

# What goes on, goes in.

## **Bella Dry Skin Formula™ ingredients make the difference on your skin ...**

**Olive oil** – pure, natural California olive oil has vitamins A and K and is a natural **humectant**. Humectants attract external moisture, hold moisture close to the skin and form a breathable film to prevent loss of internal moisture. Olive oil does not block the natural functions of the skin: sweating, releasing sebum and shedding dead skin.

**Shea butter** – is a **humectant**, naturally rich in vitamins A, E, and F, as well omega-3 and 6 fatty acids. Vitamins A and E help to soothe, hydrate, and balance the skin. They also provide skin collagen which assists with wrinkles and other signs of aging. Vitamin F contains essential fatty acids, and helps protect and revitalize damaged skin and hair. Shea butter promotes skin renewal, increases the circulation, and accelerates wound healing.

**Goat milk** – contains caprylic/capric triglyceride, which is not found in other milk. CCT is a desirable emollient with quick skin penetration. Together with a pH level comparable to human skin, goat milk soap is easily absorbed and will help retain moisture. Goat milk has potassium, beta carotene (which is converted to vitamin A), vitamins C, B and D.

**Castor oil** – is a **humectant** and penetrates deep into the skin thanks to its molecular weight, which is low enough to penetrate into the stratum corneum. Ricinoleic acid is the main component of castor oil and it exerts anti-inflammatory effects.

**Palm oil** – contains vitamins A and K, and is a rich source of antioxidants. It is the richest vegetable oil source of tocotrienols - which are a potent form of vitamin E. Vitamin E strengthens the immune system, and protects skin cells from toxins and UV radiation. Palm oil is also a good source of beta-carotene. Beta-carotene is converted to retinol, which is essential for vision and is subsequently converted to retinoic acid, which is used for processes involving growth and cell differentiation.

**Coconut oil** – contains vitamins A and K and lauric acid. Pure coconut oil contains about 50 percent lauric acid. When lauric acid is present in the body, it is converted into monolaurin, a monoglyceride compound which exhibits antiviral, antimicrobial, antiprotozoal and antifungal properties. It acts by disrupting the lipid membranes in organisms like fungus, bacteria and viruses, thus destroying them.

**Distilled water** – is water that has virtually all of its impurities removed through distillation.

**Sodium hydroxide** – is an alkali used in soapmaking. Fats and oils are acidic and require a base to saponify (blend together). When distilled water and sodium hydroxide are mixed together (referred to as lye), the fats and oils dissolve the sodium hydroxide, producing soap and glycerin. The process is called saponification: they are saponifying, or making soap. Without a base, fats and oils cannot be converted into soap. Sodium hydroxide is the most common base, but others include potassium hydroxide, sodium carbonate, ammonia, and amines.

The next time you read an ingredient label that states "saponified oils of coconut, palm, and olive, " you simply do not know for certain what base was used to saponify the oils.

Ask for the honest label. Find us on the web at [www.buybellasoap.com](http://www.buybellasoap.com) to order online or to find a retailer near you.

