

# Mind, Body and Soul

ISSUE 1 – OCTOBER 2011

## Welcome everyone to the first edition of 'Mind, Body and Soul', World Organic's free monthly newsletter!

Designed with you in mind, 'Mind, Body and Soul' is meant, above all else, to be a good read, with regular contributions from our team at World Organic. Each month, our resident health and beauty expert, Megan, will offer advice relating to looking and feeling better, whilst we'll also update you with what's happening in the world of organic skincare, health and beauty. We also hope to share some inspirational stories from around the world and let you know about our latest, exclusive specials. Finally, for those of you simply wanting a laugh, you might want to read about Grant's floundering attempts to immerse himself in the world of skincare and beauty.

We very much hope that you enjoy what 'Mind, Body and Soul' has to offer and that it becomes something that will prove both of value to you and that you look forward to reading each and every month. Cheers!

*From the team at World Organic.*



*Spring Special*  
Gift with Purchase

Purchase over \$75.00 and receive a gift valued at \$81.50

Rejuvenate Moisture Me Body Lotion  
Pomegranate and Shea Hand Cream

Your product will automatically be added to your cart at checkout

[www.worldorganic.co.nz](http://www.worldorganic.co.nz)



## News and Events

*Not only have we had a busy and successful September, but October also promises to keep us on our toes. Here's a brief run-down of what's been happening and what is coming up....*

We've been delighted not only by the reaction to our products in New Zealand, but also overseas. Our first wave of shipments went off-shore in September, with sizable orders placed in both Australia and the USA.

Press coverage has been constant and consistently good. We are especially proud of an article that appeared in Ladylux, a respected US online fashion magazine. The article can be found at the following address - <http://www.ladylux.com/style/site/article/river-veda-organic-beauty-products/>

We are looking forward to being part of the Every Woman Expo (<http://www.everywomanexpo.co.nz>), which is being held at the Auckland Showgrounds from 14th-16th October. If you find yourself near the Expo on any of these days, then please pop in and say hello!

Finally, for any of you who want a bit of a laugh, or simply want to feel superior for a while, then take a look at the floundering attempts of our resident male (Grant), as he attempts to come to terms with the world of organic skincare. The first steps in his stuttering journey can be viewed on his blog - <http://beautymeetsthebeast.com/>



# Should I eat it, or rub it into my skin?

*Megan Douglas is the founder of World Organic. A trained naturopath, Megan comes from a long line of medical herbalists, stretching back six generations! Each month, she will offer free advice on matters relating to skincare and natural health.*

If I were to offer one piece of advice regarding a healthy, effective skincare regime, then it is this: your skincare product should be good enough to eat! It's a maxim which has lasted the test of time and which was impressed upon me when I first visited India more than two decades ago.

I remember well how amazed I was at the time to see the beauty regime followed by a number of the Indian women I met. Incredibly, they would apply to their face and body the very same ingredients that sat on their dinner tables! Mangos were a favorite for many, but so too were honey, yoghurt, lemons, nuts, rose petals and avocados.

These women were the recipients of ancient beauty secrets that have been passed down from generation to generation. Based on Ayurvedic principles relating to the revitalising powers of plants and herbs, the remedies created by these women helped their skin to glow and their hair shine.

Just as important, the products they used were good for them. This stands in direct contrast to many contemporary skincare lines, which are laced with synthetic chemical compounds. When we rub chemicals onto our skin, they can pass straight

through and enter our bloodstream within minutes. Unfortunately, many of today's skincare products tend to be loaded with chemicals we might want to avoid and there exists little regulation around what is safe and what is not.

If all this sounds a little bit frightening, then fear not. Foods, plants and herbs are most assuredly safe! They are pure, natural, timeless ingredients which can help care for our skin. If you are feeling adventurous and want to have a bit of fun, then you might like to try the following natural beauty treatment, utilising ingredients you can find in your kitchen.

To make a moisturizer with a difference, try this personal favorite of mine. Take some oil into the bathroom (almond oil works wonderfully well, but good quality olive oil is effective too) and apply all over the body after coming out of the shower and having only half-dried off. The oil should bind the residue water to your skin and will leave it feeling silky smooth for days!

Of course, our busy lifestyles do not always leave us with the time to create our own skincare products. We want the convenience of buying off the shelf, and we luxuriate in the ease and feeling of the creams we

use. We also expect our skincare to have a long shelf life, remaining free of bacteria and other nasties after many months, if not years, of use.

To the vast majority of you who fall under this category, the answer is straightforward. Use organic and natural skincare products! Because they utilise the therapeutic powers of nature, these products will prove a boon to your skin. If they are well made (as all World Organic products are!) they will also last for months, be safe to use and will feel fantastic when applied.



*A reminder to everyone of our great Facebook competition. There's only two draws to go, including the draw for the major prize, which is a complete set of all 18 of our fabulous products, valued at \$763! Simply go to our Facebook page ([facebook.com/worldorganic](https://www.facebook.com/worldorganic)), Like Us, and enter the competition. Good luck!*