

What goes on, goes in.

Bella Kiss-the-Itch-Goodbye Formula™ ingredients make the difference ...

Beeswax – is a natural moisturizer with vitamin A, which is necessary for normal cell development, and is anti-inflammatory, antibacterial, anti-allergenic and a germicidal antioxidant as well as being non comedogenic (doesn't clog or block pores), thus penetrating the skin and not resting on the skin's surface. Beeswax has water repellent properties, combines well with multiple ingredients, contains elasticity and provides greater permanence on skin or lip surfaces.

Sweet almond oil – with its low molecular weight, almond oil penetrates the outer layer of the skin quickly and easily. This oil is nutrient rich in manganese, magnesium, copper, phosphorus, iron, zinc and potassium, vitamin E, riboflavin, thiamin, niacin and folate.

Castor oil – is a **humectant** (attracts and retains moisture) 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.

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, antiprotazoal and antifungal properties. It acts by disrupting the lipid membranes in organisms like fungus, bacteria and viruses, thus destroying them.

Avocado oil – is made up of more than 60% oleic acid, a fatty acid that strengthens cell membrane integrity and moisturizes the skin. This ultra rich organic oil contains high amounts of Vitamin A, B1, B2, D, and E. Avocado oil is renowned for its healing, anti-bacterial, and anti-wrinkle properties, increasing the proportion of soluble collagen in the dermis, retarding visible signs of aging and remarkably softening the skin. Other nutrients include iron, potassium, folate and lutein which helps boost eye health.

Jojoba oil – is actually composed of liquid wax esters rather than oil. The body's natural sebum also contains wax esters, which act as a natural moisturizer and environmental barrier for the skin. Jojoba oil contains vitamins E, and B complex vitamins, and the minerals silicon, chromium, copper, zinc and iodine, which may be where jojoba gets its ability to fight against bacterial and fungal infection.

Shea butter – is naturally rich in vitamins A and E. Vitamin A renews and regenerates skin and provides skin collagen which assists with wrinkles and other signs of aging. Vitamin E increases circulation and blood flow to the skin and prevents skin damage. Shea butter also contains natural ultraviolet absorbing factors to help prevent skin damage caused by the sun.

Peppermint – provides several actions, including analgesic (a natural pain reliever), anti-inflammatory, antimicrobial, antiseptic, astringent and nervine, (acts therapeutically upon the nerves, particularly in the sense of a sedative that serves to calm nerve endings). The principal constituent of peppermint is menthol, which has local anesthetic and counterirritant qualities.

Spearmint – offers anesthetic action. Anesthetic causes anesthesia—reversible loss of sensation—which contrasts with analgesics (painkillers), which relieve pain without eliminating sensation. Other actions include antiseptic, antispasmodic, astringent and nervine. The principal constituent of spearmint is *l*-Carvone. *l*-Carvone comprises 50-65% of the essential oil from the spearmint plant and is a natural mosquito repellent.

Anise – provides antiseptic and antispasmodic actions. The principal constituent of anise is trans-anethole (between 75% to 90%), a phytochemical with potent antimicrobial properties.

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