



SKINCARE

REAL INGREDIENTS, REAL RESULTS

NATURAL SKINCARE: *It's Come a Long Way*

Have you Checked **YOUR BOTANICAL
LEVELS** *Lately?*

THE HEALTHIEST SKIN *Under the Sun*

BE GOOD TO YOUR

*Whole
Body*



GIVE YOUR SKIN *the attention it deserves*

Your skin is the largest organ of your body, with approximately 300 million skin cells covering 21 square feet. That's a lot of skin to care for!

Skin has several crucial functions: regulating body temperature, excreting waste and providing a barrier against dehydration, infection and the environment. And, of course, skin is what you present to the world.

What You Put ON Your Skin Goes IN Your Body

Only 11% of the 10,500 ingredients the FDA has documented in products have been assessed for safety by the cosmetic industry, per The Environmental Working Group.

Experts agree that most skincare ingredients are absorbed. After all, if it didn't do something, you wouldn't use it. So why choose products with ingredients that you wouldn't want soaking into your skin?

Natural skincare products can limit your body's exposure to potentially harmful substances while feeding your skin the nutrients it needs to function properly. And, they're effective! **Be good to your skin, be good to your whole body.**

How do you define *natural*?

Many skincare products are now advertised as "natural." The truth is, there is no regulated definition for that word on personal care products, and inside the pretty packages you'll often find only trace amounts of plant-based or non-synthetic ingredients. Likewise, "hypoallergenic" or "fragrance-free" products are not necessarily free of potentially harmful ingredients.

We're the Experts at Skincare Fine Print

At Whole Body™ we've done the research for you. Our definition of "natural" brings you trustworthy, effective skincare products for beautiful, healthy skin.

REAL INGREDIENTS, REAL RESULTS.

We carefully select products with higher concentrations of botanicals and nutrients to nourish the skin without harsh ingredients.

THE BEST SKINCARE IN THE WORLD.

We evaluate each and every product we sell, only placing items on our shelves that meet our Quality Standards.*

THE BROADEST SELECTION ANYWHERE,

none of which have been tested on animals. From the highest quality facial care to everyday body lotion, thousands of effective products.

*See back cover for a list of our Quality Standards for Body Care.

FEED YOUR SKIN

while you cleanse, moisturize and beautify

MAKE A CLEAN BREAK

Read a few soap labels at the drugstore. Heavy mineral oils, harsh preservatives, artificial colors...how can you get your skin clean with ingredients like that? Instead, choose those that cleanse and renew with real ingredients, including the lovely scents of pure essential oils.

Choose skin cleansers, soaps and shower gels that:

- contain high levels of plant-based ingredients
- nourish and cleanse without drying or irritating
- prove effective against germs and dirt, gently!

MOISTURIZE WITH PLANT POWER

Looking for lotion that does the job without harsh ingredients? Discover natural facial moisturizers and body lotions that are nourishing, as well as pleasing and effective. Get silky smooth with the power of plant oils and botanical extracts.

Choose lotions and moisturizers that:

- use plant-based oils that penetrate and nourish your skin
- are scented with pure essential oils
- contain botanicals, nutrients and antioxidants to improve skin quality over time


**EXPERTS
SAY...**

Popular antibacterial soaps are no more effective at preventing illness than plain soap and water, according to an FDA advisory panel [WebMD Health News, October 20, 2005]. Plus, most antibacterial products contain triclosan—known for contaminating waterways.

FEEL GOOD ABOUT LOOKING GOOD

There's no need to "fool Mother Nature" when you face the mirror. Natural cosmetics—foundation, powder, eye makeup, lipstick—get color from plants and mineral pigments. They also contain ingredients to "feed" your skin the nutrients it needs to maintain your natural beauty and a youthful appearance.

Choose natural cosmetics that:

- use no animal testing or harsh chemicals
- provide beautiful color from nourishing ingredients
- are gentle enough for every skin type

KISS ME, I'm Petroleum Free

Use lip balms that help maintain maximum kissability with moisturizing oils and waxes from plants, shea butter, beeswax and no petroleum, which can actually dehydrate rather than moisturize!



PUT YOUR BEST FACE FORWARD

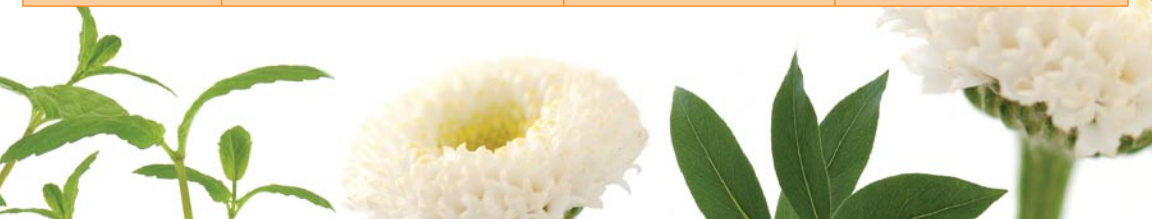
Shop Whole Body™ to get the best that nature and science have to offer in caring for your skin. Our natural skincare products contain high levels of beneficial plant-based ingredients, carefully formulated based on cutting-edge research.

① IDENTIFY YOUR NEEDS...and remember to reevaluate as needed. Your skin changes frequently due to hormones, climate, season and stress.

CONDITION	LOOK FOR	BENEFICIAL INGREDIENTS	RESULTS
oily skin & visible pores	astringent ingredients to penetrate skin quickly & accelerate the healing of skin blemishes	witch hazel, jojoba oil, rosemary	skin looks refreshed and less oily
sun damage & signs of aging	natural antioxidants to help protect & nourish skin cells	vitamins A, C & E	help protect skin cells from the drying effects of the sun
dry, stressed skin	natural plant oils containing nutrients such as vitamins A & E	olive, almond, avocado & borage oils	improvement in moisture retention of the skin
lack of radiance, uneven tone	exfoliants with natural source alpha-hydroxy acids that work to smooth skin	sugar cane (glycolic), citrus (citric), red grape (tartaric)	enhanced creation of new skin cells and sloughing off of old
combination skin	essential oils & plant extracts that work to target problem areas	lemon, lavender, jasmine, aloe vera	balanced, increased hydration
acne-prone skin	essential oils that accelerate the healing of skin break-outs	patchouli, bergamot, tea tree	reduced incidence of clogged pores & breakouts

② CREATE YOUR RITUAL...and be patient as your skin adjusts. Though many positive results are immediate, it takes 50–75 days for new skin cells to form, come to the surface and fall away.

STEP	REGIMEN	FREQUENCY	BENEFICIAL INGREDIENTS
cleanse	gentle plant-based cleansers to clean without stripping; always use warm water	twice daily	citrus, plant oils
exfoliate	gentle exfoliants & enzymes for mild sloughing to help unclog pores & remove dead skin cells	1–2 times per week	jojoba beads, papaya & pineapple enzymes
tone	herbal extracts to naturally refresh & balance skin	twice daily	aloe vera, cucumber, chamomile
moisturize	natural emollients to nourish the skin with essential fatty acids & vitamins	twice daily	jojoba oil, squalane, shea butter
sun protect	UVA/UVB sunblock to help prevent damage & reduce the risk of wrinkling & skin cancer	daily in the morning; reapply as needed	zinc oxide, titanium dioxide



WHY CARE *about skincare?*

According to the American Academy of Dermatology, being in the sun too much can cause sunburn, freckles, skin texture changes, rashes and dilated blood vessels. **Exposure also increases the risk of skin cancer and is the cause of 90% of wrinkles.**

THE SECRET ABOUT SPF

Different sun rays affect skin differently. UVB rays cause redness and burning, while UVA rays (“aging rays”) damage collagen and elastin as well as skin structure. Choose skincare carefully because SPF numbers refer only to UVB protection!

How to Select Skincare

- ① **Get the best block for your buck.** Mineral-based or physical blockers reflect rays from skin with minerals such as titanium dioxide and zinc oxide that immediately provide UVB and UVA protection.
- ② **GO BEYOND PROTECTION.** Because the sun is so hard on skin, choose skincare that not only protects, but nourishes and soothes with high levels of nutrient-rich natural ingredients. Some of these—green tea, soy, milk thistle, caffeine, carotenoids (carrot oil)—offer additional protection, too!
- ③ **HONE IN ON YOUR NEEDS.** At Whole Body™, we offer a wide selection of skincare to suit all ages and skin types: mineral based, unscented, water resistant, PABA free, oil free, sensitive skin and more.



Vitamin C is your best friend under the sun.

It supports: collagen production (wrinkles are the result of collagen breakdown); hydration to keep the skin smooth and firm; immune function; and, like other antioxidants, protection from free radical damage. **Look for facial care products with vitamin C and get plenty into your daily diet.**


**EXPERTS
SAY...**

Antioxidants protect against sun. Taken orally, vitamin E and mixed carotenoids may help decrease the risk of skin damage from the sun [American Journal of Clinical Nutrition, March 2000]. Applied topically, vitamin C and E also aid protection [Acta Derm Venereol, 1996; 76:264–8]. **Green tea is another good defense, both internally and externally** [Nutrition, 2001 Oct; 17(10):839–44].





SKINCARE MATTERS

from Babies to Boomers

WHEN DO NATURAL SKINCARE PRODUCTS MATTER THE MOST?

For those with the most sensitive skin! Young skin is still developing, thus artificial colors, preservatives and scents can inflame and cause irritation—some invisible to the naked eye. No excuses, there are more choices than ever for natural baby care.

“ANTI-AGING” IS ANOTHER MATTER

By the time we start looking for ways to slow the visible signs of aging, much of the damage has been done; however, there are natural alternatives to harsh commercial products and procedures. Remember to follow healthy lifestyle habits as well (see opposite page) while trying skincare products that contain:

- Amino acids and botanical extracts together
- Magnesium oxide crystals from seawater and ocean salts
- Evening primrose oil, olive esters, phospholipids and vitamin E
- Alpha-hydroxy acid (AHA) or beta-hydroxy acid (BHA)


*
EXPERTS
SAY...

Your eyelids are the most sensitive skin on your body (American Academy of Dermatology, *Solving Problems Related to the Use of Cosmetics and Skin Care Products*, 2005]. Treat them right and maintain healthy, elastic skin with gentle, yet effective natural facial care products.

MORE GOOD WAYS

to Be Good to Your Skin, Inside & Out

While these guidelines may sound obvious, don't take them lightly! Proper nutrition is especially beneficial to your skin, including protection from the harmful effects of too much sun.



DRINK WATER—at least 64 oz daily—to keep skin firmer and smoother, while helping to wash away cellular toxins. Flavor with a vitamin powder packet or 100% fruit juice.

EAT A BALANCED DIET of colorful fruits and vegetables, other whole foods and nutrients for the skin. Highly processed foods and refined sugars promote changes that can lead to blemishes.

GET YOUR EFAS AND ANTIOXIDANTS

from foods or supplements.

Essential fatty acids: omega-3s from cold water fish, flax seed oil, walnuts, dark leafy greens; GLA (gamma linolenic acid) from borage oil, evening primrose, black currant, hemp oil.

Antioxidants: beta carotene and vitamin A from dark green and orange vegetables, egg yolks and liver; certain berries; pomegranates; acai; green and white tea; vitamin C.

REDUCE STRESS that can lead to break outs (really!); relaxed muscles are less likely to wrinkle. **Limit alcohol** to healthy, recommended levels. **Eliminate tobacco**, known to age skin prematurely.

EXERCISE REGULARLY to promote healthy skin. **Consider an internal cleanse** to increase toxin removal and encourage skin cells to rejuvenate. **Enhance external cleansing** with a loofah or scrub to clear pores and release dead skin cells and stored toxins.



OUR BODY CARE QUALITY STANDARDS

- We carefully evaluate each and every product we sell.
- We are passionate about aromatic, luxurious, effective personal care products and the pleasure of sharing them with others.
- We encourage our vendor partners to use plant-based and naturally-derived ingredients, pure essential oil fragrances, gentle preservatives and non-petroleum ingredients.
- We are committed to high-quality body care products that have a proven track record.
- We only sell personal care products that have not been tested on animals.
- We provide personal care products that support health and well-being.

Try it, like it...OR RETURN IT

At Whole Foods Market®, we want you to be 100% delighted with our products. In the aisles, we supply skincare testers to try on the spot, and some have samples available, too. Once you make a purchase, hold on to your receipt; **if you are not satisfied, bring it back!**

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