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Keys Key Ingredients and Actions

Avocado oil - valued for its regenerative and moisturizing properties.

Avocado oil also has natural sunscreen properties, and can enhance the ability of products to protect the skin and hair from UVA and UVB rays. In tests, avocado oil proved to be a more effective sunscreen than jojoba, coconut, olive, sesame, and almond oils.

Agave Aloe Vera - Since the era of Ancient Egypt, humans have been using aloe. Cleopatra was said to have used aloe as a beauty tool. The gel found in the leaves is used for soothing minor burns, wounds, and various skin conditions like eczema and ringworm.

Carrot Seed Oil - is an essential oil for treating dry skin and can provide a good level of protection against wrinkles and aging or liver spots. It has many therapeutic values that are antiseptic, and cytophylactic, (stimulates cellular regeneration).

Black Cumin - *Nigella sativa* is one the most revered medicinal seeds in history. Black cumin seeds were found in the tomb of Tutankhamun. The oil is used externally, for beauty as well as for treating skin conditions such as psoriasis and eczema.

Shea Butter - African Shea butter has been used for centuries for its unsurpassed ability to protect and regenerate the skin. It comes from the nut of the Karite (ka-ree-tay) tree, which grows throughout West Africa. The name Karite means the Tree of Life, due to the multitude of important uses that shea butter provides. Shea Butter contains several natural anti-inflammatory agents and a minor sunscreen agent. Clinical studies have shown that this product transforms the skin in as little as 4-6 weeks, into a softer, smoother, and better looking skin. Those who routinely use Shea Butter report a number of other special benefits for skin ailments, including relief from blemishes, itching, sunburns, small skin wounds, eczema, skin allergies, and wrinkles.

Neem - In India, the tree is variously known as "Divine Tree", "Heal All", "Nature's Drugstore", "Village Pharmacy" and "Panacea for all diseases". It is considered a major component in Ayurvedic medicine and is particularly prescribed for skin disease. Neem oil is used for skin care such as acne, and keeping skin elasticity.

Karanja - **Karanja** oil is popular in Ayurvedic medicine for the treatment of biliousness, eye ailments, leucoderma, worms, wounds, sores, scabies, eczema, psoriasis. Itches, herpes viral infection, ulcers, and other skin diseases as well as for skin protection, as it is believed to enhance the UV absorbing properties of conventional sunscreens. Karanja oil, like Neem oil, has been widely tested for its insecticidal, nematocidal, antiseptic, bactericidal, and cleansing properties. The oil has a high content of triglycerides.

Clary Sage - Clary Sage is known to be euphoric, giving a sense of clarity and empowerment. It also has a rejuvenating effect on the endocrine system, helps with hair growth, and is good for acne and inflammation. It rejuvenates the cells and is uplifting for the spirits.

Blood Orange - The pigment in blood oranges is anthocyanin; it is not typically found in citrus and is usually associated with other red fruit and flowers. Anthocyanin is a powerful antioxidant that neutralizes the effects of free-radical chemicals within the bodies of living organisms.

Brassica Oil - is a genus of plants in the mustard family (Brassicaceae). It includes over 30 wild species and hybrids, and numerous additional cultivars and hybrids of cultivated origin. Brassica vegetables are highly regarded for their nutritional value. They provide high amounts of vitamin C and soluble fiber and contain multiple nutrients with potent anti-cancer properties: 3,3'-Diindolylmethane, sulforaphane and selenium. Researchers at the University of California at Berkeley have recently discovered that 3,3'-Diindolylmethane in Brassica vegetables is a potent modulator of the innate immune response system with potent anti-viral, anti-bacterial and anti-cancer activity.

Chemical-Free Skin Health®

