



M O K O S H

ORGANIC AND FAIR TRADE
SKIN CARE

Newsletter 2. August, 2010.

This month we discuss one of our favourite ingredients – certified organic unrefined shea butter, and why ours is so special. When we first started using shea butter in our soaps, we learned that shea butter comes from the savannah region of the African continent, and that women do most of the manual work of harvesting and processing. Most commercially available shea butter is not Fair Trade, and much of it is purchased at rock bottom prices by large cosmetic manufacturers. This system of poor pay for workers and high profits for buyers perpetuates a life of poverty of these people and their families.

We were very excited to find a Fair Trade co-operative that produced high quality, Fair Trade, certified organic, unrefined shea butter which we love to use. Read on to find out why we had to have all these qualities in one product.

Our product of the month is, accordingly, Shea Body Butter, which is super-rich in this special ingredient. And try out our mini-face massage. You can do it for yourself in 5-10 minutes, giving yourself a natural face lift and your skin a delicious treat.

Why we choose Shea Butter as our core ingredient

Shea Butter is extracted from the nut of the Karite tree which grows wild and uncultivated only on the African continent. Africans have used it for thousands of years, traditionally in cooking, skin treatments and as a hair conditioner. Our certified organic, fairly traded shea butter is sourced from Ghana where it is prepared without the use of chemicals. Most available shea butter is refined – it is white, odourless and colourless, allowing scent, colour and fragrance to be added. However, the refining process strips the butter of many of its nourishing and healing properties. We use only unrefined shea butter in our products to provide maximal nutrition to your skin.

Unrefined shea butter contains plentiful amounts of vitamins A and E and essential fatty acids. It contains phenolics, which are anti-oxidants, with a profile similar to that of green tea. These nutrients make it excellent for moisturising and healing the skin, and it has been shown to improve dry, itchy or cracked skin, eczema, dermatitis, stretch marks, minor skin wounds, blemishes and wrinkles. Unrefined shea also has UV light absorbing properties, providing some UV protection. Some researchers have rated it at SPF 6, though this property is not uniform and should not be relied upon for use as a sunscreen, especially in Australia's climate!

When you use our products containing shea butter, you care for yourself as well as a village community in Ghana where it is sourced. A cooperative was formed there in 2006, providing employment in a region that has high unemployment, poverty, low literacy rates and poor access to health services. Women can join the cooperative and earn an income by collecting, processing and selling shea nuts and butter. This income empowers them to improve the quality of life for themselves and their families, and has been of benefit to the community as well. Their first priority has been the renovation of the village primary school and includes plans for desks and school equipment, a library and information technology centre.

Give in to our delicious Body Butters

Containing around 80% unrefined shea butter, our body butters soothe and replenish the skin, perfect for dry, neglected areas. The shea butter is supplemented with virgin coconut oil, macadamia oil, jojoba oil, evening primrose oil and rosehip oil. We created two fragrances butters: rose geranium and patchouli to soothe and uplift; and frankincense, geranium and lavender to balance and rejuvenate. Both butters are suitable for hands, feet, elbows, lower legs, or any area of skin that needs intensive moisturising.

Our creams contain no water and so do not need to contain preservative and are at least twice the concentration of standard body butters. Massage into the skin gently and allow a few extra minutes for them to be absorbed. They leave your skin feeling incredibly soft and smooth. Note that you can use far smaller quantities of our creams, less than half, compared to standard moisturisers – a little goes a long way.

Get that natural glow with our Ayurvedic-style face massage

Stress, poor nutrition, lack of exercise and exposure to the elements and pollution all take their toll on your skin. Giving yourself a regular face massage is the ultimate anti-ageing treatment. It increases blood circulation, bringing oxygen and essential nutrients to the skin and helps remove toxins, leaving your skin with a natural glow and vitality. Our massage below includes pressure point techniques designed to provide a mini-face lift:

- Perform a gentle cleanse and exfoliation using Face Cleansing Powder. Rinse thoroughly with water and dab the skin dry with a towel.
 - Spray the face with Pure Hydrosol Toner.
 - Choose a Natural Face Oil of appropriate skin type or, if pregnant, use Eye and Neck Serum, which is essential oil free. Use additional oil throughout the massage to achieve a smooth glide across the skin.
- i) Place index fingers of each hand in the cleft between chin and lower lip, and middle fingers under the chin. Using these 2 fingers, massage chin and jaw line in an upward direction as far as the ears. Repeat 2 to 3 times.
 - ii) Using index fingers, start on either side of the chin and work towards the nose along the 'smile line'. Then with flat palms, massage outwards across the cheeks to the temples. Repeat 2 to 3 times.

- iii) With the middle fingers, massage the sides of the nose from the nostrils upwards to the centre of the forehead above the eyebrows. Repeat 2 to 3 times.
- iv) Place middle and ring finger of one hand at bridge of nose between eyebrows and massage upwards to the hairline. Repeat 6 to 10 times, alternating right and left hands.
- v) Place fingertips of both hands at centre of forehead and stroke outwards towards temples. Repeat 6-10 times.
- vi) Apply 1 drop of Eye and Neck Serum to each ring finger, place beneath eyebrows where they meet at the nose. Pat the fingers outwards along the brows (do not drag), then inwards below the lower lids back towards the nose.
- vii) Massage the following points for 20-30 seconds each using the middle finger:
 - Centre of chin
 - Both corners of mouth
 - Centre of bone between nose and upper lip
 - Outside corners of nostrils
 - Centre of cheekbones – push up on underside of bone
 - Lower lids just above cheekbone – use ring finger and press gently, do not massage
 - Brows – use thumb and index finger to pinch each brow across the arch from inside to outside corner. Repeat.
 - Temples – use flat fingers to massage very gently.
 - Centre of forehead
 - Crown – place both hands on top of head and move them rapidly back and forth to vibrate scalp.

New products update

Within the next few months we will be launching a range of new products featuring an uplifting citrus aroma. First to come out will be a lighter face cream suitable for people with oily skin, and for all those men who have been asking us for creams with a less feminine fragrance!

Marion
Jayne
Debbie

contact@mokosh.com.au
www.mokosh.com.au