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## Different between chemically formulated/ based products and natural/organic products

### The standard we are looking at is:

For Petrochemicals and synthetics used in daily use products which are considered **toxic in low, middle or high dose**. **Toxic** in general means **to take precaution** when using – this is not stated on products using these chemicals.

**Analogy** – Cigarettes are considered a health hazard and have to show a visible reminder that this product is posing a possible health risk. The same should be applied to products using toxins even if they asses it as “safe” in small amounts since already 1 cigarette is considered a health risk!

Natural or organic ingredients used in daily used products are considered safe since most of them can even be ingested which is not advisable with petrochemicals.

### 6 points to consider

#### 1. Health hazard

More than 90% of daily used care products are containing potentially harmful petrochemical and/or synthetic ingredients which don't belong into the body – particularly not onto Baby and young people's skin.

**2. What goes on – might go in ...** Humans absorb up to 60% of any substance applied to our skin. By using natural products you ensure that what you are absorbing is beneficial for your skin and body, promoting radiance and health. By using natural products you reduce the possible risk of kidney, liver, skin and respiratory problems.

**3. Value for money** excluding water, Organic and truly natural products often contain up to 95-98% active ingredients. Mainstream skincare/cosmetic today contains approx. 85% petrochemical/synthetics, 5 to 20% natural ingredients if at all. You will notice a difference when you use natural products. Your skin will look and feel radiant, naturally. Due to higher concentration you will **not need as much of the products** as with chemically formulated products.

**4. Best of all - No extra body burden** - chemical/synthetic substances put an extra burden of toxicity on the body and is of particular concern for young babies and children whose organs of elimination are not fully developed. Reduce your toxic burden by using whole, unrefined natural products.

**5. Not tested on animals** but on humans, friends and colleagues to give a true result instead of a "possible" effect on humans based on animal testing. Often very cruel testing takes place which can give only possible results for humans – using common sense humans are humans and animals are animals. What works for animals does not necessarily work for humans the same way.

#### **6. Some thought on "animal testing"**

Besides the cruelty of poisoning animals for the "possible sake of man" time has shown, that this kind of testing can not guarantee any safety for humans if the formulation is not in mid. to long term use with humans. One of the most shocking results showed the more than 10'000 Contergan children (Thalidomide, **2-(2,6-dioxopiperidin-3-yl)-1H-isoindole-1,3(2H)-dione**) – it took their health and nearly 10 years of denial with the result that Thalidomide is again on the market – For more information go to <http://en.wikipedia.org/wiki/Thalidomide>

**We do not recall a mass incident like this** occurring while using natural/organic products. Due to this **we consider natural/organic the safest way** for our daily use products, toiletries, skin care and cosmetics.

## Comparison

	<b>Synthetic based products</b>	<b>Natural/organic based products</b>
Prices	<b>Cheaper</b> than natural due to chemical reproduction, not depending on seasons and quantity	<b>More exclusive</b> and expensive due to nature, harvesting and seasons
Concentration	Approx. <b>85% chemical</b> fillers excluding water and 5% natural ingredients	Approx 95% natural ingredients, excluding water <b>100% not possible due to environmental burdens</b>
Fast results	<b>Yes</b> some promise within even 7 hours!	No due to <b>gentle penetration involving the bodies own healing and rejuvenating potential</b>
Lasting results	<b>No</b> , due to over exposure to alcohols and petrochemicals the skin will not be able to keep the <b>result without chemicals applied constantly</b>	<b>Yes</b> , due to involvement of the <b>bodies own healing and rejuvenating properties</b> , the results will be visible and last even without constant use of the same products
Health benefit	<b>No</b> – due to a cocktail of chemicals applied the benefit is just borrowed, visible beauty and an additional burden to our whole body	<b>Yes</b> – natural ingredients have positive effect on our wellbeing and health. <b>Applied to the biggest organ our skin</b> we have the benefit for not only beauty but our health as well.

Health risk	<b>Very possible</b> since chemicals enter the body through the skin. Reported Liver, Kidney and fertility problems a.o depending on dose and kind of <b>ingredient overdosed by multiple use per day !</b>	<b>No</b> since ingredients used are grown and harvested and not chemically manufactured. Formulas are often based upon old wisdom combined with new insights of ingredients and benefits of the same.
Environmental risk	<b>Yes</b> since many of the used products are derived from Petrochemicals, refined and mixed.	No since the ingredients are part of the natural environment
Animal testing	Yes if at all	No not at all
Formulas regulated	<b>No not compulsory</b>	<b>No not compulsory</b>

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