

HOLISTIC BEAUTY

by karrie marak

"Health is the essential foundation of beauty"

—Dr. Alkaitis

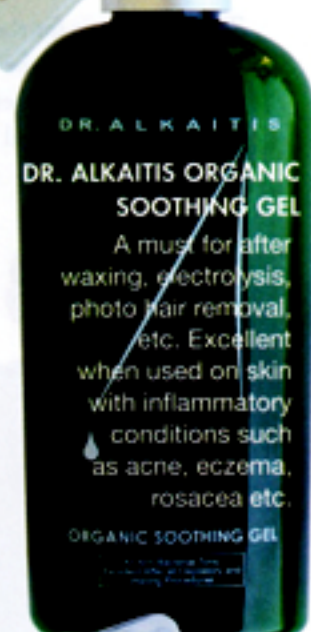
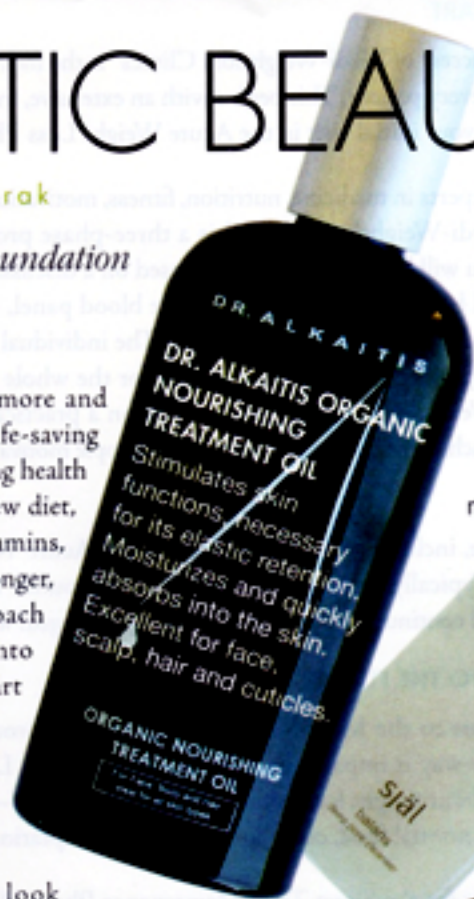
Each and every day, more and more people make life-saving decisions by becoming health conscious. Whether it's a new diet, joining a gym or taking vitamins, people are striving to live longer, healthier lives. One approach many are incorporating into their health plans is to start from the outside in.

A wave of healthy products provide new options for cosmetic and skin care consumers helping you look and feel beautiful without nuking your skin with chemicals or preservatives. As you may know, harmful ingredients are sometimes used in manufacturing the most common inorganic skin-care products and make-up items. Such ingredients are very easily absorbed by the skin and the body cannot get rid of them. So these toxins remain inside and eventually get spread in the body causing damage throughout. Many cosmetic companies are doing what they can to accommodate the needs of their clients by adding holistic products to their skin-care lines.

One example is Dr. Alkaitis. As a research scientist working with cancer treatments including plants, he became convinced that there is a correlation between our society's dependence on synthetic chemicals and the rapid increase in people suffering from cancer and other degenerative illnesses. Even the 'pure' and 'natural' cosmetics we use are created from chemicals that don't

SJAL DEEP PORE CLEANSER

This gentle cleanser balances pH, hydrates and calms while detoxing and minimizing pores.



MYCHELLE DERMACEUTICALS G2 INSTANT FIRING SERUM

An instant lifting and firming treatment with goji berry fruit and argireline peptides and pomegranate fruit extract.

MYCHELLE DERMACEUTICALS MAGNOLIA FRESH EYES

Treatment for dark circles and puffy eyes.

SJAL SERUM1 LIQUID VITAMIN LIFT

Re-constructs, rebuilds and revitalizes the skin from every angle. Fantastically feeds skin immediately after cleansing in morning and evening; easily apply moisturizer over.



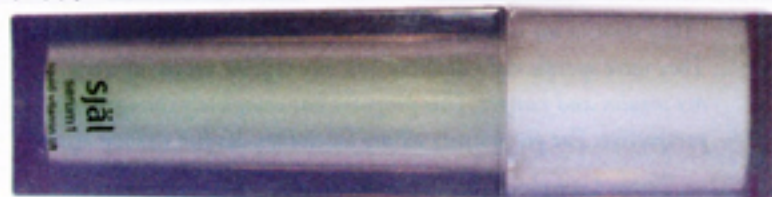
JASMINE SERUM BY ANOKHA SKIN CARE

This light fragrant moisturizer evokes the South Asian tradition of using natural oils to nourish the skin after cleansing for a healthy, radiant balance. Almond, sandalwood and jasmine oils are combined to condition and hydrate the skin without clogging pores.



MYCHELLE DERMACEUTICALS PUMPKIN HYDRATING MIST

A rejuvenating toner with fermented pumpkin juice and poppy extract.





ANOKHA AMLA SKIN BRIGHTENING LOTION

This unique lotion uses the extract of the amla fruit with vitamins B5 and E, sandalwood, saffron, licorice, fig, willow bark and mulberry to gently and gradually brighten the skin while reducing uneven tones. Mango moisturizes the skin to leave it feeling soft and light while it radiates clarity and health.



DR. ALKAITIS ORGANIC UNIVERSAL MASK

Is the ultimate therapeutic health food for the skin.

support your skin's natural, healthy balance. For this reason, through the synergy of science and nature, he created the Alkaitis Holistic Organic Skin Treatment product line as a holistic approach to beauty that is more than skin deep. His products are results oriented holistic organic skin treatments. They are edible and easily absorbed by the skin, with each product being its own living targeted delivery system. "Your skin is the largest organ of your body and caring for it is not just a quest toward superficial beauty, but actually a necessity for preventive health care," said Dr. Alkaitis.

BALANCE FOR HEALTH AND BEAUTY

Ayurveda, a system of traditional medicine native to India, is a philosophy of holistic healing that believes we are all an inherent part of nature. Simply put, the basic premise of Ayurveda is that the human body, consisting of 50-100 million cells, when healthy, is in harmony, self-perpetuating and self-correcting. Nature has set us up with all the equipment we need to be perfectly healthy, but our systems are exposed to millions of bacteria, viruses, allergens, even carcinogens. Our immune system has the intelligence and skill to deal with all those invaders and keep us healthy, however, when stress, inadequate nutrition or fatigue weaken the immune system, those same invaders may produce disease. Ayurveda works to restore balance and harmony so the body can function correctly and efficiently, thereby literally "healing itself."

The saying beauty is not just skin deep has its origins in the ancient Ayurvedic texts. In Ayurvedic belief, outer radiance and beauty comes from within. If an individual has found true equilibrium between his physical, mental and spiritual self his or her persona will radiate with beauty and charm. Ayurvedic medicine recognizes that each individual is unique and should follow dietary routines, physical exercises (Yoga), detoxification and rejuvenating treatments that are specific to his/her body and lifestyle to bring out natural beauty.

Holistic beauty is on the rise and here are a few of the many products available on the market right now. Before you go out hunting for products, take a moment to discover what holistic beauty can do to enhance your own beauty, naturally and safely—from the outside in. ☺