

# What goes on, goes in.

## **Bella Mature Skin Formula™ ingredients make the difference ...**

**Olive oil** – unfiltered virgin olive oil contains a high percentage of polyphenol, a phytochemical that contains antioxidant properties. Olive oil 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 also contains resveratrol, a flavonoid that increases cell survival.

**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, vitamins C, B and D.

**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.

**Wheat germ oil** – is naturally rich in vitamins A, D and contains high levels of vitamin E, which promotes skin cell formation, and is great for nourishing and rejuvenating dry, mature, dehydrated skin, and reducing scars, stretch marks, sunburns, and damaged skin. Wheat germ oil also contains vitamins B1, B2, B3, B6, F, essential fatty acids, protein, and minerals. It has anti-inflammatory and antioxidant effects.

**Palm oil** – is a rich source of antioxidants. It is the richest vegetable oil source of tocotrienols - a potent form of vitamin E, which strengthens the immune system, protects skin cells from environmental pollutants and toxins, helps prevent skin aging and damage from free radicals generated by UV rays.

**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. In addition, coconut oil contains linoleic acid (an omega-6 fatty acid) which is converted to gamma-linolenic acid (GLA) in the body. GLA may reduce inflammation, and increase the effects of several anti-cancer treatments, such as doxorubicin, cisplatin, carboplatin, mitoxantrone, tamoxifen, vincristine, and vinblastine.

**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. 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.

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