


 e-bar

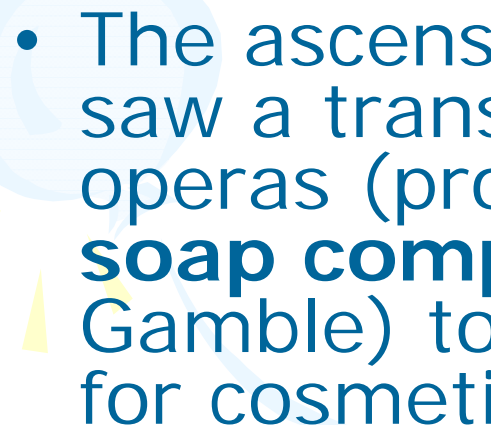




Beauty History

From the beginning of time

- More than **6000 years ago** the use of skincare was formulated to soothe the soul of a Princess. Blends of essential oils, carrier oils, perfumes and floral waters of the finest quality grown to **harmonies the mind body and spirit.**
- **Trading of oils and herbs** known for provoking the nature of healing and happiness.
- We still spend **millions of dollars in research** to find out what consumers needs are.

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- Through published information, women were informed during the **four decades** between the **1910s** and **1950s** that exercise, diet, **and the proper use of cosmetics and hair** products could make them more **attractive**.

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- The ascension of **television** in the 1950s saw a transfer of the popular radio soap operas (programs whose **sponsors were soap companies**, such as Procter & Gamble) to television. **Advertisements** for cosmetics and hair products were prevalent.
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- A decorative graphic on the left side of the slide features three balloons: a light green one at the top, a light blue one in the middle, and a light purple one at the bottom. Each balloon is attached to a streamer with several yellow triangular flags. The balloons and streamers are arranged in a vertical line, with the blue balloon partially overlapping the text area.
- In America 1970s certain **ingredients were banned** from use by the industry because of endangered species legislation that was passed as part of a growing environmental movement.

Beauty from Trees

Commerce found beauty in oils from trees - olive and palmolive. They are the most valuable.

Years ago, scientists have failed to find the equal of these beauty oils blended in soap.

The very same oils - the olive and palmolive are the ingredients of Palmolive Soap. They endow nothing else give Palmolive its natural grace and beauty.

Nothing is hidden for there is nothing to hide. Men don't prefer women to the price is. Remember - your complexion is as much a part of you as your hair. So try a bar of Palmolive.

Made in Canada

Remember that in Canada the Palmolive brand name is used for soap. In the U.S. and elsewhere it is used for soap.

PALMOLIVE

LADY'S HOME JOURNAL February, 1934

A Glamorous NOW... a lovelier TOMORROW

JUDY GARLAND
in Betty Boop's Warner's Performance Musical
"TILL THE CLOUDS ROLL BY"

ORIGINATED BY
Max Factor • Hollywood

Pan-Cake Make-Up

It gives you glamour into your life today. Add a delightful new loveliness to your natural beauty with "Pan-Cake" - in just a few seconds "Pan-Cake" will bring you many lovelier moments, too. It safeguards your skin against sun and wind that bring drying, aging signs to your face. "Pan-Cake" was originated by Max Factor, Hollywood, for the stars of the screen. Now it is the favored make-up of millions. Try "Pan-Cake" for a glamorous today and a lovelier tomorrow.

"Pan-Cake" makes a lovely new complexion in a minute that is after, soothed, glowing skin.

"Pan-Cake" helps that dry complexion, too. It makes lovelier, glowing, radiant skin.

"Pan-Cake" makes your complexion so smooth and so soft as for hours without stopping.



ALTERNATIVE TO SYNTHETIC

The present manufacturing method offered to consumers wanting to purchase a “green” finished product as close as possible to it’s natural state prior to blending together, in the category of cosmetics is called



“Certified Organic”



I DID NOT SAY

ORGANIC

FRESH

NATURAL

TRULY NATURAL

PURE

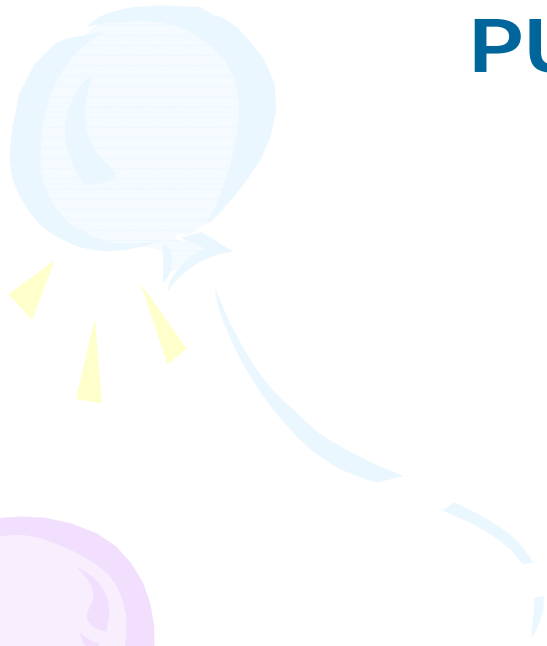
BOTANICAL

HERBAL

FRUIT

AROMA



HEALTHY





I SAID



Certified Organic

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- What does certified organic offer?
 - Who manages the accreditation?
 - How do I read the label of a Certified Organic product?
 - What's in it for me?
- 



certified organic offers


The consumer assurance the product is **free from:**

- synthetic chemicals
 - genetically modified organisms
 - animal testing
 - unhealthy soil
 - Unhealthy extraction processes
 - Unhealthy manufacturing facilities
 - Toxic packaging
 - Environmental abuse
- 
- 




The Claim

A far more **effective and potent** product than synthetic products.



The **average level of essential minerals and nutrient content is far higher** in organically grown ingredients than synthetically manufactured ingredients.





Accreditation process

AUSTRALIAN QUARANTINE
AND INSPECTION SERVICES
(A.Q.I.S.) APPROVED

Regulates Organic Certification in
Australia under its Organic and Bio-
dynamic Program.



The Organic Food Chain Pty Ltd (OFC)
Tel: +61 7 4637 2600
Website: www.organicfoodchain.com.au

**National Association for Sustainable
Agriculture Australia Ltd (NASAA)**
Tel: +61 8 8370 8455
Website: www.nasaa.com.au

Australian Certified Organic (ACO)
Tel: +61 7 3350 5716
Website: www.aco.net.au

Bio-Dynamic Research Institute (BDRI)
Tel: +61 3 5966 7370

Organic Growers of Australia (OGA)
Tel: +61 2 6622 0100
Website: www.organicgrowers.org.au

Safe Food Queensland (SFO)
Tel: +61 7 3253 9800
Website: www.safefood.qld.gov.au

Tasmanian Organic-Dynamic Producers (TOP)



How do I read a product label?



0438

Certified Organic

Meaning:

95% of the whole ingredient is made from certified organic raw material, the balance is organic meaning you may or may not find traces of synthetic matter or the farm may act as if certified but may not be able to fund the changes or could be in transition.

The Tricks of the trade

Industry: The growers who are “In Conversion” must clearly mark their labels “IN CONVERSION”.

OR look out for marketing





What is in it for ME

- You play a role in **preserving our natural environment.**
You are part of the environment
- **Clean water**, less toxic chemicals going down our drain
- **Beautiful Skin** with all the **luxury** of gorgeous packaging
- Your skin gains **nutritional ingredients** from certified organic
- You can **read the packaging** easily
- You **stop buying on emotional impulse** shopping sprees
- You **save** money
- You can **make it yourself**
- **Carbon Friendly Footprint**



....The Seed Is Planted

