

FOCUS

ON PERSONAL & HOME CARE

PAMPER YOURSELF BUT BE MINDFUL OF WHAT'S IN YOUR PERSONAL CARE PRODUCTS

Each day, we reach for shampoo, conditioner, moisturizer and other personal care essentials. We look good, we smell good ... and we may have just exposed ourselves to 200 different chemicals. As consumers, we place our confidence in someone with a lab coat checking those substances. Right?

Not exactly. A group of personal care products that includes liquid cleansers, hair-care products and lotions — on which Americans spend about \$22 billion a year — goes virtually unexamined by the federal government. As health-conscious consumers, we need to distinguish between what we really need to keep our bodies fresh and clean and what may be “luxuries” that could expose us to unnecessary chemicals.

5 safe and effective personal care ingredients you may not know about: for you and your pets

1. Oxygene®: the complete body deodorizer

Oxygene® is non-toxic, completely safe and scientifically proven to dissolve and diffuse odor-causing compounds. Unlike the active ingredients in many cleaners, it doesn't just temporarily cover odors with perfumes. Instead this pure, stabilized form of chlorine dioxide eliminates bad-smelling germs by oxidizing volatile sulfur compounds. It's the environmentally friendly way to truly defend against germs and odors.

2. Aloe vera: soothing protection

Aloe vera has been trusted for centuries to alleviate skin conditions of all kinds and restore a radiant glow to your entire body. Legend has it ancient Greek physicians hailed it as a miracle plant, and it was regularly used by Cleopatra — known for her radiant beauty. Aloe vera is actually a combination of many different vitamins and minerals. Working together, these vital nutrients help give aloe vera its soothing and healing properties.

PRODUCT CORNER

HEAVENLY CLEANSING GELE

It's the only scented hand and body cleanser with Oxygene®.

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or Go Online at Oxyfresh.com**

3. Vitamins: nourish and refine

Lack of vitamins can make our skin lifeless, blotchy, dry and oily. Healthy skin requires a variety of vitamins to keep it resilient, specifically vitamin A, vitamin E, vitamin C and vitamin D. Furthermore, vitamins E and C are the simplest antioxidants. Antioxidants help prevent skin damage from free radicals, a dangerously mutant form of oxygen that in large doses (from pollution, sunlight, etc.) can break through the membrane that protects the skin's cells and cause inflammation, visible lines and wrinkles.

4. Natural fragrances: relaxing aromatherapy

Personal care products with natural fragrances get their pleasant scent from natural essential oils. What does this mean to you? Subtle yet delicious scent combinations that deliver incredible therapeutic benefits. Here's how: When we smell something pleasing like soft fragrances, our brain releases endorphins (aptly called the happy hormone). These produce a true feeling of well-being, both mentally and physically.

4. Botanical extracts: stimulating cell growth

Plants are composed of cells. Most botanical extracts are extruded from the liquid center of these cells. This liquid is often a very complex mixture of amino acids, organic salts, minerals, oils and fats. These properties offer several benefits including treatment for skin burns, wounds, eczema and skin inflammation. They have also been shown to extend cellular life span and heal minor skin damage.

CLOSING THOUGHTS

Not every product we use as consumers can be all-natural and side-effect free. After all, we live in the real world. When selecting personal care products, it is ultimately up to you, to choose which products are best for you. Educate yourself and know what exactly you are applying to your body.

What can you do you?

Pamper yourself with Oxyfresh. Oxyfresh Personal Care products leave you and everyone you care about feeling clean, fresh-smelling and healthy. Our non-toxic, environmentally friendly formulas offer true cleaning value and your best defense against germs and odors. Experience for yourself how it feels to be Oxyfresh clean.

OXYGENE CREAM

Oxyfresh's Oxygene® Cream helps to soothe irritated, chapped or dry skin.

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