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Spring Newsletter 2005

 Suppliers of Dr.Hauschka Skin Care



Dear Reader,

It seems as if time has flown since the last Newsletter was sent to you; Christmas flashed before our eyes, and before we knew it, it was 2005 and we were back at work with Easter fast approaching!

The New Year often brings with it resolutions; all of us at Elysia hope that this year has begun well for you and that you have managed to stick to any resolutions made.

If you decided to eat well and take care of your body we hope that by now you are receiving compliments about how you are looking truly radiant.

In addition to looking after our bodies, we need to take care of our skin. Eating well and drinking lots of water will no doubt help, but fundamental to having good skin is making sure that your skin care routine is also good.

Our Spring Skin Care recommendations will help your skin to glow and feel soft and healthy, and the seasonal need for **Rhythmic Night Conditioner** is explained; as always a vital support for your skin as it reawakens from its winter slumber.

We would also like to take this opportunity to remind you that very soon the current Novum make-up will be replaced with a new range, **Novum 05**, including new Lipsticks and Eye Colours. They are beautiful, subtle colours and most suitable for the coming months – a perfect accessory to a new spring wardrobe and to set off your glowing skin!

On a final note, 5% of all our sales for the week of 26th January were donated to the Tsunami Disaster Relief Fund and to the British Red Cross to support their ongoing work in Africa.

Spring Skin Care

The alarm goes off, you slide your arm out from under the cosy covers and reach to turn it off. It doesn't seem too cold. You open one eye... it's not too dark either! Maybe winter is finally passing? So, not feeling the need for **Rose Body Moisturiser**, you smother yourself in the lighter **Quince Body Moisturiser**, which leaves your skin soft and refreshed. The rich Quince seed is very compatible with our skin due to its rich content of mucilage, which produces a soothing and anti-inflammatory effect.

Spring usually means that we can peel off our woollen mittens, but what of our hands? Use a squirt of **Sage Bath** in a bowl of warm water as a hand soak. This will warm and revive your hands. Now your cuticles are soft, they can be gently pushed back.

An application of **Neem Nail Oil** will encourage the growth of beautiful strong nails. The **Neem Nail Oil Pen** dispenses just the right amount of oil into the nib, and the cap is cleverly designed to help you shape your cuticles.

Complete your hand home spa treatment by massaging in **Hand Cream**; the Marshmallow in this product has excellent moisturising properties and will sooth irritation and inflammation. The Bryophyllum extract, a desert plant that holds

water, provides a quality our frequently washed hands need so much and Jojoba oil ensures that the **Hand Cream** leaves the skin feeling velvety soft without an oily film.

The **Rhythmic Night Conditioner** is an invaluable support for your skin during the transition into spring. For 28 consecutive nights use in place of your **Facial Toner**. The 28-day routine is at one with the cycle of the skin cell from creation to excretion.

The use of **Cleansing Cream** morning and night is important now, to continue your routine and rhythm, and to help support your skin as it excretes winter excesses.

You may also discover that your Day Moisturiser needs re-evaluating for the new season. While **Quince Day Cream** protects us so well through the cold months, the warming days mean your skins oil production can increase. To combat this, mix **Normalising Day Oil** with **Moisturising Day Cream** to create balance. If your skin thinks spring is all too much, feed and nourish it with **Rose Day Cream**.

Always remember that a home spa treatment can do wonders too – **Facial Steam Bath** is wonderful for helping the skin shift into this

new phase of spring. **Cleansing Clay Mask** will deeply cleanse and enliven your skin and extracts of Daisy, Nasturtium and Witch Hazel (pictured below) will encourage the circulation of the skins own processes.

A Dr.Hauschka Treatment is the very best way for your skin (and you) to be assisted with your Dr.Hauschka skin care routine. Our Customer Services Team are ready and waiting to let you know where to find your nearest Esthetician and to offer help and advice, so if you are in any doubt, please do give them a call.





Novum 2005 - Trend Make-up

This year's trend Make-up from Dr.Hauschka is now available. Three new **Lipstick** shades as well as two **Solo Eyeshadows** complement the existing **Liquid Eyeliner** and **Bronzing Powder**.

The Lipsticks – **Nature Shimmer, Pearl Shimmer and Rose Shimmer** are three translucent shades that give a very natural look, with a unique tone created through the interplay of the individual hue of the lips and Lipstick colour.

The high quality ingredients, including plant oils and waxes, smooth and protect the lips, giving a silky, soft feel.

The two Eyeshadows are single colours in golden tones that give emphasis to the eyes, allowing them to sparkle. **Golden Sand** and **Golden Earth** shimmer like the Lipsticks. Together with the **Liquid Eyeliner** and the **Bronzing Powder** they create the perfect look for 2005.



Novum Lipstick – 2g £14

04 – Nature Shimmer

05 – Pearl Shimmer

06 – Rose Shimmer

Novum Eyeshadow – 1.5g £12

01 – Golden Sand

02 – Golden Earth

Novum Eyeliner Liquid – 4ml £14

Novum Bronzing Powder – 9g £20



04 Nature Shimmer



05 Pearl Shimmer



06 Rose Shimmer



01 Golden Sand



02 Golden Earth

Due to the limitations of the printing process, we can only provide a colour indication of the make-up colours and not an exact colour representation.

Ingredient Focus – Blackthorn

Blackthorn is a dense, spreading, thorny shrub, which can reach a height of approximately 9ft. From March to April masses of small, white, star-shaped flowers cover the plant before the leaves begin to appear, and are welcomed by early flying insects such as wild bees.

The whole shrub is shrouded in white as the five-petalled flowers cover the entire length of the thorny black branches. In May, after the flowers have finished blooming, the leaves appear. These are oval and have tooth like edges.

In late summer bluish-black plum-like fruits appear which have astringent green flesh and an off-white bloom. This small fruit (1cm in diameter) contains a stone and is only edible after the frost when it ripens and becomes sweet.

Blackthorn is light-loving, so can be found in our gardens and hedgerows and on the sunny hills of central Europe. Thanks to its hardiness it can also be found in southern Sweden, moderate zones of southwest Asia, North Africa and North America. This shrub is extremely resistant to pests and regenerates quickly after cutting.

In the Middle Ages, Blackthorn flowers and fruits were used as medicines. For example, thickened fruit juice was an excellent remedy for dysentery. Today the fruits are still used to brew warming drinks (sloe wine and sloe gin make you feel

cosy inside on harsh winter evenings!) while syrups and jams are vitamin enriched by the fruit. Medicinally, Blackthorn has astringent, diuretic, mildly laxative and anti-inflammatory properties. An infusion made from the dried flowers can be used for blood cleansing in skin diseases, for rheumatic complaints and as a gargle for mild inflammation of the mouth and throat. The vitality bearing fruits provide strength in states of exhaustion.

The whole plant, however, has huge reserves of life forces. These vital powers are made use of throughout the Dr. Hauschka Skin Care range. The flowers have the unique ability to blossom during late winter - a quality that helps the human organism to overcome the winter and adapts our metabolism to the spring.

The use of **Blackthorn Body Oil** will therefore strengthen and warm the skin, and will leave it feeling fresh and well cared for in appearance.

The gently prepared oil - which have extracts from the blossom - unfold their conditioning properties in the **Hand Cream, Quince Body Moisturiser** and **Fitness Foot Balm** and the fully ripened fruits are also carefully processed into essences, which round off the composition of the **Body Washes** and **Deodorant Fresh**.





Mother & Baby

Pregnancy is a special time, and one that brings about many changes - physically, emotionally, mentally and practically. Many of us start reading voraciously to discover the best way of taking care of our unborn, and ourselves, so that we remain healthy and enjoy this happy time.

Everything is so new, so exciting, but what about the changes and stresses that our bodies go through. How do we best deal with them?

Many women experience an increase in their skins oiliness when pregnant, so cleansing remains as vital as ever. Even though you may feel tired, overcome the desire to miss it out before you crawl into bed.

Rhythmic Night Conditioner at this time of great change is a must, and can also help with any skin pigmentation changes that may arise. In the sun your skin may become much more sensitive and burn more easily, so reach for your Dr.Hauschka **Sunscreen Lotion SPF20** at times when you might not think you need it.

Long hot soaks are very tempting when you are feeling tired and emotional. However, it is worth bearing in mind that this may dehydrate your skin. To combat the effects of this, try using Dr.Hauschka **Body Wash Floral** or **Fresh** to keep your skin soft, supple and moisturised, and include **Lavender** or **Spruce Bath** in the water to help ease your stresses and anxieties.

The tummy is also under a lot of pressure when pregnant so massage with **Blackthorn Body Oil** and **Quince Body Moisturiser** to help support the skins own elasticity, thereby helping with the prevention of stretch marks.

When the months of waiting are finally over and the big day comes, be sure you pack **Facial Toner** into your overnight bag; it makes a refreshing spritz during and after labour. Cool **Lemon Bath** compresses will be uplifting when your energy levels are flagging.

While in hospital have your **Bath Care Kit** with you so you can wash and feel a bit of home is with you and your **Daily Face Care Kit** will also be a must, helping you to look and feel fresh and alive after all that hard work!

A tip for those suffering from the effects of breastfeeding is to reach for the **Rose Day Cream**, as it is wonderful for soothing sore nipples.

Dr.Hauschka products are also gentle enough to use on your little one's skin, so you can use the **Rose Day Cream** on infant eczema, nappy rash, skin soreness, cradle cap and generally for dry baby skin (it also creates a wonderful baby-rose aroma).

Rose Body Oil is very good for massaging your little one, a process that is very calming for you too. Apply after bathing to damp skin and take time to massage every little finger and toe.

Rose Body Moisturiser is a lovely morning treat for the skin, and again facilitates a time for massage and 'bonding', which both mum and dad can be a part of.

Adding **Lavender Bath** to your baby's bath softens the water and will soothe, calm and aid sleep. **Body Wash Floral** is mild enough to use in your baby bath but remember that it won't bubble! When the time comes and that first hair wash arrives, **Herbal Hair Conditioner** works perfectly; it is pH protecting so it won't dry out the delicate scalp and is free of anything synthetic or silicon based so it will not coat the hair with anything but kindness.

Body Powder is silk and rice starch based and is antibacterial too. It works wonderfully well to dry damp areas and can be used in the nappy process in place of talc-based products.

When you venture out in to the big wide world again, remember to take with you the **Sunscreen for Children SPF22** – apply evenly and often, protecting the precious, delicate skin of your baby. Last but not least, don't forget your **Muslins** – they're useful in the most unexpected of ways!



BDIH - German Trade Federation



On your Dr.Hauschka packaging you may have noticed the BDIH symbol and wondered what it was?

The BDIH is a German Trade Federation, which is responsible for health care, pharmaceutical and cosmetic products. In 1996 leading manufacturers of natural skin care brands decided there was a requirement for a standard set of criteria which would help producers define 'natural' cosmetics and to create a benchmark by which a product could be identified by consumers as meeting these standards. Dr.Hauschka Skin Care was one of the initial companies involved in developing the comprehensive guidelines which were set out.

The BDIH was formed due to the increase in consumer awareness and concern about both our own wellbeing and the 'health' of the world in which we live. Holistic therapies have had an impact on the cosmetics industry, with many companies supporting consumer demand by offering more 'natural' products. Defining "natural" therefore became crucial in ensuring that products actually lived up to their name.

To maintain standards an independent organisation controls and tests all the products seeking to be identified as genuinely natural.

Testing is based on product composition and production methods. It awards the 'Certified Natural Cosmetic' mark (pictured above) only to products which conform to the strict criteria as set out by the BDIH.

The criterion for defining 'natural' includes:

- A wide use of plant ingredients
- No GM or irradiated ingredients
- No animal testing
- Ingredients should be collected through environmentally sound processes
- No synthetic fragrances or colours
- Only natural preservatives
- Use of renewable, biodegradable materials
- Limited technical processing methods

As well as the strict criteria, there are also supporting guidelines which serve as strong recommendations to manufacturers. They cover aspects such as social responsibility and ecological soundness, as well as transparency in ingredient labelling.

All of these guidelines ensure that the concept of natural cosmetics is clear and sensible and meets the expectations of the customer for natural, safe, ecologically sound preparations.

For full information on the BDIH, go to www.kontrollierte-naturkosmetik.de

Newly Approved Outlets

Napiers Herbal Health Care

13 Bothwell Street
Glasgow
Tel: 0141 248 5409

Fenwick Ltd

Northumberland Street
Newcastle upon Tyne
Tel: 0191 232 5100

The Nice Cream Company

62 Wyle Cop
Shrewsbury
Tel: 01743 248 756

Today's Living

92 Clapham High Street
London
Tel: 0207 622 1772

Mother Nature

42 Parliament Street
Ramsey, Isle of Man
Tel: 01624 815 118

Anne Roberts Hair & Beauty

80 Birch Road
Oxton, Birkenhead
Merseyside
Tel: 0151 653 7979

Etain

35 Bruntsfield Crescent
Dunbar
Tel: 01368 860 654
(Treatments available)

John Lewis

300 Oxford Street
London
Tel: 0207 629 7711

The Whole Body

6a High Street
Dunbar
Tel: 0131 655 6670

The Garden Pharmacy

119 Long Acre
Covent Garden
London
Tel: 0207 836 1007

Jenny Evans

Haulwin Villa
68 Joiners Road
Three Crosses

Swansea
Tel: 01792 875 702
(Treatments available)



Newly Accredited Estheticians

Penelope Simpson

Jenny Jordan London
22 Englands Lane
Belsize Park
Tel: 0207 483 2222

Emma Anderson

Napiers Glasgow
61 Cresswell Street
Tel: 0141 339 5859

Jane Povey

Napiers Stockbridge
35 Hamilton Place
Edinburgh
Tel: 0131 315 2130

Products Mentioned in this Newsletter

Rhythmic Night Conditioner	50amp/10amp	£54/£16
Rose Body Moisturiser	Trial/150ml	£3/£18
Quince Body Moisturiser	Trial/150ml	£3/£17
Sage/Lavender/Spruce Bath	150ml	£14
Neem Nail Oil	30ml	£21
Neem Nail Oil Pen	4ml	£12
Hand Cream	Trial/50ml/100ml	£3/£9/£16
Facial Toner	Trial/100ml	£3/£18
Cleansing Cream	Trial/50ml/100ml	£3/£12/£21
Quince Day Cream	Trial/30ml	£3/£16
Normalising Day Oil	Trial/30ml	£3/£18
Moisturising Day Cream	Trial/30ml/100ml	£3/£14/£29
Rose Day Cream	Trial/30ml	£3/£16
Facial Steam Bath	100ml	£21
Cleansing Clay Mask	90g Jar/90g refill	£22/£17
Sunscreen For Children SPF22	100ml	£14
Sunscreen Lotion SPF20	100ml	£13
Body Wash Floral/Fresh	200ml	£10/£10
Blackthorn Body Oil	100ml	£16
Lemon Bath	150ml	£14
Bath Care Kit	5 items	£12
Daily Face Care Kit	6 items	£12
Rose Body Oil	Trial/100ml	£3/£20
Body Powder	50g	£16
Herbal Hair Conditioner	150ml	£12
Deodorant Fresh	50ml	£8
Muslins	5	£25