



Essential

GUIDE TO SAFE SHOPPING

Your skin absorbs over 60% of all it encounters, which is why it is so important to understand what the products you use contain.

Many cosmetics available today contain harmful chemicals: Your health and planet are paying a high price in pursuit of beauty.

We believe in beauty without compromise. You deserve to know, and your skin and our planet will thank you.

Cut the chemicals from your skincare regime by avoiding these commonly used nasties:

Aluminium · Ammonium Lauryl/Laureth Sulfate (ALS/ALES)
Cyclomethicone · Diazolidinyl Urea · Diethanolamine (DEA)
Dimethicone · EDTA · Imidazolidinyl Urea · Lead · Methylisothiazolinone
Mineral Oil (Paraffinum Liquidum) · Nonylphenols
Parabens (Methyl/Propyl/Butyl and Ethil) · Petrolatum/Petroleum Jelly
Propylene/Polyethylene Glycol (PEG) · Phthalates
PVP/VA Copolymer · Sodium Lauryl/Laureth Sulfate (SLS/SLES)
Sodium Methyl Cocoyl Taurate · Sodium Lauroyl/Cocoyl Sarcosinate
Stearalkonium Chloride · Synthetic colors · Synthetic fragrances (parfum)
Talc · Triethanolamine (TEA)

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