

The term means different things to different people and is not legally regulated!

I don't make any exaggerated claims and just make the best, solution focused skincare that I can, using the best quality ingredients from a couple of trusted suppliers. I am not out to deceive people by pretending I'm doing something I'm not, so I need to tell you what MY version of natural means. Most of my ingredients can be called natural in the purest sense of the word and many are organic. This means that the chemical composition is identical to the plant from which it is derived. I make products that fit into this category!

Other ingredients, while derived from plants, have gone through a chemical/manufacturing process which changes their chemical composition. Such products, such as emulsifiers, are necessary if you want to make a cream or a lotion. I use a few different emulsifiers and, where possible use a palm free one.

Some ingredients are synthetically processed but have the exact chemical composition of the natural alternative, which is either really expensive or difficult to source, simply because it is not possible to harvest enough to supply some ingredients to everyone who uses them! My take is that if it is chemically identical and safe, it is fine by me.

Now the biggie that causes lots of concern - preservatives! I use two, broad spectrum preservatives in my products. Preservatives are necessary in water-based products. I am hoping to move to more natural preservatives, but my first concern is that my products are safe and free from bacteria and mould. I did try a more natural one once but had to recall the products when the manufacturer decided that it didn't work! Both my preservatives are considered acceptable in a natural skincare product. I am doing a Certificate in Preservation soon and will then decide where to go, depending upon the efficiency of the more natural preservatives.

Each batch of any water-based product is tested - they are always certified safe! If anyone has any questions about my products, just ask - I will guarantee a straightforward and honest answer!