



Toxic Ingredients or Toxic Tales?

Tiffany Lauren Skincare, September 18, 2006

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If you have an interest in the safety of the ingredients in your cosmetics, you've most likely read concerns about sulfates, phthalates and parabens. Unless you have a working knowledge of toxicology, it's hard to separate fact from fiction when it comes to these three ingredients

PR9.NET September 18, 2006 - NY, NY - Without a doubt some of the most used ingredient groups in cosmetics. So we did some checking and here's what we have to report:

SULFATES are the strongest and most efficient oil-dissolvers of the entire surfactant family. These ingredients not only make your products foamy, they firmly bond with oils on the skin and whisk them away when water comes along. They're inexpensive and hard to replace, and doing so not only drives up the cost of the product, it lowers the amount and quality of foam when cleansing the face and body.

Nevertheless, many people now object to the use of sulfates in their products. These ingredients are so strong, they can dissolve barrier lipids in the skin's surface, creating the familiar "tight skin" some people associate with a truly clean complexion. But tightness isn't a sign of clean, fresh skin. It's a warning skin's protective barrier has been damaged. Dryness, ashiness, flaking and a tendency to irritation are the unwanted results. Users think they need a stronger moisturizer, but in reality they need a gentler cleanser.

So we've removed the worst offenders from Tiffany Lauren Skincare cleansers, washes and polishes. We no longer use sodium lauryl sulfate, sodium laureth sulfate, ammonium lauryl sulfate or ammonium laureth sulfate. In fact, we don't use any sulfates, with the exception of our two most popular facial cleansers (to Panthenol Cleanser and Skin Prep Cleanser). Both feature sodium trideceth sulfate. One of the gentlest cleansers in the sulfate family, it still provides great foam but won't leave skin feeling tight or dry.

In place of sulfates, our chemists have developed a variety of cleansing systems - many of which are derived in part or totally from plants - to gently foam and deeply clean even the most sensitive complexion. Skin will feel clean and comfy, not irritated or crying out for a slathering of super-rich moisturizer.

To learn more about sulfates, visit www.gifts-flowers-giftbaskets.com

PHTHALATES. Pronounced f-th-al-ates (tip: push out the "f" and "th" real fast, like they're one sound) some scientists are concerned these ingredients may be linked to birth defects in babies. While most chemists doubt this is the case, it's an easy matter to remove them from our products, so why not? You don't need the headache, and, as always, we'd rather err on the side of caution (which is the side we normally err on, just in case you're wondering). By the way, phthalates are used in fragrances and essential oils to make them more compatible with other ingredients in a formulation. But Tiffany Lauren Skincare found another way to do that, so if you've used our products before, you won't even notice they're gone.

PARABENS. In the past few years, consumers have started to question the safety of parabens in their skin and body care. While cosmetic regulatory agencies in the United States, Japan, Australia and the European Union, as well as all respected researchers studying this issue, have stated parabens are safe as used in cosmetics, we know you don't need the objections - especially when the products are wearing your brand name. So we're taking them out. Period.

Oh, one more thing: even without parabens, your Tiffany Lauren skin and body care will still be guaranteed fresh for one year from the date we ship to you. OK, now you can breathe easy again.

To learn more about parabens, visit www.gifts-flowers-giftbaskets.com

For more information, contact Dianne Weinberg at 845 978 9603 or visit: <http://www.gifts-flowers-giftbaskets.com/index.cfm/Tiffany%5FLauren%5FNatural%5FSkin%5FCare> Companies looking to sell Tiffany Lauren should contact Dianne Weinberg at the number listed above

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About Tiffany Lauren Skincare

Tiffany Lauren Skincare specializes in providing high performance professional skin and body care products for retailers and internet drop shippers.

Tiffany Lauren has over 100 ready-to-wear formulas to treat a wide-range of skin types and conditions, and offers easy-to-use skin systems. Let us help lead you on the path to building a successful business, or increasing profits on the one you have.

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