

Free From the Bad Stuff™

How to choose Actively Healthy™ skincare ingredients for your family and planet.

Did you know?

About 70% of what goes on your skin goes in, and can hit your bloodstream in 30 seconds. And, about 30% of unscheduled visits to the pediatrician are caused by a scary skin problem that probably could have been avoided.



Typical skin care products can be drying and filled with harsh (even toxic) chemicals. When developing baby skin is dehydrated, under-nourished, cracked, irritated or disrupted, whole body immunity can be compromised.

You can use Actively Healthy™ ingredients to safely 1) cleanse 2) nourish and 3) defend your baby's extra-sensitive skin and support whole body immunity.

Here are some Actively Healthy™ ingredients to look for:

Probiotics: Probiotics support healthy bacteria that are necessary for the skin's strength and immune system. They are particularly important for eczema or other both-ered skin conditions.



Organics: Organic ingredients have more nutritional value for the skin with greater antioxidant capabilities than their non-organic counterparts.

Natural Fruit Extracts: With the high polyphenol content found in natural fruit butters and extracts, you can soothe your baby's skin, benefiting from fruit's super antioxidant properties.

Many nutrients applied to the skin are absorbed into the bloodstream and distributed throughout the body. Unfortunately, the same is true for harmful chemicals that are remarkably prevalent in personal care products – even those marketed for babies.

While many parents worry about their kids' exposure to the chemicals and pollutants found in food and the air, the absorption of toxins through the skin is a health risk that is often overlooked. Skin acts as our barrier to the environment, but it is designed to be permeable – meaning substances both healthy and unhealthy pass through the skin into the body.

Health risks including increased rates of cancer, allergies, mental illness, nervous system disorders, endocrine dysfunction and many others have been unequivocally linked to the increased chemicals present in our environment. While everyone is at risk from such exposure, babies and young children pay the highest price.

What can you look out for?

Parents with natural values should know that not all companies that *look* natural truly *are* natural. Some manufacturers simply use trendy terminology on the label and come with a premium price tag. Check out the list of ingredients on your products- if it is loaded with synthetic chemicals like Quaternium-15, petroleum or fragrance, it probably isn't good for you.

Healthy Lifestyle Shopping Guide:

- **Avoid Fragrances!** The word "fragrance" in personal care products can indicate upwards of 4000 chemicals that are not required to be listed on an ingredient label. Synthetic fragrances are used to make goods such as fabrics and cleaning supplies smell more "appealing". These fragrances are usually generated with a mix of chemicals including benzene, ammonia, ethylene glycol, and other petroleum based synthetics that are known toxins or carcinogens.
- **Look for High Levels of Organics!** Many common ingredients have pesticide/fungicide residues, which can be absorbed by the body. Organic ingredients are naturally more potent antioxidants - as much as 30% more - so the free radicals our bodies are exposed to (and produce) are offset better and faster by choosing organic ingredients.
- **Avoid Petrochemicals!** Mineral oil, petroleum jelly, and paraffin wax are examples of petrochemicals. The production and disposal of these ingredients is damaging to our environment and they may contain toxic byproducts like 1-4 dioxane.
- **Find Recycled, Reusable, and Minimal Packaging!** Excessive packaging adds unnecessary cost and is terrible for our planet. Look for products that use recycled, recyclable or certified sustainable (e.g., FSC) packaging, or boxes and plastics that are durable enough to reuse.
- **Ask About Alternative Energy & Paperless Operations!** Companies pushing for and using solar or wind power, and using paperless protocols for invoicing, marketing, and communications are proactively helping to preserve our resources, our health, and the beauty of our planet.
- **Look for Locally Made!** Imported products require massive amounts of fossil fuels adding to the cost of goods that are frequently no better than what you can find locally. U.S. policies regarding heavy metals and other toxins are not internationally recognized or enforced.
- **Buy Low/No VOC Painted Products!** Volatile Organic Compounds (VOCs) are emitted from paint and pressboard as gases that can harm eyes, nose, throat, liver, kidneys, and cause nausea, headaches, and loss of coordination. Common VOCs include formaldehyde, ammonia, and acetone. High VOC paint is the leading cause of indoor air pollution, which, in most homes, is worse than outdoor air pollution.
- **Choose Rubber Not Foam!** Foam is made from a petroleum by-product, which is not sustainable. It retains bacteria that feed on common fire-retardants and it off-gasses skin irritants and toxins that have been associated with nausea, dizziness, and respiratory irritation, and is even linked to SIDS. Rubber is a great natural alternative that is free from PVC, phthalates, chlorides, dioxins, and furans.
- **Seek Out Natural Materials!** Natural fabric materials like wool, cotton, silk, hemp, bamboo, and linen are better for the body because they are breathable and better for planet due to safer production and disposal. Rayon is a good synthetic choice because its from cellulose, not petrochemicals like polyester, acrylic and nylon.
- **Be Vigilant and Make Your Dollars Count!** Support companies that truly advocate for health in spirit and action!



Episencial
SKIN CARE AS HEALTH CARE™