

# China – Huge Market for Natural Skin Care Products

*Written by Carole Goldsmith*

The first shipment of Body & Health Essentials Pty Ltd skin care and health care products <http://www.bodyandhealth.com.au/ENG/index.html> is heading to China this month. Director, Richard Lee believes China will be his company's largest market in the future, but it will require time, patience and investment. "Our current premium market in Asia is Thailand and we also export to Hong Kong", he added.

Body & Health Essentials is the first Australian company to provide a high quality skin care range formulated with pearl protein complex and pure Australian Lanolin. These are combined with other natural ingredients including essential oils and plant extracts.



Speaking on the benefits to the skin of lanolin and pearl protein, Richard explained, "Lanolin derived from sheep's wool, has remarkable skin softening properties. Absorbed by the skin, lanolin reduces excessive moisture loss, thus restoring softness and elasticity, especially to dry skin."

Pearl protein complex, extracted from genuine pearls, manufactured and tested in a German laboratory with certification, is a potent anti oxidant, that can reduce wrinkles and help restore skin suppleness and softness”. He said that both ingredients are highly prized by Asian consumers.

Body and Health Essentials range of anti-aging products such as Vitamin C Serum Plus, Q10 Serum Plus and Placenta Cream Plus are extremely popular in Thailand and Hong Kong. Richard expects that they will sell well in China too.

Among the company’s health care range of capsules and oils are sheep and baby sheep placenta (higher in potency than the sheep product). Richard advised that sheep placenta is a rich source of nutrients containing essential amino acids and active protein. This has many health benefits such as anti-aging, skin revitalising and boosting the immune system.

When asked about the beauty trends in China and other parts of Asia, Richard explained, “ Anti-aging and whitening products will always be popular in Asia, but consumers are shifting to natural and organic ingredients in these products. There is a growing demand for premium high end skin care and health food goods.”

## Sasy and Savy – Taking on the World

*Written by Carole Goldsmith*

Samea Maakrun speaks excitedly about the global expansion of her Australian natural skin care and well – being products. The Managing Director and owner of Australian company Sasy n Savy Pty Ltd

<http://www.sasynsavy.com.au/> , has just returned from a very successful

product promotion trip in Japan and Korea. The company's major export markets are Asia and the Middle East.

Proudly displaying her company's product range, Samea explains "Our skin care products are all enriched with native Australian herb and flower extracts, which are high in vitamins, antioxidants and nutrients, vital for healthy skin growth".

The five key ingredients are; Kakadu plum, rich in Vitamin C, Bearberry leaf, acts as a strong anti - oxidant, wild Rosella flower, high in natural protein and nutrients to revive skin and Australian essential oils.



Samea reveals that Japan is their best market in Asia. "What is really big in Japan now are the collagen cafes run by Japanese cosmetic leaders, which serve collagen drinks and collagen tablets. Our skin care products are also very popular in Japan, particularly as the Kakadu plum ingredient, stimulates skin cell growth and collagen".

"Our biggest seller across Asia is the Whitening and Brightening Intensive serum. The Bilberry and Bearberry leaf extracts in the serum whitens and brightens the skin. In duty free stores, we see Asian ladies buying multiple boxes of the product".

She added that in Japan, Korea and China, packaging product information needs to be in the language of the country. "Korea is now the number one

market for international cosmetics companies. The local Korean companies are however, making it difficult for new players to enter,” Samea advised.

Sasy n Savy’s company motto is Enjoy LIFE – Live, Inspire, Feel good and be Empowered®. Samea and her team of ten employees are certainly doing that with a passion.

## The 5-S System – Helps Prevent Skin Cancer and Sun Damage

*Written by Carole Goldsmith*

Australians love the sun and with scorching summer temperatures -- sometimes reaching over 100 ° F, -- they head for the beach. Is it any wonder that Australia has the highest rate of skin cancer in the world?

Two out of every three Australians are diagnosed with skin cancer before the age of 70. This is largely due to the hot climate generated by the country’s close proximity to the equator, the fact that many Australians have fair skin that is not well suited to such harsh temperatures, and their love of the great outdoors.

This startling 2 out of 3 figure was obtained from a report entitled “Non-melanoma Skin Cancer in Australia: 2002 national survey and trends since 1985’ written by Staples et al and published in the Medical Journal



Australia 2006.

Further research by the Australia Institute of Health and Welfare in 2008 revealed that skin cancers account for about 80% of all new cancers diagnosed each year in Australia.

To add further still to the disturbing statistics, the Cancer Council Australia reports their country has the world's highest incidence rate of melanoma – caused by Ultra Violet (UV) radiation present in sunlight – with more than 10,000 cases diagnosed annually and up to 1,250 deaths per year due to this most deadliest form of skin cancer.

Also worthy of note is skin cancer and melanoma authority Professor Bruce Armstrong's 2004 study, 'How Sun Exposure Causes Skin Cancer', in which he brings to light as much as 95% of melanoma in Australia is caused by UV rays.

Most visible signs of aging generally irreversible with cosmetic surgery – skin wrinkling, loss of elasticity, irregular pigmentation and altered skin texture – are also caused by excessive exposure to UV rays.

The good news is protecting yourself against the risk of skin cancer and sun damage can be as simple as following these 5 steps:

- slip on sun protective clothing such as a long sleeved shirt and trousers
- slop on sun screen SPF 30+broad spectrum sunscreen
- slap on a hat that covers your head, neck and ears

- seek shade whenever possible
- slide on some UV protected sunglasses

And let's not forget that skin cancer can be cured if detected early. Keep yourself in good health by making sure to keep up with the recommended self-screening and regular skin checks by a doctor or dermatologist.

For more information on melanoma see:

<http://www.cancer.org.au/aboutcancer/cancertypes/melanoma.htm>

For Sun Protection products

<http://www.cancer.org.au/cancersmartlifestyle/SunSmart/sunprotectionproducts.htm>

## Chinese Medicine – Acupuncture

*Written by Carole Goldsmith*

### Keeping Young with Chinese Medicine and Acupuncture

Beijing Chinese

Medical Centre founder

Dr Tian – Hui Xiao took

a break from his busy practice schedule in Melbourne Australia to speak to The Official Beauty Report.

The fourth generation Chinese Medicine Doctor explained that over 1000 herbs have been collected, classified, and used for treatment in Chinese



medicine. “Two examples of these herbs are Goji and Dang Gui. Goji herbs, recently made popular in Australia, have been used in China for over 1000 years. Taken for overall health and longevity, Goji is very beneficial to women nearing menopause. Dang Gui which can be consumed as food or drink nourishes blood and improves its quality.”

When using acupuncture for face, body beauty, and wellness, Dr Xiao applies very fine needles to a local point on the face to stimulate that area. He indicated that the face also connects with internal organs. The needles are applied to distal parts of the body as well, such as the legs or hands. “This helps to provide good local energy, clear toxins, and balance hormones. For beauty and relaxation we also recommend Tai Chi and Chinese therapeutic meditation, which are taught at our centre,” Dr Xiao said.

Dr Marina Christov, Chinese Medicine Doctor, spoke about facial rejuvenation in her practice at the House of Life <http://www.houseoflife.com.au/main.html> in Melbourne. “Health of the face is a reflection of the general health of the body. If you have a kidney problem, this will result in dark circles under the eyes. Well nourished and oxygenated blood will provide a healthy glow and tone to the face.”

“With facial cosmetic acupuncture, insertion of the very fine needles in the face stimulates blood circulation and promotes the removal of waste. This procedure also generates the production of collagen and forces the body to repair itself,” Dr Christov said.

“Macadamia, almond, vitamin E oils, herbal extracts, pearl powder and sea buckthorn oil are among the many ingredients used for skin care at the House of Life.”

# Organic Rosehip Skincare – Brings Roses to your Cheeks

Written by Carole Goldsmith

Admitting to being nearly 55 years of age, Nancy Evans -- developer of her own Organic Rosehip Skincare line of products -- easily looks 20 years younger. She attributes her youthful appearance to growing up on Mauritius, an island off the southeast coast of Africa, where she only used natural, chemical-free products on her skin. With the passing years, Nancy has been able to maintain her youthful glow by eating a healthy, balanced diet and using her own skincare products.



The concept for Organic Rosehip Skincare was born 16 years ago out of Nancy's desire to help cure her son's eczema. She was successful in her quest to help her son, and using her organic rosehip skin products - without petro-chemical preservatives and using her own organic preservative - his eczema soon cleared up.

Trained as a nutritionist, rosehip oil specialist, and aromatherapist, Nancy states her unique formulations of organic rosehip oil combined with organic essential oils, and plant and flower extracts are beneficial for all skin types. The organic rosehip oil has a high level of vitamin C in the form of essential fatty acids (EFAs) containing



77 percent linoleic & linolenic acids. EFAs help prevent skin tissue damage and counteract the sun's drying effect.

In addition to their Organic Rosehip Cleansing Lotion, Organic Rosehip Aromatherapy Facial Toner, and Organic Ageless Rejuvenating Face Gel, the company features several products recommended to alleviate the symptoms of eczema and psoriasis. Among them are Organic Rosehip 7 Precious Oils, Rosehip Luxurious Herbal Cream and Noni Cream.

All in all, Organic Rosehip Skincare now manufactures over 50 products including those for sensitive skin, sun care, products for men, mineral makeup, nutritional supplements and weight loss products. Nancy announced excitedly, "We also now make the first certified organic lipstick in Australia."

You can see their full line at [rosehipskincare.com](http://rosehipskincare.com). While you're there, be sure to check out their [Eczema/Psoriasis/Allergies Info Sheet](#).