoliator, pink grapefruit sugar body scrub, tinted lip balms

organic pomegranate oil - punica granatum

is a valued ingredient in skin care oils and is especially good for dry, devitalized skin. It aids in moisturizing skin, and preventing and reducing the appearing of wrinkles, dry skin, eczema and psoriasis. Using pomegranate oil for skin may well have extended benefits beyond its moisturizing and anti-aging properties. Pomegranate bursts with anthocyanin and hydrolyzable tannin, which explains its cancer-prevention abilities. Studies have shown that pomegranate extract, both taken internally and applied topically, can greatly reduce photo-aging and prevent formation of UV-induced skin cancer.

IN: all lip glosses, exfoliator

potassium cocoate

is the potassium salt of coconut fatty acid. It's an all-natural liquid surfactant made from 100% whole coconut oil and potassium hydroxide. Because of the foaming properties of potassium cocoate this product is great for use in liquid soaps, shampoos and scrubs.

IN: shower gel

rice bran oil - oryza sativa

is a rich source of linoleic acids, and also contains squalene a potent antioxidant also found in shark liver oil. It promotes the production of collagen in the skin - a substance that "knits" the skin together and keeps it from wrinkling. Japanese ladies have known for centuries of the amazing skin healing benefits of rice oil. In fact, recent research has shown that using a rice starch-soak is effective in improving the dry skin lesions of eczema. Rice bran oil can change the texture and clarity of your skin, smoothing it and brightening dark spots.

FOR HAIR - rice bran oil contains four times the amount of omega-6 and omega-3 fatty acids than other vegetable oils. Omega-6 and omega-3 fatty acids prevent the premature aging of skin and hair. This is particularly important for the prevention of hair loss and premature graying of hair.

IN: conditioner, hand & body lotion, moisturizer, night serum, shampoo

rose flower- rosa damascena

rose water, as it is most famously known, is made by distilling rose petals. During distillation, components of the petals are carried over by steam and captured in the water left after the steam has condensed. The same distillation process creates rose essential oil, which separates out and collects on the top of the water. The essential oil is drawn off, and rose water -- containing micro molecules of essential oil and constituents from the flower -- is captured drop by drop. With antibacterial properties, hydrosols are often used in facial mists, toners, and hair tonics to help balance skin. Rosewater possesses the sweet, delicate scent of the roses from which it is made. It is a natural mild antiseptic and is recommended for acne and skin irritation, for nourishing, soothing and hydrating the skin and face. It is naturally astringent, toning, anti-septic, anti-inflammatory, regenerative and promotes new cell growth. Good for aging, dry and sensitive skin, and broken capillaries. It is naturally balances the skin.

Prized because the climate and soil conditions in Bulgaria produce roses that are superior in aroma and therapeutic value, and possesses an extraordinary aroma that is virtually true to the aroma of fresh rose petals. Bulgarian Rose helps to regulate sebum, has antibacterial properties (can be

helpful in the prevention of acne), and has anti-wrinkle properties. It is also known for its ability to help cool sunburn. It acts as a humectant and also helps to balance the skin.

OIL: eye cream

DISTILLATE: eye cream (organic), cleanser (organic), moisturizer (organic)

rose geranium oil - pelargonium graveolens

is extracted through steam distillation of stems and leaves of the Geranium plant. Its antiseptic properties can help speed up the healing of wounds and treat a variety of skin problems, such as burns, frostbite, fungal infections, athlete's foot, and eczema. Geranium essential oil provides numerous health benefits due its uses as an astringent, antibacterial, antifungal, and antioxidant properties. It can inhibit several bacterial strains and can help prevent bacterial infections. It is a powerful cicatrisant, so it can help eliminate the appearance of scars and dark spots by improving blood circulation just below the surface of the skin and promoting an equal distribution of melanin. It can serve as a deodorant due to its fragrant scent. It can also help to cure body odor due to its antibacterial action. Geranium oil functions to reduce pain and inflammation. It can also prevent muscles and skin from sagging, and can reduce the appearance of wrinkles by tightening the facial skin, thereby delaying some of the effects of premature aging. Geranium Oil promotes cell health, encourages the recycling of dead cells, and the regeneration of new cells. This helps in the growth of the body cells as well as the gametes, by making the body metabolize things efficiently. Geranium essential oil is very beneficial in the treatment of acne, dermatitis and other skin diseases.

IN: eye cream, body oil

rose hip seed oil - rosa rubiginosa

is high in gamma linoleic acid, an essential fatty acid which is useful for regenerative skin care. It is extracted from the seeds of the wild rose bush found in the Chilean Andes is known for its healing properties and was used for centuries by the people of Chile. It penetrates the skins very quickly, making it a good moisturizer and with all the other positive properties, and its tissue regeneration action, it is described as the "oil of youth". It is high in bio-available vitamin C and offers many excellent benefits to the skin - boosting regeneration of the skin and making the skin more elastic as well. Worldwide scientific research has found that daily applications of rose hip oil helped with wrinkle reduction, as well as fading sun damaged areas of the skin. Rose hip seed oil also has high levels of the fatty acids which our body cannot reproduce, and are essential for the body's nourishment and for healthy skin. It helps the skin to heal and speeds up regeneration. It reinforces the waning metabolic functions of the skin.

IN: night serum, boo boo stick, tinted moisturizers, neem-o

rosemary essential oil - rosmarinus officinalis

has stimulating, tonic, restorative, antiseptic, carminative, antioxidant, antimicrobial and astringent properties. Used as a natural preservative.

FOR HAIR: 'The Complete Book of Essential Oils and Aromatherapy' recommends the use of rosemary oil for hair growth, stating, "Rosemary oil stimulates cell division and dilates blood vessels

and, in turn, stimulates hair follicles into producing new hair growth." Has a reputation for stimulating hair growth and has been used for centuries by many cultures for this very purpose.

IN: boo boo stick, master blaster

rosewood essential oil - *aniba rosaeodora*

the health benefits of rosewood essential oil can be attributed to its properties as an analgesic, antidepressant, antiseptic, aphrodisiac, antibacterial, cephalic, deodorant, and stimulating substance. It is best associated with skin conditions because of its tissue regenerating properties. It is extracted from the rosewood tree.

IN: anti-frizz

royal jelly extract

is a 100 percent natural product that is derived from the secretions of male worker bees. It consists of water, protein and sugars (fructose and glucose) and also includes healthy fats, salts and amino acids. It is one of the richest sources of protein and vitamins, containing 17 amino acids, abundant levels of B vitamins and minerals. It is one of the most powerful nutrients in the fight against aging skin and inflammatory skin conditions, where it stimulates cellular renewal and the promotion and synthesis of collagen and elastin for firm, more toned skin and a smooth appearance. Royal jelly has been known to improve the texture and tone of the skin, often tightening fine lines and making wrinkles less noticeable. Royal jelly's moisturizing qualities improve the skin's overall texture, making it soft, supple and smooth. Egyptians, famous for their beauty secrets, historically have been known to use royal jelly as part of a skin care regimen to keep their faces moisturized and protected, even in the most harsh desert conditions.

IN: moisturizer

safflower oleosomes - *carthamus tinctorius*

acts as a protective barrier to prevent water from leaving your skin. It works with your skin to soften dryness, smooth roughness and soothe some skin problems. Linoleic acid, which is considered to be an essential fatty acid, is a major component of this oil. It also has an extensive history of use in food.

IN: exfoliator, makeup remover

sage essential oil - *salvia sclarea*

is extracted by steam distillation from the buds and leaves of the Clary Sage plant, an herb, believed to be a native species of Europe, which has been highly praised as a medicinal plant throughout history, particularly owing to its numerous benefits. Benefits of the oil can be attributed to its properties as an antidepressant, antiseptic, astringent, bactericidal substance. The essential oil kills bacteria and fungi, curbs growth and spread of bacterial infections, and also protects against new infections. It has strong antiseptic properties - wounds will not become septic, nor will they be infected with tetanus germs if Clary Sage oil is topically applied to them. The antiseptic qualities can protect the body during periods of surgical recovery and in all varieties of wounds

that are typically hotspots for infections. Clary sage's astringent properties strengthen and tone the skin, muscles and hair follicles. It functions as an antioxidant fending off free radicals present in the body. There is an ester present in Clary Sage essential oil called linalyl acetate, which reduces skin inflammation and heal rashes, which also reduces opportunity for dermatitis. It also helps with skin conditions like acne, boils and ulcers and cools painful muscles and joints. Clary sage oil can be beneficial for skin problems, back pain and a stiff neck, as well as for body odors, PMS, skin problems and cramps.

IN: boo boo stick, body oil, beard balm, neem-o

sea buckthorn oil - hippophae rhamnoides

is rich in essential fatty acids (omega fatty acids), linolenic and alpha-linolenic acids, and the pulp oil is the richest known source of palmitoleic acid (Omega-7) rarely found in the plant kingdom. Due to the rich content of the essential fatty acids, antioxidants, vitamins and trace minerals, Sea Buckthorn oil offers exceptional support for skin. The beneficial effects of Omega-7 on the skin have been substantiated by product specific clinical and experimental studies. The aging process considerably alters both the structure and the mechanical properties of skin. Aged skin is less extendable and less elastic than younger skin. Wrinkle formation is due to the decrease of elasticity, photo-aging and free radical attack on the skin. Sea Buckthorn oil is an excellent source of essential nutrients for regulating moisture and sensitivity of skin. It improves atopic eczema and dermatitis, has anti-inflammatory and analgesic effects, slows down the aging process of the skin and promotes wound healing and tissue regeneration.

IN: night serum, neem-o

organic shea - butyrospermum parkii

contains natural UV protection, and has been used for centuries by the natives of the Ivory Coast and Senegal to heal and protect skin due to its anti-inflammatory capabilities. It has been shown to increase the healing of wounds and improve scars. It is used to heal eczema, burns, rashes, severely dry skin, and to lessen the irritation of psoriasis. Shea butter penetrates deep into the skin, gives back its elasticity, moisturizes and nourishes skin and is excellent for dry, damaged and maturing skin.

FOR HAIR - shea butter provides deep nourishment for the hair shaft, and moisturizes dry, dull hair resulting in improved luster and manageability. An excellent treatment for dry scalp, it absorbs quickly and penetrates into the scalp to rehydrate. It is particularly beneficial for processed and heat-treated hair and is also believed to help promote new hair growth.

BUTTER: boo boo stick, deep conditioner, dream cream, exfoliator, eye cream, lemon sugar body scrub, lip balm, aftershave and moisturizer, baby cream, deodorant stick, pink grapefruit sugar body scrub, tinted lip balms, citrus body butter, beard balm, sugar lip scrub, tinted moisturizers, cheeky color sticks, cheeky bronzer, neem-o

soda ash - sodium carbonate

(also known as washing soda, soda ash and soda crystals) is a sodium salt of carbonic acid. Sodium carbonate is domestically well-known for its everyday use as a water softener. It can be

extracted from the ashes of many plants. It is synthetically produced in large quantities from salt (sodium chloride) and limestone.

IN: scrubbing cleanser

sodium hyaluronate

is a natural substance that is plentiful in our bodies when we are born. Young, healthy-looking skin contains an abundance of (HA) that locks in moisture. As we get older our bodies produce less and less HA. The drop starts at around 18-20 years and after 40 years HA decreases more rapidly. Aging robs us of this innate ability to hold in moisture. Skin starts to sag, lose its elasticity and fine lines and wrinkles appear. HA is known as the key to the fountain of youth because it helps to keep skin smooth and "plump" through the ability to retain and hold moisture which is the secret to youthful, healthy, vibrant skin. It holds up to 1,000 times its weight in water. It attracts and binds water within the cells of the skin and tissue underneath, literally acting like a sponge to retain a supple, firm skin tone and youthful appearance.

IN: hyaluronic acid

sodium olivoyl glutamate

a natural PEG-free and hydrolyzed protein free, soft, emollient and soothing emulsifier of vegetal origin with ecocert. Sodium olivoyl glutamate is a non-ethoxylated, vegetal derived surfactant that combines the unique fatty acid profile of olive oil with the characteristic affinity of glutamic acid toward the skin surface. The result of this conjunction is a new emulsifier structure with high skin compatibility and maximum biodegradability. It can be used in a wide range of skin-care products.

It represents a useful choice to formulate performing traditional and special cosmetic emulsions, e.g. those suitable for sensitive and delicate skins (dry skin, baby skin, ethnic products).

IN: exfoliator, eye cream

spearmint essential oil - mentha spicata/menthe viridis

soothes skin irritation and used for aromatic therapy. This essential oil has analgesic, local anaesthetic and counterirritant properties, and aids in relief of itching of pruritis, dermatitis, and hives.

IN: toothpaste (organic), lip balm, sugar lip scrub

stearic acid

is 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.

IN: exfoliator, eye cream, mascara, eyeliner

organic cane sugar

is the organic compound commonly known as table sugar. Sucrose is a white, odorless, crystalline powder with a sweet taste.

IN: lemon sugar body scrub, pink grapefruit sugar body scrub, styling cream, sugar lip scrub

organic cane alcohol

is derived from organic sugar cane, triple filtered and meets USP standards. This works as a preservative system and will not attract bugs.

IN: dish soap

organic sunflower oil - helianthus annuus

is derived from the seed hulls. It is high in essential fatty acids, and is highly-moisturizing for both hair and skin, helping to soothe, regenerate and condition. Sunflower seed wax is very high in Vitamins A, B, D and E and suitable for all skin types. It is rich in nutrients and antioxidants. Widely used for medicinal and cosmetic purposes, sunflower seed oil has been found to be effective against acne, eczema, inflammation and irritation of the skin. Vitamin E is essential for preventing damage to the skin cells by the UVA from the sun, and improves the appearance and health of your skin by preventing scarring and smoothing of existing wrinkles. It absorbs easily into the skin without blocking pores, because it is light and non-greasy.

IN: aftershave and moisturizer, lip balm, boo boo stick, eye cream, hyaluronic acid, night serum, all lip glosses, detangler, dream cream, hand & body lotion, jojoba oil, moisturizer, shower gel, baby cream, tinted lip balms, body oil, citrus body butter, beard balm, sugar lip scrub, cheeky color sticks, tinted moisturizers, cheeky bronzer, neem-o

tangerine essential oil - citrus tangerina

has tonic properties providing restorative and curative benefits. It improves circulation of blood, helps maintain oil and moisture balance in the skin, and shows cicatrizant and emollient properties. It is excellent to treat acne, dull skin, oily skin, scars, spots and wrinkles. It has antiseptic properties that inhibit the growth and reproduction of microorganisms. It also has sedative properties – calming and soothing. This oil is actually often used in a massage blend for the prevention of stretch marks.

IN: citrus body butter

organic tea tree essential oil - melaleuca alternifolia

has healing qualities, known for thousands of years. It has so many anti-viral and anti-fungal benefits that the Australian army puts it in soldiers' first aid kits. Tea tree oil can also treat minor wounds, encourage healing, and prevent infection. Tea tree oil is an excellent treatment for acne. One study found tea tree oil to be just as effective as benzoyl peroxide, but without the negative side effects like redness and peeling.

IN: blemish stick, boo boo stick, hands on the go, deodorant stick, surface cleaner, neem-o

titanium dioxide - non nanoparticle

is the naturally occurring oxide of titanium, used as a pigment, and it has a wide range of applications, from paint to sunscreen to food coloring. Titanium dioxide is a very bright and refractive (only surpassed by diamonds) pigment powder with a sticky feel. Titanium dioxide is a great sun block (the height refractive index will protect skin from ultraviolet light) and is soothing on the skin. We use only non-nanoparticle size - >100nm - that do not absorb into the skin. Titanium dioxide is regarded as an inert, non-toxic substance according to its Material Safety Data Sheet (MSDS).

IN: lip gloss (berry, pink and rose), tinted lip balm (cotton candy, watermelon, periwinkle), cheeky color stick, tinted moisturizers

ubiquinone - COQ10

is also known as vitamin Q. It is an enzyme produced naturally in the human body, found in every cell and tissue. It plays a vital role in the delivery of cellular energy, and has potent antioxidant effects. It is involved in a number of biological functions including helping to produce energy, neutralizing free radicals, and keeping cells both inside the body and in the skin healthy. A young body has the ability to produce as much CoQ10 as it needs. However, various factors such as aging and stress can lower levels of CoQ10, and as we age, production tapers off. As we grow older, the amount of CoQ10 in the cells become less and less, and as a result, cells lose their efficiency (energy production) and protecting capacity (antioxidant power), reducing the ability of cells to regenerate and withstand stress. Most women over thirty have below optimum levels of CoQ10 in the skin. The lack of CoQ10 results in an impeded ability to produce collagen and elastin. Collagen is important because it makes your skin firm, while elastin gives your skin flexibility. The loss of collagen and elastin causes your skin to wrinkle and sag. CoQ10 helps to neutralize the harmful free radicals that are one of the major causes of aging and can effectively help fight the signs of aging. It penetrates deeply to provide antioxidants and help create collagen and elastin. Research has even shown that CoQ10 helps reduce crow's feet around the eyes. It boosts skin repair and regeneration. The CoQ10 that we use is derived from non GMO vegetables sources such as broccoli, parsley and olives.

IN: moisturizing mask, night serum

organic vanilla bean extract - vanilla planifolia

is a spice that comes from a fruit-bearing orchid. Vanilla extract is a liquid form of vanilla concentrate commonly used in cooking and baking. For centuries, people have used vanilla as an herbal remedy. Today, vanilla is mostly used as a cooking ingredient. However, several scientific studies do support health benefits in vanilla extract. According to Bartram's Encyclopedia of Herbal Medicine, vanilla has a long history of use to help treat topical wounds such as scrapes and cuts on the skin. Other historical uses of vanilla included treatment for the effects of poisonous snake bites and nausea.

IN: detangler, dream cream, kid's body wash and shampoo, kid's massage and body lotion, kid's toothpaste

vegetable enzymes - saccharomyces ferment

a water-soluble liquid derived from the fermentation of organic vegetables, containing enzymes that provide bioconversion of a wide range of malodorous substances. It neutralizes odors caused

by perspiration. It has a wide spectrum of odor reduction effectiveness. Part of a fungi family that is considered very important in food production. It is known as the brewer's yeast or baker's yeast, and *saccharomyces* is used in making wine, bread, and beer. The *saccharomyces* ferment is non-toxic and harmless, and contains live enzymes that help to break down odor-causing compounds. It is not much different from the bacteria and enzymes found in kefir and kimchi.

IN: spray deodorant

vegetable glycerin - kosher, non GMO

is 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.

IN: toothpaste, scrubbing cleanser, conditioner, deep conditioner, eye cream, hand soap, kid's toothpaste, aftershave and moisturizer, shampoo, shower gel, exfoliator, hand & body lotion, hair sprays, surface cleaner, master blaster, mascara, eyeliner, dish soap

water (purified)

IN: toner, cleanser, makeup remover, moisturizer, baby massage and body lotion, toothpaste, kid's toothpaste, deep conditioner, detangler, scrubbing cleanser, kid's massage and body lotion, monster spray, aftershave and moisturizer, hand soap, citrus body butter, hair sprays, surface cleaner

witch hazel - hamamelis virginiana

is an aromatic oil extracted from the bark of the witch hazel shrub. It is a remedy for abrasions, burns, scalds, insect bites and other inflammatory conditions of the skin. As an acne fighter witch hazel reduces the swelling of minor pimples and blemishes. Witch hazel is an excellent astringent, toning facial cleanser, used to decrease bags under eyes, skin puffiness, and to reduce pore size. It can be used for all skin types, oily to dry and is a valuable ingredient in natural skin care formulations and anti-aging products.

IN: toner, spray deodorant

xanthan gum

is a sugar-like compound made from aged (fermented) sugars. It is used as a thickening and stabilizing agent in foods, toothpastes, and medicines. For the baby products, it is a thickener and binder. It is also an ingredient in some sustained-release pills.

Despite its rather alien-sounding name, xanthan gum is as natural as any other fermented corn sugar polysaccharide. The name is derived from the strain of bacteria used during the fermentation process. This is the same bacteria responsible for causing black rot to form on broccoli, cauliflower and other leafy vegetables. The bacteria form a slimy substance which acts as a natural stabilizer or thickener. It was developed when the United States Department of Agriculture ran a number of experiments involving bacteria and various sugars to develop a new thickening agent similar to corn starch or guar gum.

Xanthan gum is considered a polysaccharide in scientific circles, because it is a long chain of three different forms of sugar. What's important to know is that all three of these natural sugars are present in corn sugar, a derivative of the more familiar corn syrup. The bacteria eat a supply of this corn sugar under controlled conditions, and the digestion process converts the individual sugars into a single substance with properties similar to cornstarch. Xanthan gum is used in dairy products and salad dressings as a thickening agent and stabilizer; it prevents ice crystals from forming in ice creams, and also provides a "fat feel" in low or no-fat dairy products.

IN: kid's toothpaste, baby massage and body lotion, baby wash and shampoo, bug spray, exfoliator, eye cream, hand and body lotion, kid's body wash and shampoo, shampoo, shower gel, toothpaste, scrubbing cleanser, cleanser, kid's massage and body lotion, hand soap, hair sprays, dish soap

yucca gluca root extract

the Native Americans used the leaves of the yucca bush for successfully treating psoriasis, dandruff, hair loss, skin sores and inflammation. It also contains natural "sudsing" properties. Powerful healing ingredient.

IN: exfoliator (organic), makeup remover (organic), toner (organic), hands on the go

yucca schidigera extract

has strong antibacterial properties, and is beneficial in preventing and clearing up acne.

IN: shampoo (organic), conditioner, deep conditioner, styling cream

zinc oxide - non nanoparticle

Zinc oxide is a white, powdery mineral. It is not soluble in water, but it does dissolve in acidic environments. It is known best as a primary ingredient in sunscreen lotions. When applied topically, zinc oxide offers several important benefits for the skin. Topical solutions containing zinc oxide are helpful for healing eczema, a common chronic, inflammatory and itchy skin condition. According to Dr. Marilyn Syrett, and many researchers and physicians, zinc oxide is one of the safest ingredients for protecting the skin from the harmful effects of ultraviolet (UV) rays. UV rays penetrate the skin and damage tissue, speeding up the aging process and drying the skin out. These rays also increase the risk of skin cancer. Sunscreens containing zinc oxide filter out UV rays, keeping them from penetrating the skin and causing cell damage. We use only NON-nanoparticles (>100nm) of zinc oxide.

IN: dream cream, baby cream, cotton candy tinted lip balm, tinted moisturizers