

BENEFITS OF OUR INGREDIENTS

1. Coconut oil - Used in all soaps (excluding castile) and shampoos
 - Deep Conditioner
 - Fights the frizzies and curls
 - Excellent scalp conditioner
 - Great skin moisturizer
2. Olive Oil - Used in all soaps (excluding castile) and shampoos
 - High in antioxidants to fight signs of aging
 - Vitamin E content helps fight dandruff
 - Helps smooth away split ends
 - Great skin moisturizer
 - Some antibacterial effects
 - Oleocanthal in olive oil can help soothe irritated skin
3. Castor Oil - Used in all soaps (excluding castile) and shampoos
 - High in ricinoleic acid which makes it a great natural skin moisturizer
 - Stimulates tissue growth in wounds to promote healing faster
 - Ricinoleic acid is also a great anti-inflammatory. Shows potential to help with conditions like rheumatoid arthritis and psoriasis
 - Has also been shown to help reduce acne due to its cleansing and antimicrobial qualities
 - Helps lubricate hair shafts making hair more flexible and stronger
 - Helps reduce dandruff. Particularly for those who suffer from seborrheic dermatitis
4. Cocoa Butter - Used in all soaps (excluding castile)
 - High percentage of fatty acids help deep moisturize skin and hair
 - Antioxidant rich to help prevent premature aging
 - Helps with sensitive skin. Good for skin conditions like eczema, dermatitis, and psoriasis
 - Can help fade scars and stretch marks
 - Great for damaged or dry hair and reducing hair loss
5. Mango Butter – Used in all shampoos
 - Ultra moisturizing
 - Helps clear blemishes and dark spots
 - Antioxidant rich to help prevent premature aging
 - Soothing properties are great for bug bites or wounds
 - Excellent moisturizer for hair
 - Oleic and linoleic acid content help maintain skin elasticity
 - Helps with sensitive skin. Good for skin conditions like eczema, dermatitis, and psoriasis
6. Sweet Almond Oil - Used in all soaps (excluding castile) and shampoos
 - Mild hypoallergenic oil high in Vitamin E helps keep skin soft and protecting it from UV radiation damage
 - Very light oil allowing it to penetrate deep into skin cleansing pores and hair follicles
 - Vitamin A content helps reduce acne
 - Moisturizes deeply and has shown to help with skin conditions such as eczema and psoriasis
 - Zinc content can help with skin rashes
 - Vitamin A content also promotes the formation of collagen reducing fine lines and wrinkles
 - Rich in calcium, magnesium and zinc which all promote healthy hair growth and prevent loss
 - Helps restore the protective oil layer on your hair making it stronger and healthier
 - Contains B-complex vitamins which also help improve finger nail health

7. Argan Oil - Used in all soaps (excluding castile) and shampoos
 - Referred to as “liquid gold” its high vitamin E content and fatty acid content make it an excellent deep moisturizer
 - Makes hair softer, silkier and shinier
 - Treats splits ends and helps reduce frizzies
 - Antioxidant content helps fight aging. Giving your skin a healthy glow and reducing wrinkles
 - Works great to help with skin conditions such as eczema by conditioning the skin and reducing inflammation
 - Helps reduce acne
 - Helps heal damaged skin
 - Helps reduce the appearance of stretch marks or scars
 - Softening properties help with brittle nails and hard skin on feet
8. Grapeseed Oil - Used in all soaps (excluding castile) and shampoos
 - Speeds wound healing
 - Reduces swelling
 - Helps make hair soft and manageable
 - Promotes hair growth
 - Reduces dandruff
 - Powerful antioxidants help delay skin aging by minimizing damage caused by free radicals
 - Astringent properties help tighten skin
 - Reduces age spots, wrinkles and stretch marks
 - Rich in oligomeric proanthocyanidins it can also help to restore collagen
9. Hemp Seed Oil (facial bars)
 - Hydrates the skin without clogging pores to reduce oil production
 - Has been shown to reduce fine lines and wrinkles as well as prevent signs of aging from starting
 - Omega-6 fatty acids act as a powerful anti-inflammatory while also encouraging new cell generation and skin growth
 - Has been shown to help with skin conditions such as psoriasis and acne
 - Rich in vitamins A & E
10. Jojoba Oil - Used in all soaps (excluding castile) and shampoos
 - Ultra moisturizing for skin and hair
 - Great for skin disorders such as eczema and psoriasis
 - Light so it balances oil production of the skin
 - Vitamin E and antioxidants help reduce wrinkles and signs of aging
 - Helps reduce acne
 - Anti inflammatory properties
 - Softens skin to help with dry cracked feet
 - Helps keep nails healthy
 - Reduces razor burn
 - Reduces circles under the eyes
 - Reduces stretch marks
 - Adds shine and strength to hair
 - Conditions hair and scalp to reduce dandruff
 - Aids in hair growth
11. Tea Tree Oil
 - Anti-inflammatory and thought to calm redness and swelling
 - Antimicrobial and aids in reducing acne
 - Has also shown benefit in reducing acne scarring
 - Preventing lice infestation

12. Peppermint Oil

- Can help open airways
- Relieves dry scalp and stimulates hair growth
- Gives hair a healthy shine

13. Lavender Oil

- Fresh scent of lavender oil has been shown to have a calming effect on the body and can help with treating anxiety, stress, or depression.
- Has also been shown to be beneficial in treating acne and other skin infections

14. Charcoal

- Lifts and removes impurities from the skin such as dirt, chemicals, and bacteria
- Can absorb thousands of times its own mass of harmful substances

15. Kaolin (Rose) Clay

- Helps skin retain moisture
- Absorbs extra oil to help with oily skin

16. Dead Sea Clay

- Contains beneficial nutrients like magnesium, potassium, calcium, and iron
- Moisturizes the skin and improves blood circulation
- Removes dry skin and aids in treating acne, psoriasis, and eczema

17. Coffee Grounds

- Caffeine has been shown to have a very soothing effect on skin
- Full of antioxidants to help fight aging
- Exfoliating

18. Oatmeal

- Moisturizes and protects the skin
- Helps balance Ph of itchy or inflamed skin

19. Honey

- Moisturizing: the sugars in honey are natural humectants and emollients that increase water content in the skin
- Enzymes in honey also work as a natural gentle exfoliant
- Antioxidants in honey nourish damaged skin reducing scarring
- Due to its anti-inflammatory and anti-bacterial properties honey also helps prevent acne

20. Goat Milk - Used in all soaps and shampoos

- Contains alpha hydroxy acids which help remove dead skin cells from your skins surface leaving behind new cells leaving your skin looking younger and smoother
- Contains lots of vitamins including A which helps repair damaged skin cells. Vitamin A has also been shown to reduce wrinkles and lines, control acne, and provide some relief from psoriasis
- Heavy cream (particularly Nigerian Dwarf) helps moisturize the skin. Particularly beneficial in the winter when the detergents found in store bought soap can dry your skin out more
- Contains selenium which is believed by some scientists to help prevent cancer due to excessive time in the sun

