



Hard to say.  
**EVEN HARDER  
TO SWALLOW.**



**LIVING NATURE®**

100% Natural. Uniquely New Zealand.

# Hard to Say

**Those chemical names on the back of skincare bottles might be hard to say. The fact that many are irritants, toxins, endocrine disruptors and even potential carcinogens is harder to swallow.**

On average, a woman using synthetic skincare will apply 168 chemicals every day. The skin is the body's largest, smartest and most responsive organ, and what goes on our skin is absorbed into our bodies. We can no longer ignore the growing evidence of the harmful cumulative effect of these chemicals on our health.\*

For over 23 years Living Nature has led the world in natural, safe and effective skincare. We have a very simple mantra: if there's any question about an ingredient's safety, we simply will not use it. In Living Nature products you'll find no:

- Synthetic preservatives, like parabens or phenoxyethanol
- Harsh surfactants, like sodium, ammonium and lauryl/laureth sulphates
- Petrochemicals, including PEGs, paraffin and other glycols
- Silicones, mineral oils, genetically modified or irradiated ingredients
- Artificial fragrances
- Bisphenol-A
- Phthalates

In fact, our 100% natural products are so safe, you can eat them.

**livingnature.com**



Environmental Working Group's  
**SKIN DEEP**  
cosmetic safety database



**LIVING NATURE**<sup>®</sup>

100% Natural. Uniquely New Zealand.

*\*Reducing  
Environmental Cancer  
Risk, What We Can Do  
Now. 2008-2009 Annual  
Report, President's  
Cancer Panel*