

BELLANINA IS PROUD OF HEALTHY INGREDIENTS IN NEW BOTANICAL CLEANSER

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How many times have you wondered about the 10 to 15 letter words found on the back of your skin care products? Is it a chemical? A preservative? A surfactant? An emollient? And why are all these ingredients in the products anyway? These questions are good questions to ask so I decided to give our Bellanina practitioners a tutorial. This is a technical article, so bear with me and by the end of it, you will know a lot more about what makes up a skin care product and why, and how to spot a great product through identifying the ingredients. Let's use our new and improved Bellanina Botanicals Cleanser as our example.

Bellanina Botanical Cleanser contains 7 basic ingredient categories which I will list below. I will also list the ingredients based on the category to answer the question, "what is it"?

- 1) **Base:**
Water, aqua or H₂O. You will usually find water to be the first ingredient and the highest quantity in most skin care products.
- 2) **Surfactants, foaming and cleaning agents** - This blend of surfactants are made from sugar and coconut oil and are very gentle and are biodegradable.
BLEND: sodium cocoamphoacetate, lauryl glucoside, sodium cocoyl glutamate, sodium lauryl glucose carboxylate,
Cocamidopropyl betaine - foaming agent that doesn't sting your eyes
sodium methyl cocoyl taurate- cleaning agent that is pearlized
- 3) **Botanical Extracts:**
cucumber extract – Cucumber is very soothing to the skin
willow bark extract – Willow bark (a natural source of salicylic acid) helps to exfoliate dry, dead skin
- 4) **Thickeners (Emulsifiers):**

BLEND: ceteareth-20&cetearyl alcohol- Fatty alcohols. Ceteareths are made from cetearyl alcohol – a blend of cetyl and stearyl alcohol (natural fatty acids from coconut oil) and ethylene oxide. Ceteareth-20 is an emulsifier that holds the water and oil components of the product together. Cetearyl alcohol thickens and acts as a co-emulsifier.

Glycol stearate- Glycol Stearate is the ester of ethylene glycol and stearic acid. It is generally used as a pearling agent in shampoo and liquid hand soaps. It functions as a bodying agent and emulsion stabilizer in these systems.

Stearic acid - is a saturated fatty acid from animal and vegetable fats used as an emulsion stabilizer and thickening agent.

xanthan gum This is a thickening agent that increases viscosity of the water phase.

5) **Oils & Moisturizers:**

glycerin - Glycerin (also called glycerol) is a naturally occurring alcohol compound and a component of many lipids and is hydrating. Glycerin may be of animal or vegetable origin. The glycerin in our cleanser is from vegetable source, and is kosher.

cocoa butter - Cocoa butter, also called cacao butter, is the cream-colored fat extracted from cacao seeds (cocoa beans) and used to add flavor, scent, and smoothness to chocolate, cosmetics, tanning oil, soap, and a multitude of topical lotions and creams. Cocoa butter has been called the ultimate moisturizer, and has been used to keep skin soft and supple for centuries.

beeswax- a natural wax produced in the bee hive of honey bees of the genus *Apis*. It is mainly esters of fatty acids and various long chain alcohols and does a sterling job as a thickening agent, emulsifier, and humectant. It has wonderfully emollient, soothing and softening properties and helps the skin retain moisture.

capric/caprylic triglycerides (fractionated coconut oil) is a mixed triester of caprylic and capric acids, is a highly refined medium chain triglyceride (MCT) oil possessing excellent oxidation stability with an almost indefinite shelf life. CCT is a desirable emollient with quick skin penetration and has no color, odor or taste. Great as a dispersing agent and useful as a solvent for vitamins and actives

6) **Essential Oils:**

lavender (*Lavandula officinalis*) essential oil. Lavender has a host of benefits when used in skin care products, but has great value in helping the skin heal itself, stimulating cell growth, reducing inflammation, preventing scarring and balancing the production of oil and it smells wonderful.

ginger (Zingiber officinale) essential oil - Aside from the yummy scent, Ginger reduces inflammation and has a soothing and warming effect upon the skin. Because ginger is energizing, it is thought to promote circulation, increase skin's radiance. Ginger is an anti-oxidant, which means it inhibits harmful free radicals that cause skin damage.

7) **Stabilizers & Preservatives:**

diazolidinyl urea— An antimicrobial that's predominantly used as a preservative in cosmetic products, protecting them from the bacteria, yeast and molds known to cause spoilage.

iodopropynyl butylcarbamate A synergistic ingredient when blended with diazolidinyl urea, typically used in concentrations of 0.1% or less.

As you can see, a lot goes into formulating a skin care product to make it creamy, fragrant, and healthy as well as having it do what it is intended to do. The old formula of Botanical Cleanser and the Mandarin Cleanser were close in formulation with the exception of the essential oils, which gave them their unique aroma, so we reformulated the new and improved Botanical Cleanser to give our clients and Practitioners a different option in performing the facelift massage.

Bellanina continues to look for the freshest and most potent ingredients in its skin care lines. Our products are manufactured in small batches which insure freshness. Our pure ingredients nourish and heal the skin. Watch for more new formulas coming up in the next few months as we continue to evolve our product lines with healthy skin in mind.