

As a natural health care practitioner of many years, I have become increasingly aware of the gradual decline in the health and wellbeing of the people I meet in my practice. With the cancer rate as high as 1 in 3, could it be possible that the ingredients contained in your shampoo, toothpaste and face creams are actually contributing to this problem?'

Report by Peter Arnsworth

found in commonly used shampoos, conditioners, toothpastes, lotions, sun creams and bubblebaths plus everyday cleaning and household products. It is now believed that when these chemicals interact with other ingredients and substances, and enter our bodies through daily use, via the skin and mucus membranes, they can have a serious effect on our health by gradual poisoning and can create an increased risk of severe health problems. The question I pose is: "Why are these ingredients being used in personal care products?"

Uncovering the truth

Research in Germany, Japan and the US has found that many ingredients commonly used in shampoos, toothpastes, skin cream and other personal care items may be linked to liver, lung, heart and brain damage as well as premature baldness, cataract formation, cancers, contact dermatitis and possible eye damage in young children. Most of us have no idea what many of the products we use everyday in good faith, are doing to us. In *The Safe Shoppers Bible*, written by Dr. Samuel Epstein MD and David Steinman, it states that in 1990 there were 38 000 cosmetic related injuries that required medical treatment in the US alone. Dr. Epstein is chairman of the Cancer Prevention Coalition and is an internationally recognised authority on the toxic and carcinogenic effects of ingredients and



The polluted world in which we now live, the quality of the food we eat and the lifestyles we adopt, are naturally, considerable factors in the ultimate state of our health. However, it has become clear to me that we are significantly affecting our state of health, and ultimately our life span by our increasing contact with chemicals which our bodies are unable to effectively manage. Not only are our foods significantly depleted of essential nutrients, we now bombard our bodies with an arsenal of unnatural elements contained in the cosmetics and personal care products we use each and every day of our lives.

The word cancer has become one of the most feared words in society today. It is believed that at this very moment, one third of us has cancer at different stages of development and in the next 20 years it is expected that this figure will rise to one in two.

Potentially harsh toxic chemical and cancer causing agents are invading our lives through the ingredients we believe are safe in daily consumable items. Many of these are often



contaminants in consumer products, cosmetics, personal and skincare as well as household products. Information on these damaging chemicals has been available for several years but is not widely known among the medical profession, let alone the general public. Scientific health information can take approximately 20 years to become general knowledge – much damage can be done in that time, and we need to prevent the potential damage to our health from such chemicals before ill health occurs.

So what are some of the most potentially harmful ingredients that we should be aware of? There is a great deal of debate and concern expressed by health conscious professionals about an ingredient which is found in about 90 per cent of all commercial shampoos (often top of the ingredients list!), toothpastes, body and shaving gels and bubblebaths. It is called *Sodium lauryl sulphate*, also known as SLS, SDS and many other names. There is also *Sodium laureth sulphate* (SLES) with which dioxins can be created, these are some of the most potentially dangerous carcinogens in the world.

SLS is very inexpensive and, when mixed with common salt, is used as a foaming agent. Apart from the possible carcinogenic effects of SLS, it is also highly corrosive, and in the industrial world, is used in garage floor cleaners, engine de-greasers, car wash soaps, etc. Many studies have been undertaken highlighting the potentially damaging effects of this chemical. One such study reported in *The Journal of the American College of Toxicology*; Vol. 2, No. 7, 1983 indicated that SLS can damage the immune system; causing separation of skin layers and inflammation of the skin.

The journal also states that SLS is routinely used in clinical studies to irritate skin tissue, it corrodes hair follicles and can impair the ability to grow hair!

Another chemical which is in many personal care products and which is just as potentially harmful is *Propylene glycol* (also known under many different names) called a humectant in cosmetics, it is a mineral oil and is used in hydraulic fluid and industrial anti-freeze. The manufacturer's safety data sheets states that it

is a strong skin irritant, is implicated in contact dermatitis, kidney damage and liver abnormalities; can inhibit cell growth in human tests and can damage membranes causing rashes, dry skin and surface damage, it may also cause eye irritation. Exposure can cause gastro-intestinal disturbances, nausea, headache and vomiting. Amazingly, it is used in many skin creams and lotions including sun-protection creams and in baby wipes. Again like SLS and SLES, there have been many clinical tests to highlight the potential health risks associated with this chemical. These include one by *The American Academy of Dermatologists Inc*, Jan 1991 which states that '*Propylene glycol* causes significant numbers of reactions and is a primary irritant to the skin in low levels of concentrations'.

So why is it used in cosmetics? Firstly, it is very inexpensive and it has the effect of giving creams and lotion a 'glide' when applied to the skin. Being a mineral oil, applying a cream with Propylene glycol in it, and the above health hazards aside, will in my opinion, create an oily film over the skin to lock in moisture, toxins and wastes, and hinder normal skin respiration thus ageing the skin prematurely.

Scrub up

We also need to pay attention to the potentially harmful impact of chemicals found in household and salon cleaning products. One of the most common, and found in many spray surface and floor cleaning products, is *Ethylene glycol monobutyl ether*, which can cause potential liver and kidney damage as well as eye, nose and throat irritation and is readily absorbed through the skin. The potentially dangerous effects of this chemical are much more powerful when mixed with water – exactly what we do when cleaning!

I believe that with the long-term ingestion of chemicals such as these and others found in many household and cosmetic products, our body's immune system starts to breakdown as it has to work under ever-increasing pressure just to maintain a basic level of health. We become more tired and more susceptible to viral infections and further contamination from



Examples of the safe ingredients used in Neways products include:

Super Oxide Dimutase (SOD)

A superior antioxidant available for the skin.

Yeast cell extract

A powerful wrinkle appearance improver which can provide dynamic results on eye bag and line appearance

Cross-linked elastin of low-molecular-weight (i.e. desmosine and iso-desmosine)

All wrinkled skin is deficient in these ingredients and they are used in Neways formulas to help improve the flexibility, softness, elasticity and beauty of wrinkled skin

Rose hip oil

This beneficial oil contains a greater variety of exotic and spectacular components that can be found in any other ingredients of this nature. It replenishes lipids in the skin, with an array of essential, highly needed elements

Polysorbate 60 & 80

Powerful emulsifier for sebum in hair follicles and grease accumulations

Theophyllinate alginate, ethiodized oil, TEA hydroiodide, lactoyl methylsilanol

All four ingredients can be effective for smoothing and softening skin where cellulite is present. Lumps and bumps feel much smoother and look more slender.

the poisons prevalent within our environment. It is imperative to our own health, and to our family's, that we start to reduce the impact of the toxicity we are currently experiencing.

Supplements to aid health

Another line of defence which we must consider to help lessen the effect of the chemicals we are exposed to and for which, in my experience, our bodies are dramatically deficient in, is the need for adequate and efficient supplementation of minerals, vitamins and antioxidants. The foods we eat are no longer supplying us with our daily mineral needs, due primarily to extensive depletion of our soils. Also, our body's defence mechanisms are being attacked daily by environmental irritants, toxins and free radicals which break down healthy human tissue. To neutralise free radical action, our body produces antioxidants, but over time the levels of these antioxidants reduces dramatically. As we grow older we begin to show effects of our decreasing supply of antioxidants through

aches and pains, loss of energy, stiff joints and many other debilitating conditions. My experience has proved that effective supplementation of minerals, vitamins and antioxidants is essential for optimum health and avoidance of disease.

Reducing chemical exposure

It is clearly time for us all, both as individuals and responsible professionals, to take a more proactive step towards reducing chemical exposure to ourselves and our clients and give our body the additional support it requires. Products are now available based on more recent scientific developments and one company, which is pioneering this ethical approach towards toxic-free skin, hair and beauty products as well as superior nutritional supplements, is Neways International. In the publication *Unreasonable Risk* by Dr Epstein, a publication concerned with toxic ingredients in cosmetic and personal care products, it states, 'Neways has emerged as one of the very few successful marketers of safe cosmetics and personal care products and as a leading proponent of product safety'.

Neways for safe living

I use Neways products personally and recommend them extensively to my clients. The changes which occur can be quite profound. One client with a life-long eczema condition, experienced significant improvement after only six weeks of changing her personal care products and supplementing her diet with Neways' colloidal minerals and vitamins. Neways was founded by Tom and Dee Mower in 1992 and has distributors in 40 countries. In its early years, Neways soon became well known as an innovator in the personal care and cosmetics industry. Neways' mission was to produce products with no harmful ingredients. Since those days Neways has been expanded to include products that feed the body with superior nutrition. The new lines include such items as highly effective herbal and mineral supplements, aromatherapy and fitness products (used by the British Olympic rowing team and by many top athletes).



In an increasingly environmentally conscious world, Neways strives to create healthy product alternatives and provide viable financial opportunities for its distributors worldwide. It does not test its products on animals. Neways has embraced a philosophy of 'researching the research' to formulate top quality products that other companies may believe are too difficult and too expensive to produce and distribute.

In my role as a health practitioner, I am constantly faced with many health problems. The causes are many and varied and need to be addressed through all aspects of our lives. With the increasing range of 'healthy' goods, remedies and products on the market, it is essential that we identify and employ the best and most effective that we can obtain. My experience and investigations have convinced me of the effectiveness of the Neways products through the company's policy of acquiring the safest ingredients and its utilisation of breakthrough technologies currently available in consumer products and personal health science.

It is quite clear that we now have the opinion available to us for safer beauty and optimum health – the choice is ours!

Chemicals used in cosmetics which are producing concern and debate in the health and scientific communities include:

Talc

Routine application of talc in the genital area is associated with three to four times increased risk of ovarian cancer according to 'The University of California, Berkeley Wellness Letter' April 1993 v9n7p1(2)

Alcohol

Commonly used in mouthwashes and acts as a solvent in the mouth making tissues more vulnerable to carcinogens

Formaldehyde

A highly toxic, carcinogen. Formaldehyde is a colourless gas that is an irritant and potential carcinogen when combined with water. It is also used as a disinfectant, fixative or preservative and is found in many cosmetic products and conventional nailcare systems

Lanolin

A fatty substance extracted from wool, which is frequently found in cosmetics and lotions. Lanolin is a common skin sensitiser that can cause allergic reactions, such as skin rashes.

Alpha hydroxy acid

Skincare products containing AHAs exfoliate not only damaged skin cells, but the skin's protective barrier as well. Long-term skin damage may result from its use.

Fluoride

Commonly used in many toothpastes to help prevent cavities, but fluoride is extremely controversial and has for years now been linked to a variety of potential health problems.

Aluminium

Used in anti-perspirants, antacids and antiseptics and according to The World Health Organization (WHO) there is a suspected link between Alzheimer's disease and the toxicity of aluminium

Be An Ethical Shopper

Now YOU can make a real difference to the world when you purchase Neways products Neways will donate a percentage of its profits to humanitarian aid: saving the rainforest, reforestation destroyed land and setting up self sufficiency projects in the Third World.



Some of the Potentially harmful ingredients commonly used by the personal care industry:

Alcohol

A colourless, volatile, flammable liquid produced by the fermentation of yeast and carbohydrates. Alcohol is used frequently as a solvent and is also found in beverages and medicine. As an ingredient in ingestible products, alcohol may cause body tissues to be more vulnerable to carcinogens. Mouthwashes with an alcohol content of 25% or more have been implicated in mouth, tongue and throat cancers.

Alpha Hydroxy Acid

An organic acid produced by anaerobic respiration. Skin care products containing AHA exfoliate not only damage skin cells, but the skin's protective barrier as well. Long term skin damage may result from its use.

Aluminium

A metallic element used extensively in the manufacture of aircraft components, prosthetic devices and as an ingredient in antiperspirants, antacids and antiseptics. Aluminium has been linked to Alzheimer's disease.

Animal Fat (Tallow)

A type of animal tissue made up of oily solids or semisolids that are water-insoluble esters of glycerol with fatty acids. Animal fats and lye are the chief ingredients in a bar of soap; a cleaning and emulsifying product that may act as a breeding ground for bacteria.

Bentonite

A porous clay that expands to many times its dry volume as it absorbs water. Bentonite, commonly found in many cosmetic foundations, may clog pores and suffocate the skin.

Collagen

An insoluble fibrous protein that is too large to penetrate the skin. The collagen found in most skin care products is derived from animal skins and ground up chicken feet. This ingredient forms a layer of film that may suffocate the skin.

Dioxins

A potentially carcinogenic by-product that results from the process used to bleach paper at paper mills. Dioxin treated containers sometimes transfer dioxins to the product itself.

Elastin of High-molecular Weight

A protein similar to collagen that is the main component of elastic fibres. Elastin is also derived from animal sources. Its effect on the skin is similar to collagen.

Fluorocarbons

A colourless, non-flammable gas or liquid that can produce mild upper respiratory tract irritation. Fluorocarbons are commonly used as a propellant in hairsprays.

Formaldehyde

A toxic, colourless gas that is an irritant and carcinogen. When combined with water, formaldehyde is used as a disinfectant, fixative or preservative. Formaldehyde is found in many cosmetic products and conventional nail care systems.

Glycerin

A syrupy liquid that is chemically produced by combining water and fat. Glycerin is used as a solvent and plasticiser. Unless the humidity of air is over 65%, glycerin draws moisture from the lower layers of the skin and holds it on surface, which dries the skin from the inside out.

Kaolin

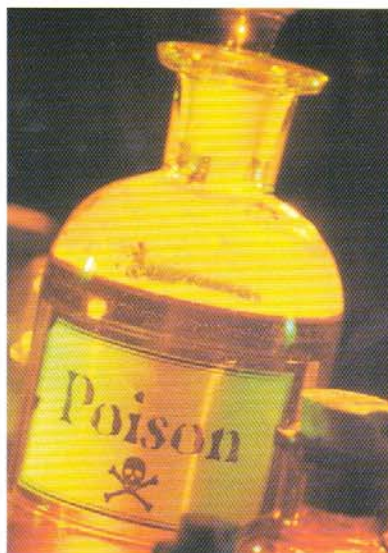
A fine white clay used in making porcelain. Like bentonite, kaolin smothers and weakens the skin.

Lanolin

A fatty substance extracted from wool, which is frequently found in cosmetics and lotions. Lanolin is a common skin sensitiser that can cause allergic reactions, such as skin rashes.

Lye

A highly concentrated watery solution of sodium hydroxide or potassium hydroxide. Lye is combined with animal fats to make bars of soap, which may corrode and dry out the skin.



Mineral Oil

A derivative of crude oil (petroleum) that is used industrially as a cutting fluid and lubricating oil. Mineral oil forms an oily film over the skin to lock in moisture, toxins and wastes, but hinders normal skin respiration by keeping oxygen out.

Petrolatum

A petroleum based grease that is used industrially as a grease component. Petrolatum exhibits many of the same potentially harmful properties as mineral oil.

Propylene Glycol

A cosmetic form of mineral oil found in automatic brake and hydraulic fluid and industrial antifreeze. In skin and hair products, propylene works as a humectant, which is a substance that retains the moisture content of skin or cosmetic products by preventing the escape of moisture or water. Material Safety Data Sheets (MSDS) warns users to avoid skin contact with propylene glycol as this strong skin irritant can cause liver abnormalities and kidney damage.

Sodium Lauryl Sulphate (SLS)

Harsh detergents and wetting agents used in garage floor cleaners, engine degreasers and auto cleaning products. SLS is well-known in the scientific community as a common skin irritant. It is rapidly absorbed and retained in the eyes, brain, heart and liver, which may result in harmful long-term effects. SLS could retard healing, cause cataracts in adults, and prevent children's eyes from developing properly.

Sodium Laureth Sulphate (SLES)

SLES is the alcohol form (ethoxylated) of SLS. It is slightly less irritating than SLS, but may cause more drying. Both SLS and SLES may cause potentially carcinogenic formations of nitrates and dioxins to form in shampoos and cleansers by reacting with other ingredients. Large amounts of nitrates may enter the blood system from just one shampooing.

Talc

A soft grey-green mineral used in some personal hygiene and cosmetic products. Inhaling talc may be harmful as this substance is recognised as a potential carcinogen.

THE NEXT STEP TO TAKE.

Switch to Neways' products and make your home a safer place.

Take the bathroom test and see if you are using any of the potentially harmful products listed above, in your daily hygiene routine. If so, we recommend that you immediately call the person who gave you this Special Report.

You can switch to safer healthier products formulated by Neways, a company with a conscience, using the best of science and the best of nature to help you stay healthy and turn back your biological clock.

Convert your Bathroom pack

- Ultimate/Silken Shampoo
- Exuberance Conditioner
- Radiance Toothpaste
- Eliminator mouthwash
- Refresh Shower Gel
- Close Shave Gel
- Subdue Deodorant

Products endorsed by Dr Samuel Epstein, Chairman of the Cancer Prevention Coalition

To order safe products contact:

