



GREEN PEOPLE
Organic Lifestyle

organic
skin care
natural
hair care
for all the family





GREEN PEOPLE – ORGANIC LIFESTYLE

Best Organic Range!

- Green People – the UK's most successful Organic Cosmetic Company in 2010
- Winners of Best Organic Range
- Best Cellulite Zapper
- Best (and only) Organic Self Tan
- Won over 30 awards in the last two years



AWARD WINNING PRODUCTS





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Company ethos

- Highly effective products made from 100% natural, certified organic and fairly traded ingredients
- Suitable for sensitive skin, eczema and psoriasis
- Tested on human volunteers – never on animals
- Suitable for vegetarians and vegans
- 10% of net profit donated to charity





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Charities we have supported



Lions Clubs International

npwa



SAMANTHA DICKSON
BRAIN TUMOUR TRUST



Penny Brohn
Cancer Care





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Why it all began...

- Charlotte's daughter Sandra had eczema and allergies by the age of two
- A nursing and pharmaceutical background told Charlotte that conventional medicine (steroids) wouldn't help
- Realised that we are all exposed to a wide range of toxic chemicals every day
- This exposure causes a build-up of toxins in the body, leading to other illnesses





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Did you know...

- More than 150,000 synthetic chemicals in regular use
- We can absorb up to 60% of a substance when it is applied to our skin
- Substances absorbed through the skin bypass the liver, unlike those that we consume orally
- Many of these chemicals are known to be harmful in isolation
- 'Cocktail- effect' - no-one knows how toxic these chemicals are in combinations





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Did you know...

- Almost all 'natural' personal care products contain synthetic chemicals
- Products containing less than 1% of natural and organic ingredients can legally be described as 'Natural' or 'Organic'
- It is estimated that over 100,000 tonnes of man-made chemicals are used in 'natural' and 'organic' cosmetic products every year





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Setting the standard

- To offer safe, gentle and effective products using truly natural and organic ingredients
- Avoid using ingredients which are known to be irritating to the skin or harmful to the environment
- We use ingredients that are ethically sourced and which support third-world communities
- Over 100 products certified organic by Soil Association, Organic Food Federation or EcoCert





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Definitions

- **Natural** – may contain less than 1% of ingredients from natural sources
- **Organic** – may contain less than 1% of ingredients from natural and organic sources or can mean carbon-containing – includes many synthetic ingredients and petrochemicals
- **Certified Organic** – made from plant materials grown without the use of artificial fertilisers and pesticides. Controlled by independent certification bodies like Organic Food Federation, Soil Association and EcoCert





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Ingredients we don't use

Green People avoid using these ingredients

- **Sodium lauryl sulfate (SLS)**
- Sources of 1,4-Dioxane -
- Sodium laureth sulphate
- Polyethylene glycol (PEG)
- DEA or TEA
- **Ethyl alcohol (Ethanol)**
- Propylene glycol
- Cosmetic lanolin
- **Phthalates**
- **Petrochemicals**
- **Parabens**
- PABA sunscreens
- **Synthetic colours**
- **Synthetic fragrances**





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Sodium lauryl sulfate (SLS)

- Foaming agent added to produce bubbles
- Known skin irritant used in shampoos, shower gels and toothpastes
- Repeated exposure can lead to skin sensitisation, dry itchy skin/scalp and mouth ulcers





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Ethyl alcohol / Ethanol

- Solvent that has a drying and sensitising effect on the skin
- Dissolves the fats that form the protective lipid layer on the surface of the skin
- Can also transport otherwise inert substances across the skin/blood barrier and into the body
- Used by some companies at levels >12% for its preservative effect





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Phthalates

- Plasticiser used in cosmetics and some plastic packaging to stop them becoming hard and rigid
- Known to adversely affect the central nervous system particularly when it is developing
- Can affect hormone levels and have been shown to cause female traits in male animals
- Exposure to phthalates is also linked to increasing reports of allergies in children





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Petrochemicals

- From crude oil (fossil fuels) e.g. petroleum jelly, paraffin wax and silicones - not sustainable!
- Used in skin and hair care for initial 'skin feel' and water resistance
- Long-term usage - pore-clogging and skin drying as Petrochemicals have little or no affinity to human skin
- Often contaminated with impurities known to cause irritation and eczema
- Like wrapping skin in cling-film!





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Parabens

- Range of 5 or 6 compounds commonly used as preservatives in cosmetics - found in up to 90% of cosmetics
- Parabens have weak oestrogenic activity, especially when absorbed through the skin directly into the bloodstream
- Research has shown that cancerous breast tissue has higher levels of parabens than healthy breast tissue





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Synthetic Colours & fragrances

- **Synthetic colours** – most common ones are azo-dyes and these are strongly irritant to the skin, especially eyelids, lips and mucous membranes
- **Synthetic fragrances** are the most common cause of all skin reactions and sensitivities. Often listed as 'Parfum' or 'Fragrance' in ingredient lists
- Evidence shows that both synthetic colours and fragrances are readily absorbed through the skin





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Ingredients we do use

Our products are based on the following

- Organic herbal infusions
- Organic aloe vera
- Organic plant oils –
 - Shea Butter
 - Rosehip
 - Sunflower
 - Hemp
 - Cocoa Butter
 - Coconut, etc
- Organic plant extracts
- Organic glycerin
- Natural emulsifiers
- Natural foaming agents
- Organic essential oils
- Natural antioxidants
- Food grade preservatives

An increasing number of our plant ingredients are Fairly Traded and support local communities



What makes Green People special?



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'High Street' Cleanser

Water

Mineral oils, Silicones,
Vegetable oils

Synthetic/Plant
Emulsifiers

Synthetic Colours &
Fragrances

Preservatives,
Parabens

0.5 – 6.0%
Active Ingredients

Green People Cleanser

Organic Aloe Vera

15x more expensive

Organic Plant oils

Up to 20x more
expensive

Plant Emulsifiers

4x more expensive

Organic extracts and
essential oils

Up to 20x more
expensive

Additives permitted in
organic products

>90%
Certified Organic Active
Ingredients





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Why buy Green People products?

- Superb value for money – a little goes a long way
- Highest quality products at affordable prices
- Products that truly benefit the skin
- Organic, fairly traded and pure natural ingredients
- Recyclable packaging
- No animal ingredients and not tested on animals
- Award winning range loved by all!





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Who buys Green People products?

- Everyone who wants healthy skin and hair
- People with allergies such as eczema and dermatitis
- People wanting to avoid toxins and synthetic chemicals
- People with prickly heat, itchy skin and scalps
- Mums who want to give their child the best start in life

