



ORGANIC OR NATURAL?

March 2014

Why Use ORGANIC Personal Care Products?

There have been so much hype about eating organic food, what about the products that you use on your skin which is the largest organ on your body? A lot of articles can be found on the benefits of eating organic food. Here, we will share what we know about organic skin products.

Reasons why we should use organic or non-toxic products:

- We apply moisturizers, body wash, lotion, serum, deodorants, lipsticks and other cosmetics on our skin. All these are absorbed into our blood stream and transported around the body just as you've eaten it.
- Chemicals such as phthalates, mineral oils, sodium lauryl sulphate, propylene glycol, and parabens, are all commonly found in cosmetics and body care products. While one product may contain very small amounts of some of the synthetic chemicals, it is the cumulative effect of applying various products regularly that causes concern. These chemicals are known to contain carcinogens or toxins that affect the immune, reproductive, and endocrine systems. Due to this, there are increasing allergies, skin problems, infertility, cancer, autism, birth defects and other health issues as we exposed ourselves on a daily basis to these personal care products.
- Most products have NOT undergone any safety testing. It is important to get products that are certified by approved organisations such as the ACO (Australian Certified Organic), NASAA (Australia and International Organic Certifier), FDA (Food and Drug Association), USDA (US Department of Agriculture Certified Organic) and Ecocert certification.

Try our Goat's Milk range known for its soothing and calming properties. Suitable for sensitive skin and dry, distressed skin conditions.



Difference between NATURAL and ORGANIC Products

'Natural', 'All natural', '100% natural', 'organic', '100% organic', 'made with organic ingredients' - Are you Confused???

Our range of ACO and NASAA certified SkinCare, Massage Oil and Insect Repellent.



How to differentiate between 'natural' and 'organic' is the way the term is being defined and regulated. There are organic certifications around the world that have regulations in place to certify that the products are organic. As for the definition of 'natural', there really isn't one. Manufacturers can label a product as 'natural' but may not mean anything. Just remember NOT to take advertising claims at face value. For example, a reputable brand product made with organic ingredients may not be close to a 100% organic product.

How do we know we are using ORGANIC Personal Care products?

Very simple: Do Not Read Labels! Read Ingredients!

A lot of product labels have 'natural' or 'organic' on their labels. They are 'natural' because they may just be sulphate-free and still contain other large amounts of toxic chemicals. Or they can be 'organic' where they use small amounts of organic herbs in a base of petrochemicals and harsh preservatives.

Organic products should NOT have all these chemicals:

- Synthetic fragrances
- Synthetic colours
- Parabens
- Ureas
- 1,4-dioxane
- Petrochemicals
- MEA/DEA/TEA
- Sulfates
- Phthalates
- Formaldehyde
- PEGs
- Toluene

Is it possible to have 100% ORGANIC Product?

YES! It depends on the product ingredients.

There are different levels of organic certifications worldwide for each organic product and are labeled according to their percentage of certified organic ingredients. Different countries and continents have their own organic certification programs and seals. Most of the time, each organic product has to be 95% to 100% organic to be certified. However not all products can be made 100% organic, particularly those that contain water and salt.

Our most popular buy – SOAPS! Gentle on the skin and help retain moisture. Free from chemicals and suitable for vegetarians, vegans and people with skin irritations.



ROADSHOW

We are flying to Singapore again for our first roadshow in 2014!

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Address: 301 Upper Thomson Rd, Singapore

Operating Hours: 10am to 8pm

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