

About Active Birth Natural Skincare



Active Birth Skincare has been meticulously formulated in conjunction with leading consultants to create the best and most beneficial organic oils and the purest possible natural skin care products for mother and baby.

Why organic oils ?

All of our oils are 100% organic. Even though organic oils cost almost twice as much as ordinary oils, we decided to use only organic oils for 2 important reasons:

- The purity of our products is paramount. Products that are being used by pregnant and breast-feeding mothers, and on babies, need to be as pure

and natural as possible. Intensive farming practices which use chemical fertilisers and pesticides leave a chemical residue on and within the plant. When the plant is processed into oil, these chemicals are retained.

- Intensive processing of plants results in oils that are anaemic. They lack the nutrients and vitality of organically farmed and sensitively processed oils. Organic oils are much thicker, more viscous and deeper in colour than non organic oils and have a much richer aroma. You have only to compare our oils with others to notice the difference. Non-organic oils have virtually all of the goodness processed out.

Active Birth Natural Creams, lotions and gels are formulated with 7 important principles in mind

- Only the best quality raw materials are used. The ingredients are selected with great care for their beneficial effects, avoiding those which commonly cause problems for sensitive skins

- We only use ingredients which are commonly deemed as appropriate for use in the childbearing years.

- Plant oils and extracts are fully utilised. We use no mineral oils or petro-chemical based detergents.

- Our products are suitable for vegetarians and vegans, containing no animal derived ingredients.

- The Active Birth Centre rejects animal testing as unnecessary and unacceptable.

- All products are biodegradable and contain nothing that is harmful to the environment.

- We try our best to ensure that the source of raw materials does not exploit or adversely affect the environment or its people.

How safe are Active Birth Skincare products for use?

Due to the natural preservative properties of the base and the essential oils, the oil based products in our aromatherapy range contain no artificial additives, chemical agents or synthetic ingredients whatsoever, and this is stated on the label.

The creams, lotions and gels are water based. As with any natural cream on the market, to avoid decomposition these must contain some preservative agent to keep them 100% pure for use. With the help of top skin care consultants, we have chosen a food grade preservative system that contains the minimum amount of the mildest and tested-to-be-safe, ingredients available.

The formulation of all our products is stable and will not change throughout the shelf life of the product. This is important. Many water based products on the shelf which do not contain any preservatives may decompose or change and become toxic. This will not happen to our range.

It's really important to us that the blending and filling of each jar is done by hand, by people who share our vision. This is because oils and herbal extracts are naturally active materials. The way they are handled, stored and blended has an influence on the quality and performance of the final product.

Is Active Birth Skincare suitable for everyone?

The ingredients are selected with great care for their beneficial effects, avoiding those which commonly cause problems for sensitive skins. Over the years we have had virtually no complaints and hundreds of appreciations about the remarkable effectiveness of our products.

However if you have nut allergy they may not be suitable for use as some of the rich base oils are derived from nut and kernal sources. If you have sensitive skin, we recommend that you try a small

patch first.

Endorsements



Aromatherapy Trade Council License 47

Certified 100% Organic

Soil Association License 12367

Janet Balaskas answers your FAQ's

How and why we developed Active Birth Skincare?

In pregnancy skin changes are common - so not surprisingly, pregnant women often come to me with questions about skin care. Trying to find the answers led me to think of developing a product range that is gentle, safe and pure enough to recommend - and where I know exactly what the ingredients are and can be assured that they are of the best quality.

The women I work with are especially concerned to use natural plant based products for themselves and their babies. After seeing the amazing results of aromatherapy massage in our pregnancy clinic, I am became passionate about basing the range on the purest essential oils, naturally active materials and herbal extracts.

Why you need to protect and look after your skin?

Your skin is amazing. It's your body's largest organ and is like a washable waterproof coat. It protects your body, helps to regulate your temperature and eliminates waste. It is continually regenerating itself as new cells develop and old cells on the surface shed. It is also exposed to the environment more than any other organ. In pregnancy, the skin on your breasts and especially your belly is also subject to extraordinary stretching.

In an ideal environment a naturally clear, glowing, self lubricating skin in pregnancy is normal. However in today's world, you and your baby are exposed, like everyone, to a barrage of environmental hazards - from too much or too little sun exposure to pollution and traffic fumes, central heating, air conditioning and VDU screens.

In addition to this, dehydration is a hidden but very common health hazard. Very few people drink enough water - although our bodies need this life-giving fluid continuously to cleanse and purify our cells and to help our organs, including the skin, to do their work.

Can I use essential oils in pregnancy?

Essential oils are very concentrated and powerful and must be used with caution. They can have potent effects and not all are suitable for use in pregnancy or for new mothers and babies. Unless you are a trained aromatherapist, you are not advised to blend your own oils. Our blends have been carefully selected by trained and experienced experts in this area and approved by a specialist consultant.

How beneficial and effective are the oils?

Depending on the blend - the ingredients have been specifically selected for their relaxing, regenerative, soothing, nurturing, uplifting, euphoric, comforting, or antibacterial properties. They are renowned for their effectiveness and appreciated for their heavenly smell.

Do your creams, lotions and gel really work?

Active Birth Skincare products genuinely contain 100% of the goodness that nature intended with a rich blend of herbal and vegetable extracts and naturally active ingredients. These have been selected because they have been shown to moisturise and protect from environmental pollution, as well as enhancing the skin's natural ability to regenerate.

Women who use our famous Ultra Rich Anti-Stretch-mark Cream and Nipple Care Cream frequently comment that the effects are truly remarkable. Our oils are exceptionally rich and the organic essential oils much more effective than you will find in most blends.

Nappy Gel is simply indispensable to new mothers and is delightfully cooling and mildly antiseptic. Our fragrance free baby skincare products are the gentlest and purest available. From the feedback our customers give us, we know that they are remarkably effective and that noticeable results are delivered in days.



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