

Dayenne Cosmétique

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Beauty Myths Exposed: Anjana Gosai lays bare the fake facts that have been deceiving us for years ...

THE MYTH: NATURAL AND HERBAL PRODUCTS ARE BETTER FOR YOUR SKIN

Dayenne skincare founder, Raj Bhachu says 'The terms natural and herbal, when put together with skincare generally resonate ideas of gentleness and effectiveness. Recently, the beauty industry has attempted to package every single natural ingredient and cleverly market the products as being gentle simple because they are derived from herbs or nature. However, caution must be exercised when choosing products that you intend to apply to your skin because some herbal or natural products also include various other ingredients, some of which may not necessarily be natural.'

Raj adds, 'You must also bear in mind that organic products that do not contain preservatives may do more harm than good since "natural" and "herbal" products tend to deteriorate without preservatives.' The key to finding good skincare products is to identify one with a combination of good active ingredients in

the formulation. Raj adds, 'Natural does not tell you about the effectiveness or risk of the product, it simply defines the source of the ingredient'. Skin experts suggest that the key word to search for isn't natural, it's noncomedogenic, which means the product won't clog the pores.

THE MYTH: SOAP IS BAD FOR THE SKIN

Until recently soap had a bad reputation as being pore-clogging, drying and detergent-laden. 'This is no longer the case with the new batch of soaps, which are milder, fragrance free and often dermatologically approved', says Raj Bhachu of Dayenne Cosmétique. When using soap, ensure you remove any residue with plenty of water and pat the face dry with an absorbent, non-abrasive towel. Choose a soap that is complementary to your skin type.... Oily skins should go for a non-greasy soap such as the Dayenne Soap Bar, which is great for cleansing oily areas of the face, neck, bust, back and shoulders that may be prone to breaking out in acne. It achieves ultra deep cleansing without damaging the skin's protective acid mantle (pH).

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