First blog entry

Cocobe blog – entry one

**Why use natural skincare?**

Well, for these main reasons…

Many ingredients used in non-natural skincare products have simply not been studied for their effects on people or the environment. Watch **this short video** (link to: <http://youtu.be/pfq000AF1i8>) to see why.

Many non-natural products contain very few skin-benefiting ingredients, as little as a few percent of some formulations are active and beneficial to skin. Natural products can’t rely on synthetic ingredients like mineral oil and silicones to make them feel good. Natural products use vegetable oils and extracts – and those are by their very nature active and beneficial.

Non-natural products often include numerous ingredients that are designed solely to fragrance, feel silky when spread or even to seal the skin (e.g. silicones like Dimethicone), without any skin-benefiting reason to be there. These synthetic ingredients use our own human instincts to fool us into thinking the product is nutrient – we assume that if the cream feels silky it must be gentle and make skin soft, that if it absorbs quickly it must be ‘working’, that if it smells delicious it must be good for us – in fact all these effects can be created with chemicals that offer no benefit to skin.

In addition to the effects on your body, these ingredients effect your environment too. Silicones have been shown to be ‘**bio-accumulative’, meaning that because they don’t easily break-down, they just build up in the environment. We don’t know exactly what effect this is having on our eco-system.**

**Up to 60% of what is applied to skin ends up in the blood stream – skin literally drinks the products we apply to it. The other 40% returns to the environment.**

**So if you’re looking to cut out the major streams of toxins going into yourself and your environment – then eat well, and choose your skincare carefully.**