

Mind, Body and Soul

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Sometimes it pays to judge a book by its cover

It's said that we should never judge a book by its cover. This truism has stood the test of time because it reflects an essential reality. But that does not mean it is always accurate. Sometimes, the cover is an integral part of the whole and should not be overlooked.

Let's take the example of cosmetics packaging. Too often, companies will spend a fortune in developing a new product but will forget about the product's container – the cover – itself. They overlook its importance in maintaining the integrity of the product.

Cosmetics come in containers of all shapes and sizes. Only a few of them work. Some, like cosmetic jars, are positively bad for your skincare products. Each time you open one of these jars you are exposing it to the air and degrading the potency of its ingredients. Plastic containers are more effective, but even here it pays to be wary. Plastic is porous and thus the potency of formulations will diminish inside plastic containers.

A solution to these problems – and one that we have chosen to pursue at World Organic – is aluminum tubing.

Aluminum contains a number of advantages that makes it ideal for our products. Unlike plastic tubes, aluminum keeps the air out, even after a tube has been opened and squeezed. This helps to preserve the integrity of our powerful natural ingredients. Almost as important, because no air can get into the tubes, the wonderful fragrance of our organic flowers is maintained. Aluminum tubes are also fully recyclable and we protect against leaching by lining the tubes with a food grade resin. Even better, the tubes look great and are wonderfully tactile. It's easy to see why they are such a natural fit for our products!

So, for us, the containers we use are as important as the product we place inside them. Remember this when choosing your skincare products. Sometimes it really does pay to judge a book by its cover!

Santa Claus has gone Organic!

To get the full run down on our incredible Christmas specials, make sure you see the flyer attached to this newsletter. These offers are strictly for a limited time, so get your orders in quick.



News and Events

In the news this month....

Following hot on the heels of the Every Woman Expo we are delighted to be part of the Sustainable City Showcase, which is open to the public on Wednesday 9th November. You'll find us in Shed 10, at Queen's Wharf. We look forward to seeing you there.

In the lead-up to Christmas, there may be a number of you who are looking to earn some additional cash. As a party consultant for World Organic, you can work the hours that suit you and have a lot of fun into the bargain. If you're interested in finding out more, then give Gaia a call on 021 1531 924 or email her at gaia@worldorganic.co.nz

One of our wonderful consultants, Lee-Anne McCall, runs the Healing Haven Homeopathic Dispensary in Ellerslie, Auckland. If you are looking for a great homoeopath, then we recommend you give Lee-Anne a try. In addition to her excellent products, which include a full homeopathic kit for the family, Lee-Anne is also available for consultation at her offices. Give her a call on 09 5710161, or visit her website at healinghaven.co.nz

Congratulations to our wonderful design artist, Amanda Bearsley. Amanda's fantastic work on our ranges has been recognised with her deserved nomination in the Design and Innovation Category at the NZI Sustainable Business Awards held on November 8th.

Finally, Grant's latest blog is out. It doesn't have a lot to do with skincare, but it does say a lot about his parenting skills, or lack of them! Have a look at <http://beautymeetsthebeast.com/>



For lasting beauty, think inside-out!

With summer at last deciding to grace our doorsteps, a lot of us will be turning our minds to the beach and the chance to soak up some sun. Of course, we won't rush into this unprepared. We are well versed these days in the dangers of ultra-violet radiation and the potential damage it can cause to our skin.

None of us want to get skin cancer and none of us want to age prematurely. As a result we will apply our sun-block, cover up with light clothing and hats, and - hopefully - spend only a sensible amount of time under direct sunlight. We are conscious that in order to look good, we need to protect our skin.

Unfortunately, such an approach only provides a partial answer to effective skincare. Too often, we look to the surface and forget about what is happening inside our bodies. We forget that the skin is not an isolated organism and that it is, in fact, linked to all our major functions, including the immune, respiratory, circulatory, lymphatic, and neurotransmitter systems. If we want beautiful skin, if we want to look good, then these systems need to be in good working order. If they're not, then it will be reflected on the outside, on the surface of the skin. And no amount of sunblock or moisturizer is going to fix it!

So... no matter what line a beauty company tries to sell you, it is essential to bear in mind the old adage, 'beauty is more than skin deep'. If we want to take good care of our skin, then we must take good care of ourselves, on both a physical and emotional level. Essentially, we

need to adopt a holistic approach to skincare. By eating healthily, by maintaining a balanced lifestyle, and by using pure, natural products on our skin, we can delay, or even reverse, the signs of aging.

Listed below are some diet and lifestyle tips that will encourage youthful, glowing skin and a radiant complexion:

First up, drink lots of water! About eight glasses a day, in fact, although you might like to substitute some for herbal tea. I say this because water is one of the most important nutrients for the skin. Imagine a balloon filled with water. Allow some of the water out and the balloon will shrink and may even become a little shriveled. Deprive a skin cell of water and you will get a similar result. Drinking water helps to keep the skin hydrated and supple. It rids the body of waste products and toxins, clears the eyes and the complexion, prevents and softens wrinkles, and provides us with energy and vitality.

Next, limit your intake of alcohol, sugar, artificial sweeteners, food additives, trans fats, and simple carbohydrates and dairy. Try instead to eat more foods low in glycemic index values and high in antioxidants, essential fatty acids, vitamins,

minerals and enzymes. Colourful vegetables, berries, fish and green tea all contain these qualities.

Other dietary factors are also important. In particular, optimal digestive function is vital. You might want to take a probiotic supplement regularly to boost beneficial flora in the digestive tract. Remember too, to rest your system a couple of times a year by undertaking a regular detox.

In addition to diet, our lifestyles also have an important bearing on the health and appearance of our skin.

If you're smoking, try to quit. It's no good for you and it will age you.

Exercise often to reduce stress and support your body's natural detoxification processes. Exercise also brings more oxygen to your skin, leaving it firmer and better nourished.

And finally, try to find a balance between work, play and rest. A healthy mind will lower stress levels and support our internal functions. You'll feel good on the inside and look great on the outside!