



M O K O S H

ORGANIC AND FAIR TRADE  
SKIN CARE

## Newsletter July 2010

Welcome to the first Mokosh newsletter! We felt it was the simplest way to keep you up to date with news and information.

Because we are continually improving and extending our product range, we'd like our customers to be informed about why we formulate our products the way we do, and why we use certain ingredients, and never use others in our range. Our newsletters will also provide information about how to get the most from our products. In addition we will include items of social and environmental interest. Look forward to articles about organic ingredients, health, fair trade, and related issues.

Our first newsletter includes our product of the month, Organic Bath Bombs, preservatives and why we don't use them, a mini course about the ancient Indian science of Ayurveda which has influenced Mokosh skin care, and finally a small note about re-using Mokosh packaging.

Feel free to get back to us by email with any comments!

### **Preservatives? No thanks!**

From the time Mokosh started making skin care we made a choice not to use preservatives in our products as we had concerns about their potential to harm human health.

*Why are preservatives included in mainstream skin care products?*

Skin creams and lotions typically contain somewhere between 50-80% water. This oil and water mixture is an environment conducive to growth of bacteria and fungi, and preservatives need to be added to the mix in concentrations sufficient to kill or at least inhibit their growth.

We chose a zero water policy for our products because:

- micro-organisms cannot survive in a water-free environment, and so preservatives are not required.
- we wanted to create nutrient rich products - standard moisturisers may contain as little as 20% moisturising oils, this means that up to 80% of what you are buying is...yes...water. Check the ingredients list – 'water' or 'aqua' is almost always the first, and therefore most abundant ingredient. Containing no water, our creams are between 2 and 5 times more concentrated than mainstream skin

care, which means they are equivalent to a container of at least twice, and up to 5 times the volume.

*Why do mainstream skin care products contain water?*

Water is added to mainstream moisturisers in order to dilute the moisturising oils, so that they will spread thinly across the skin. The water in moisturisers does not moisturise your skin. You know this because your skin was cleverly designed to be waterproof. You don't quench your thirst by going for a swim!

Nor does water in moisturisers make the oil 'more easily absorbed'. The water in moisturisers eventually evaporates from our water-impermeable skin, leaving the oils behind. It is the oils that do the job of moisturising and protecting the skin. That is why lotions, which are lighter than creams and butters because of their higher water content, often make the skin feel moisturised for an hour or two, but soon you feel the need to re-apply. This is because the oil layer that was left behind was too thin to provide sufficient protection.

*Won't a water-free moisturiser be too oily for my skin?*

Those of us with dry skins will find them the best thing ever – your skin will drink it up! For oily, normal and combination skins, there is a simple solution. Apply the moisturiser to the skin over a thin layer of water – either spray the skin with water or hydrosol using an atomiser, or simply leave water on the face after cleansing. This water takes the place of the water normally found in a mainstream moisturiser – that is, it allows you to spread the moisturising oil thinly over the skin. This technique takes a little while to get used to. Many people apply too much moisturiser the first few times. If so, dab off the excess. In a few days, you will realise how little moisturiser you need to apply.

## **Melt away stress and aches with a soothing foot bath**

You don't need to have a bath to benefit from the soothing and revitalising properties of our bath bombs. Giving yourself a foot bath with them is just as effective at relieving tension, improving circulation and reviving body and mind. Enjoy the calming and uplifting properties of Rose Geranium and Patchouli or the relaxing and refreshing properties of Lavender and Palmarosa. These organic essential oils are combined with organic jojoba oil to soften and moisturise the skin, and salts to soothe and draw out impurities from the skin.

Creating your own foot bath:

- 1) Place a towel on the floor in front of where you will be seated. Have another towel within easy reach.
- 2) Fill a clean container with warm water (choose one that will fit both of your feet). Place this container on the towel on the floor.
- 3) Slowly submerge your feet and add half or a whole bath bomb to the water. Breathe in the beautiful aromas and soak for 10-15 minutes, whilst thinking pleasant thoughts
- 4) Remove your feet, dry with the spare towel.
- 5) To give your feet the ultimate treat, finish by massaging with one of our luxurious body butters or body moisturiser.

- 6) Recycle your foot bath water by letting it cool then pouring onto lawns or garden beds.

Of course, if you are fortunate enough to own a bath, winter is the perfect time to soak your whole body. Light the candles, put on the soft music and read that enlightening book. No need to moisturise afterwards, simply dab dry and go, preferably straight to bed!

## **Ayurveda and skin care**

Ayurveda means science (*ayur*) of life (*veda*) and is a holistic system of healthcare as well as a philosophy and guide for day to day living. Developed in India over the past 4000 years, it is derived from the *Vedas*, the ancient Hindu books of knowledge. Ayurveda is about establishing and maintaining a state of balance where the body, mind, spirit and environment are in harmony. Its aim is not only to heal but prevent illness and preserve life.

Ayurveda recognises that everyone is unique and treatments are based on the individual constitution of each person. Constitutions are determined by the balance of three vital energies in the body, known as the three doshas - vata, pitta and kapha. Every individual has a different balance of these energies, and an Ayurvedic practitioner will be skilled in determining a person's dominant dosha.

Ayurvedic practitioners believe that ill health is related to disturbances in the three doshas. They are trained to assess an individual's constitution, diagnose the causes of any imbalance, and then determine the best possible treatment. This can include dietary changes, herbal remedies, cleansing routines, yoga and meditation.

Mokosh has drawn on the Ayurvedic approach to skincare, advocating gentle, soothing treatments to the skin, avoiding harsh invasive chemicals and procedures, and promoting optimal nutrition both internally and externally.

In the west we sometimes forget that we should use pure ingredients to treat the outside of our bodies just as we would want pure life giving food and water for the inside. Taking care of ourselves with a simple daily routine of skin care combined with a healthy diet and lifestyle and a positive mental attitude is 'money in the bank'! This approach will allow our natural vitality to shine through, promoting a long-lasting natural beauty that is evident internally and externally.

## **Re-using Mokosh containers**

Because many of our customers are environmentally aware, we have been asked many times whether we can re-use empty jars and bottles if they are returned to us. We would love to save a little more energy and waste by re-using our packaging. We are still looking into health regulations to determine whether our standard cleaning and sterilisation procedure will be sufficient to warrant the containers safe for re-use. When we have received information that assures us that we will be complying with safety regulations we will let you know.

Meanwhile, remember to recycle all the Mokosh glass bottles and jars, and the liquid soap containers, which are PET, and therefore 100% recyclable.

### **What's next for Mokosh?**

Our current main goal is to work towards having Mokosh products obtain organic certification. We are building a dedicated mini-factory which will make production simpler and more efficient. The documentation side of the certification process is an enormous task - probably bigger than building the factory! - and that is being steadily worked through. Although all our products have contained the minimum 95% certified organic ingredients for well over 12 months, fulfilling criteria for certification is a whole new level of paperwork we have not experienced previously. We hope to obtain certification by the end of 2010, all going well!

On a more small scale level, we look forward to bringing out a few new products, including a light face cream which will complement our rich face cream, being more suitable to those who find the rich face cream a little too...rich.

More on the other new products next month.

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