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INGREDIENTS ARE EVERYTHING IN PERSONAL CARE PRODUCTS!

Are you tired of synthetic and toxic chemicals showing up in your skin care products' ingredient lists? Are you wondering what those mysterious chemicals really are in your moisturizer? Are you sick of promises from mass-marketed skin care products that never come true? Are you tired of buying products that just don't work? Are you wondering, exactly what ingredients make a product work? What makes it an astringent, what makes it healing and moisturizing? If you answer "yes" to any of these questions, you are not alone.

There is a quiet revolution going on in the minds of American women. They are beginning to question chemical ingredients in personal care products, and are trying to figure out if and how they protect, heal, and moisturize the skin. How do chemical ingredients promote beautiful skin? How is it that known carcinogens are being stated as "anti-aging?"

There are questions to ask yourself as you to decide which skin care products to use: What is the ingredient that makes the product function? Does your astringent contain herbs that are high in tannic acid? Does it contain witch hazel? Does it contain essential oil of lavender, which balances any skin type? What specifically are the astringent ingredients?

If it's a moisturizer, what are the moisturizing ingredients? Does it contain humectants, such as honey or vegetable glycerin that help draw moisture from the air to your skin? How about high quality oils for lubrication? If you are using a moisturizer to help prevent wrinkles, does it have an ingredient that reputedly helps your skin regenerate itself such as horsetail, chestnut, comfrey, or rosehip seed oil? If you are using a lotion to sooth your skin, does it contain ingredients like calendula or chamomile that are anti- inflammatory and skin conditioning?

Once you find a product that you think has your desired ingredients, then look at possible undesirable or synthetic ingredients. These can undo any good the desirable ingredients do.

In fact, a report released by the Centers for Disease Control and Prevention in Atlanta said that, "many adults have high levels of toxic chemicals in their bodies because of synthetic ingredients in many mass-market personal care products." Are synthetic chemicals improving your skin?

What is a consumer to do? One solution is to make your own-there are great books available at your local natural food store. Making your own products at home is a fun and easy way to control the ingredients and quality of your skin care. If you aren't up for making your own, look for products that are not only Organic, but also synthetic chemical-free. Buy products that have healing and healthful ingredients from Mother Nature, such as comfrey, calendula, rosehip seed oil, primrose oil, and other essential oils. Check in chemical dictionary books for synthetic ingredients and avoid them. Only buy skin care products at you natural food store. Search online to learn more about dangerous chemical ingredients at sties like www.CDC.gov, www.safecosmetics.org, and www.EWG.org.

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