

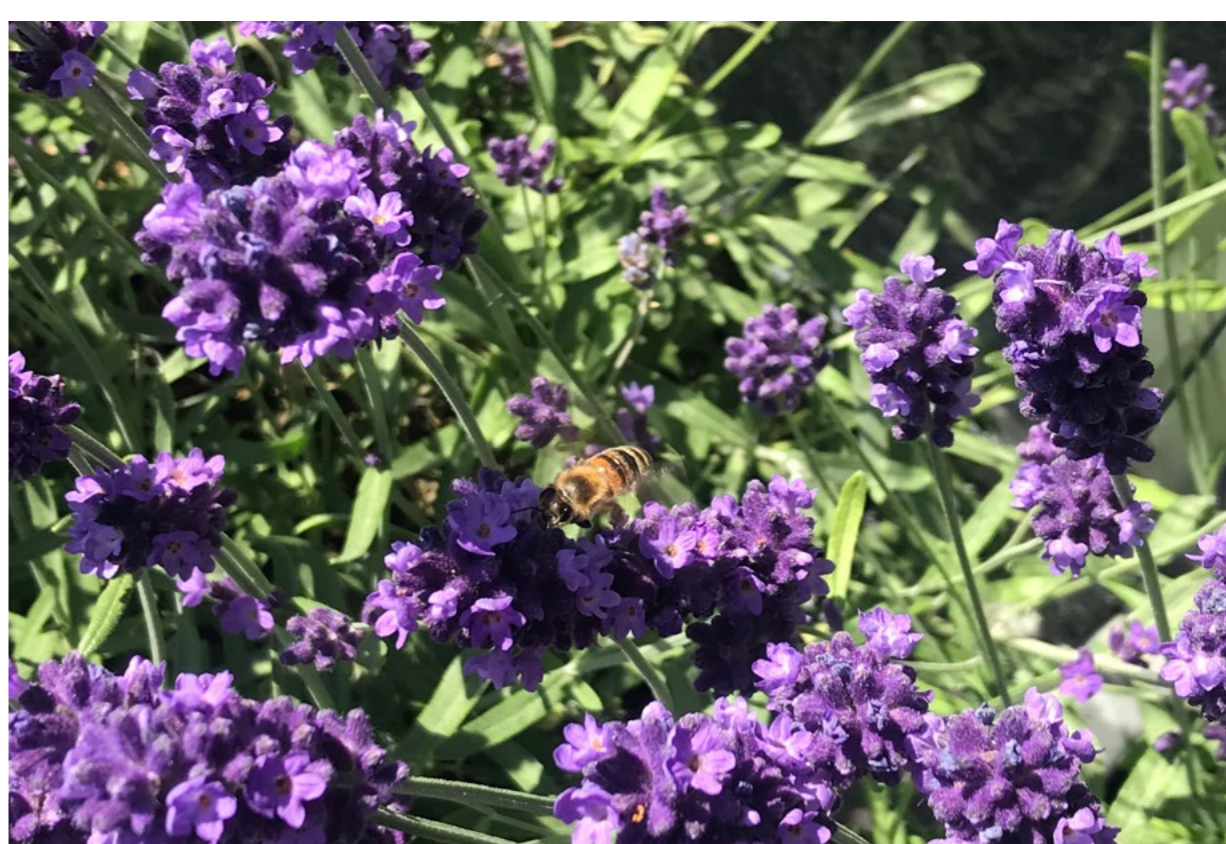
# Nature is the new allergen

It might be a slight exaggeration to claim nature is the new allergen. But there is a strong tendency amongst many brands, webshops and marketing bureaus to use and abuse the natural claim in a way, which leads to confusion and mislead consumers. But does a little misconception matter when it comes to “natural”, “organic” and “clean” products – or whatever the claim is for the cosmetic product, that are being sold through the natural truism? Yes, it actually does.

For the first time children as low as an age of four are developing skin allergy. Perfume allergy is previously named an old-womens-disease, since it were elder women who typically developed perfume allergy after many years of use.

When children of a very young age are allergic to perfume, there may be different reasons. One plausible reason is that the parents like to do as good as possible for their children. Therefore, they draw a parallel between food, ecology and skin care. It goes a little like this: I give my little kids organic food because it's healthy and best for them – there for I'll also use organic natural cosmetics on their bodies because ecology is what's best for them.

This is where it all goes wrong. Looking at the EU list of the 26 particularly allergenic perfumes, 19 of them can be categorized as natural. That is, if, for example,



Lavender are one of the 26 allergenic perfumes.

the natural ingredient derived from Lemon or Geraniol or Vanilla is in contact with the skin. It is no matter how you put it the same as applying perfume onto your children. If you often get perfume on the skin of your children, you also increase their risk of developing perfume allergies.

Moreover ingredients, which derive from nature aren't guaranteed “clean”. Aloe Vera for example can contain allergenic impurities. Once cleansed the skin can benefit from all the advantages of Aloe vera, without the risk of skin allergy.

There are lots of natural and organic skin care products that are good for your children – you either have to be very alert as to the full list of ingredients or go for products that have been through a toxicologist's assessment.

Below you will see a selection of the natural products we have certified. Natural *and* skin-friendly.



## URTEKRAM

Urtekram's slogan has been “Always organic” since 1972 and it is now Scandinavia's largest organic wholesaler. Besides organic foods they also have a vast variety of skin and body care.

Urtekram's certified “No perfume” and “No perfume baby” series are sold in more than 36 countries.

## OLIVEALL

With the mindset of ‘keep it simple’ and ‘less is more’, are the Danish developed and produced skincare range, OliveAll, made with organic certified olive oil from Crete, without any unneeded or harmful ingredients.

Their 15 allergycertified products are sold in Denmark, Sweden, the UK and The Netherlands.



## SARDKOPENHAGEN

Sardkopenhagen is an innovative and multifunctional skin care series developed and produced in Denmark. Their products are range of naturally derived oils and ingredients accustomed all skin types and needs.

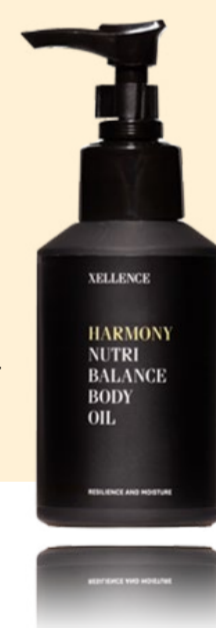
Their 4 allergycertified products is sold in Denmark.



## XELLENC

Xellence aim for excellent products – and they deliver through a carefully developed collection of products, which are designed to fit consumers busy lives and fulfill their needs. It is their philosophy to create great effect with the fewest number of high quality ingredients as possible.

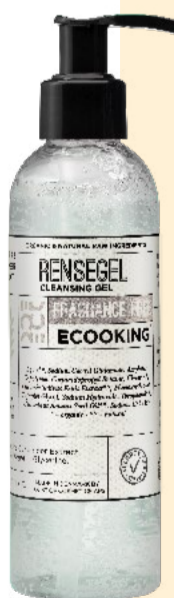
Their allergycertified products are sold in Denmark.



## ECOOKING

Ecooking is a Danish developed and produced skin care series rich in organic and natural ingredients, which does not compromise on the effect of the products. Ecooking is based on honesty and transparency, which is why all labels show precisely what the products contain.

Their certified products are sold in 24 countries.



## SQUALAN

Originated from nature and found by two passionate experiential women from the Netherland, who have tried just about everything in the field of skincare.

Squalan is the result of a long search for the ideal skin care. The products work soothing, calming and restorative. Squalan opts for honest and natural ingredients, all of which strengthen and support the function of the skin.

Their products are certified and is sold in the Netherlands



## NEAL'S YARD REMEDIES

A global, award-winning leader in Organic Health & Beauty since 1981, Neal's Yard Remedies is the modern apothecary. Using natural ingredients made from ethically sourced herbs and oils, crafted with care at their eco-factory in Dorset, England.hey create a potent blend of love, science and nature.

Their 10 allergycertified products are sold in more than 4 countries.



## BE YOU SKINCARE

What you put on your skin soaks in, so who can say no to healthier alternatives? Be You Skincare finds values in making products with trustworthy and rich ingredients that are allergy, organic and vegan certified. Their biggest hope is to give you confidence while protecting both you and the environment.

Be you is online and available in more than 7 different countries.



## AURORA DIONIS

Aurora Dionis provide remedies for very sensitive skin, pimples, redness, itching and much more.

Their products are pure, natural, and high quality without perfumes or essential oils. Furthermore you won't find gmo, refined or deodorized ingredients.

Their products are sold in The Netherlands.

