



Natural
APOTHECARY



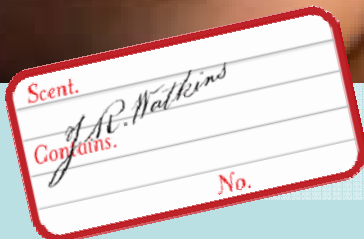
Scent. _____
Contains. *J.R. Watkins* _____
No. _____


Naturally Pure ~ Anxiety Free



Why is natural
personal care
important?

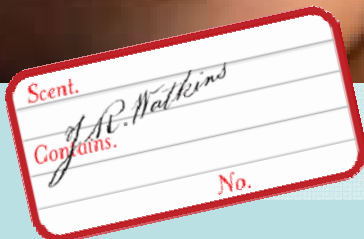
- There is a concern for the environment
 - We strive to use renewable ingredients with less impact on mother earth
- Natural products are equally as effective as non-natural products and can offer more benefits
 - Utilizing natural ingredients allows for the elimination of ingredients that can potentially cause health risks



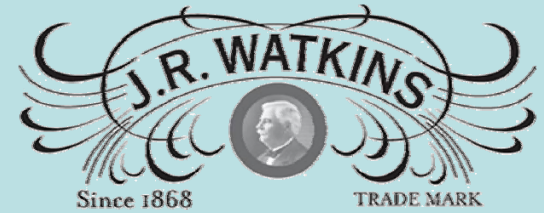


How do I know if a product is truly natural?

- Be label savvy!
 - Be leery of labels that claim 'made with natural . . .', 'contains natural . . .', 'all-natural'
 - Steer clear of products that contain parabens, chemical sunscreens, petro chemicals, propylene glycol, DEA/TEA, phthalates and more
- Begin looking for the Natural Products Association (NPA) seal
 - NPA certification of J.R. Watkins Natural Apothecary is currently in progress



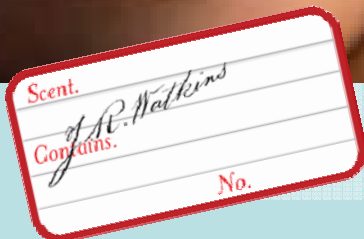
Our Freedom Code



We have made the commitment to be free of the following:

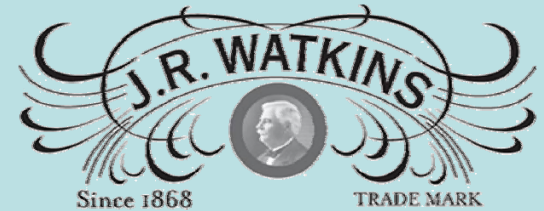
- ❑ Parabens (Methyl-, Propyl-, Ethyl-, Butyl-)
- ❑ Chemical Sunscreens (Oxybenzone/Avobenzone)
- ❑ Petro Chemicals (petrolatum, mineral oil, paraffin)
- ❑ Propylene Glycol
- ❑ Phthalates
- ❑ DEA/TEA
- ❑ Formaldehyde
- ❑ 1,4 Dioxane
- ❑ Acrylates
- ❑ Carbomer
- ❑ PVP
- ❑ Chemical Preservatives
- ❑ Silicones
- ❑ Quats
- ❑ Talc

Detailed information of
each ingredient on the
next pages!



Parabens

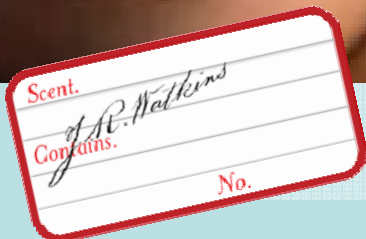
(Methyl-, Propyl-, Ethyl-, Butyl-)



Purpose: Common chemical preservative used in the cosmetic industry to lengthen the shelf life of a product.

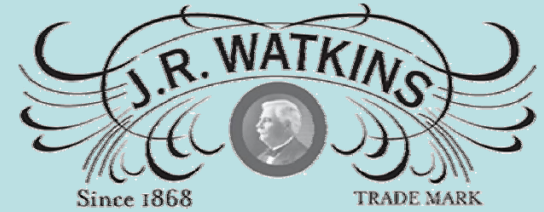
Problem: Studies suggest that this preservative may be a possible endocrine disrupter, potentially causing birth defects and certain types of cancer.

Our Alternative: We preserve our natural products with phenoxyethanol. This preservative is found in nature and can be extracted from essential sage oil.



Chemical Sunscreens

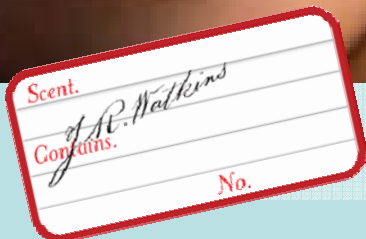
(Oxybenzone/Avobenzone)



Purpose: Synthetic sunscreens absorb ultraviolet rays, making it effective in protecting against sunburn.

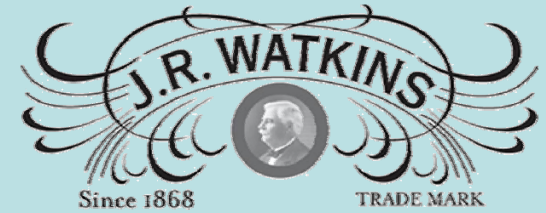
Problem: Because these sunscreens actually absorb UVA/UVB rays rather than physically blocking it out, they potentially disrupt hormone balance. Chemical sunscreens can also take up to 30 minutes to become effective.

Our Alternative: When a sunscreen or sun protection is needed we use titanium dioxide and zinc oxide. These naturally occurring minerals work to block ultraviolet rays and work immediately.



Petro Chemicals

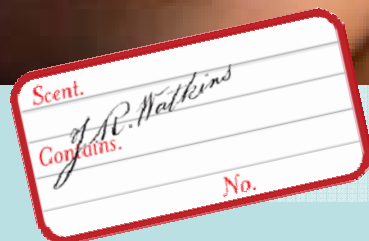
(Petrolatum, Mineral oil, Paraffin)



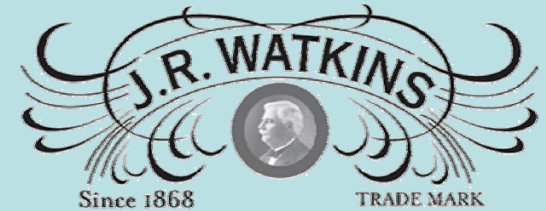
Purpose: Acts as an emollient to smooth skin.

Problem: These are non-renewable crude oil by-products with potentially dangerous impurities.

Our Alternative: We choose to replace these petro chemicals with numerous other oils and waxes. Derived from the honeycomb of bees, beeswax acts as an emulsifier and helps to prevent skin irritations and chapping. Apricot kernel oil and coconut oil also work as emulsifiers and will soften and condition skin.



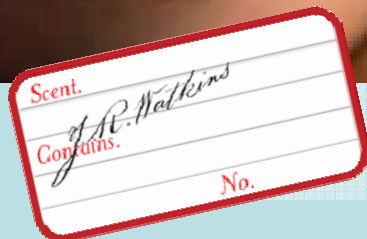
Propylene Glycol



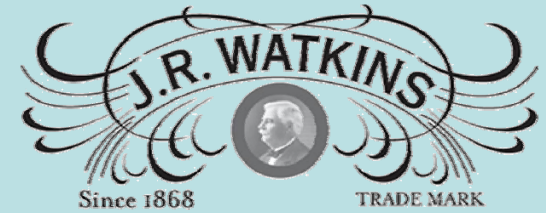
Purpose: Used in personal care products as a humectant that absorbs water from the air.

Problem: Petroleum derived synthetic chemical that can potentially draw other chemicals into the bloodstream. This ingredient is also a known skin and eye irritant that can cause allergic reactions and acne.

Our Alternative: We choose to use glycerin which is a natural humectant. This natural alternative keeps moisture in the skin and the chemicals out!



Phthalates



Purpose: A carrier used to blend liquids and oils, commonly found in fragrances.

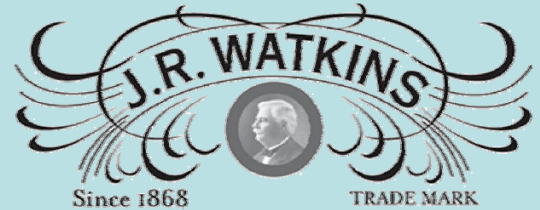
Problem: Phthalates are known irritants and potential toxins.

Our Alternative: We can assure that the fragrances used in any of our personal care items are free of phthalates.



Scent.	<i>J.R. Watkins</i>
Contains.	
No.	

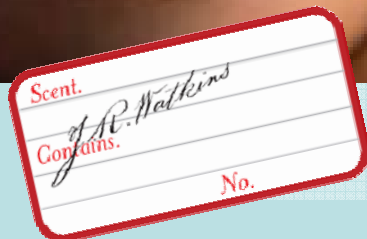
DEA/TEA (Diethanolamine/Triethanolamine)



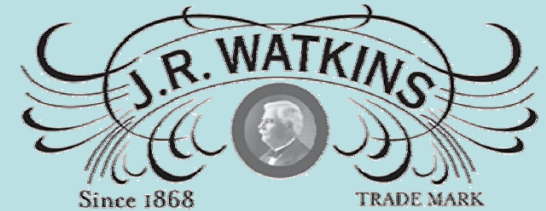
Purpose: Neutralizes compounds and adjusts pH levels.

Problem: These compounds can react with other nitrates throughout the manufacturing process. These reactions can lead to nitrosamines, which are potential carcinogens.

Our Alternative: When a pH adjuster is necessary, we use sodium hydroxide in very small amounts to maintain a balanced pH level.



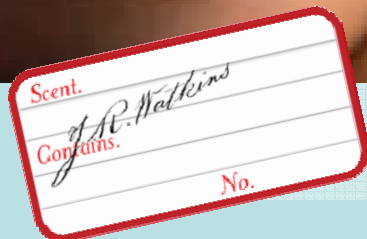
Formaldehyde



Purpose: A preservative found in numerous personal care products.

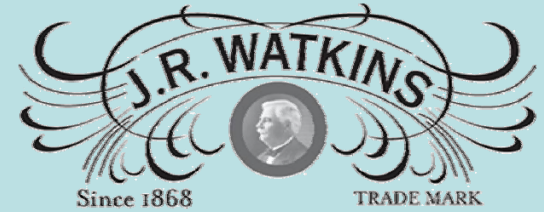
Problem: Strong skin irritant that is known to cause eye, nose & throat irritation. The EPA* has also classified this ingredient as a probable human carcinogen.

Our Alternative: Our natural products contain preservatives that don't release formaldehydes or any other harmful irritants. Among others, peppermint oil is used for its antibacterial properties.



*Environmental Protection Agency

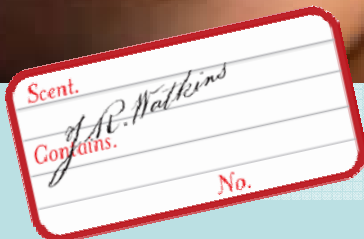
1,4 Dioxane



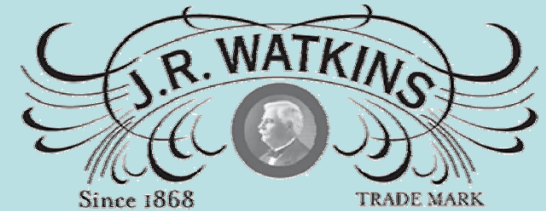
Purpose: This ingredient does not have a specific purpose, rather it's a by-product of certain manufacturing procedures.

Problem: 1,4 dioxane is a suspected carcinogen.

Our Alternative: We steer clear of any process that may produce 1,4 dioxane as a chemical by-product.



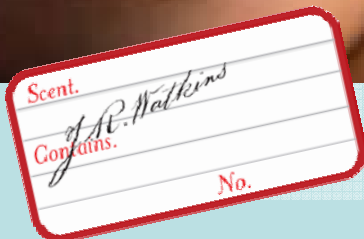
Acrylates



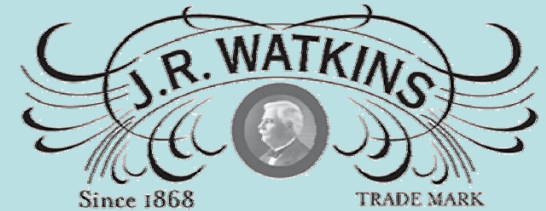
Purpose: A thickening agent that also reduces the tackiness and any feeling of greasiness.

Problem: Known to be a strong irritant.

Our Alternative: When a thickening agent is needed we use natural gums; for example guar gum and xanthan gum.



Carbomer



Purpose: Thickening agent that also acts as an emulsion stabilizer.

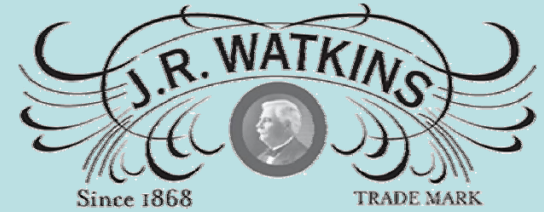
Problem: Carbomers can contain hazardous by-products.

Our Alternative: When a thickening agent is needed we use natural gums; for example guar gum and xanthan gum.



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PVP (Synthetic Polymers)



Purpose: Used as a thickener in the cosmetic industry.

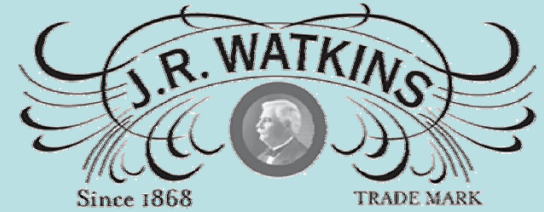
Problem: Synthetic polymers can contain hazardous by-products.

Our Alternative: When a thickening agent is needed we use natural gums; for example guar gum and xanthan gum.



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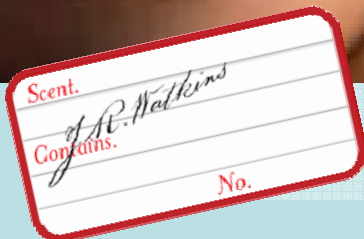
Chemical Preservatives



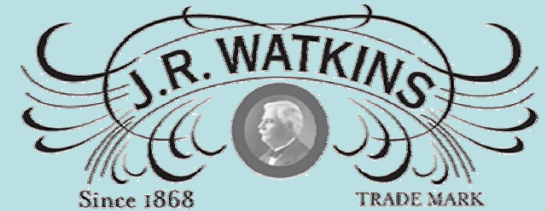
Purpose: Used in personal care products to kill any imposing bacteria.

Problem: These chemical preservatives can contain formaldehyde and some are known irritants.

Our Alternative: We choose to use natural and less irritating preservatives, for example vitamin E and some select essential oils. It has been found that vitamin E and essential oils also act as preservatives.



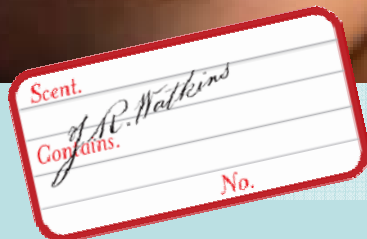
Silicones



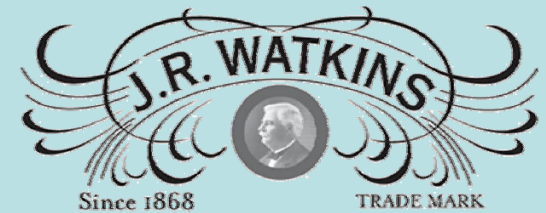
Purpose: Protect against water evaporation from the skin and provide skin with improved softness.

Problem: The manufacturing of these products can produce hazardous by-products.

Our Alternative: There are numerous oils with the same quality. We use apricot kernel oil, avocado oil, coconut oil and jojoba oil (among others) to protect skin and provide softness.



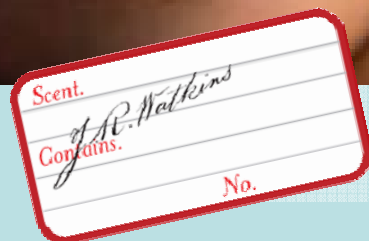
Quats



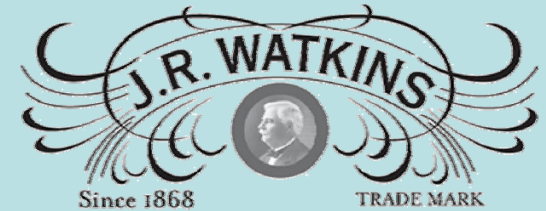
Purpose: Quats act as preservatives, as well as add a bond within conditioners.

Problem: Manufacturing of certain quats can produce hazardous by-products and are also known to be skin irritants.

Our Alternative: Our natural products use specific quats that are proven to be safe and are not hard on the skin. We verify the manufacturing of any quat used in our products and can assure that none of them contain hazardous by-products.



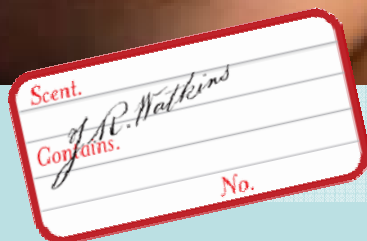
Talc



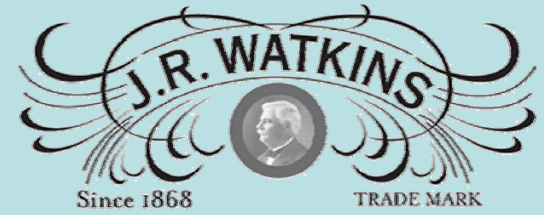
Purpose: Talc adds softness to cosmetic products and acts as an absorbent.

Problem: Talc is closely related to asbestos. Talc poses a health risk when exposed to the lungs and genital areas. Talc has been linked with lung and ovarian cancer.

Our Alternative: We use corn starch, which is 100% natural.



Our Natural Line

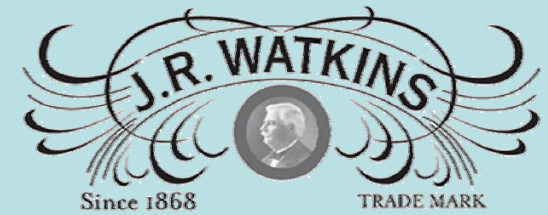


What is in our natural products?



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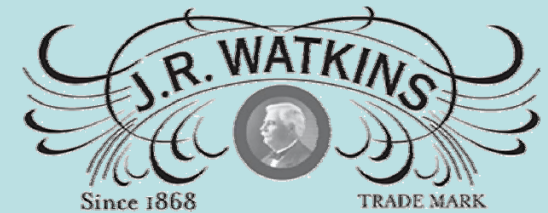
Hand & Body Lotions



- More than 10 oils and extracts, including coconut oil, avocado oil, jojoba oil, babassu oil and apricot kernel oil
- Shea and cocoa butters, which are natural fats that work to soften and condition skin
- All hand & body lotions are 99.00% natural and above
- Works to relieve chapped and dry skin
- Non-greasy formula is perfect for everyday use

Scent. _____
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Body Creams



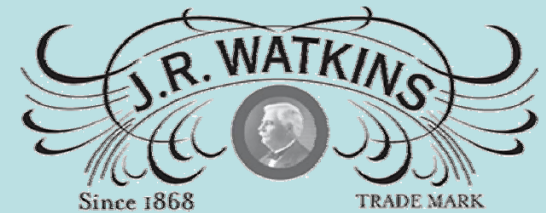
- Generous amounts of shea and cocoa butters provide the ultimate in skin protection and moisturizing
- More than 10 oils and extracts, including coconut oil, avocado oil, jojoba oil, babassu oil and apricot kernel oil
- All body creams are 97.50% natural and above
- Ideal for rough areas including heels, knees and elbows
- Rich, non-greasy formula is perfect for everyday use

Scent. *J.R. Watkins*

Contains. _____

No. _____

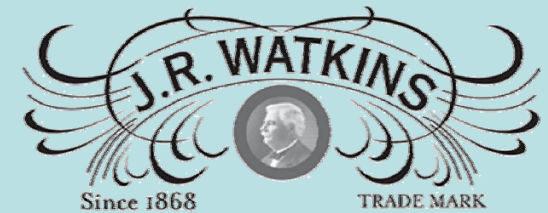
Body Oils



- Contains numerous beneficial oils, including grapeseed oil, macadamia nut oil, avocado oil and safflower oil
- Perfect for massages and cuticle care
- Use in a bath or as a total body oil
- Leaves a soft, non-greasy feel
- All body oils are 99.50% natural and above

Scent. _____
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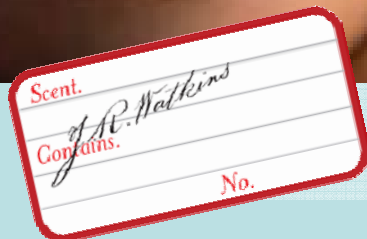
Hand & Cuticle Salves



- Formulated around a premium beeswax base
- All essences include many oils such as, canola oil, olive oil and sweet almond oil
- Provides a protective barrier from nature's harsh elements
- Ideal for dry hands and cuticles
- All hand & cuticle salves are 99.00% natural and above

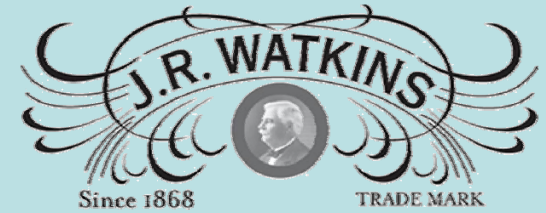
Scent. _____
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Foot Care



- Both items are 100% natural
- Contains pure peppermint oil for a tingle and aromatic burst of peppermint
- Exfoliate and moisturize dry, rough skin in two easy steps
- Both also contain shea butter to ensure your feet are as soft and conditioned as possible

Lip Balm

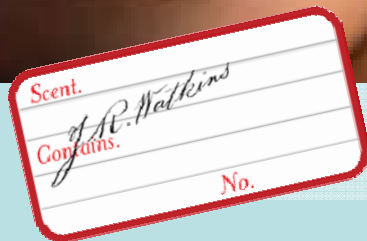
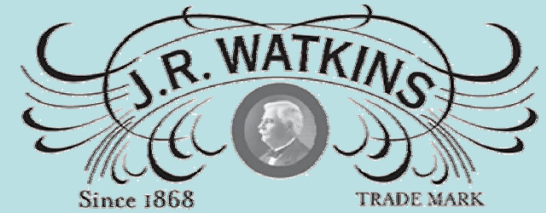


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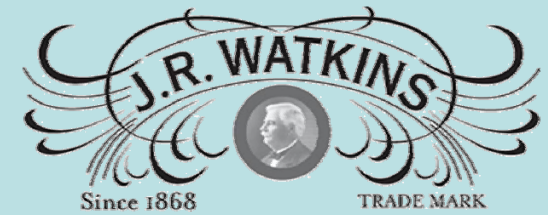
- Our lip balms are 100% natural
- Formulated around a premium beeswax base to help prevent chapping and cracking of lips
- Weatherproofing Lip Balm contains titanium dioxide to help guard lips from nature's harsh elements
- Vitamin E soothes the skin and eliminates the need for a synthetic preservative

Lip Tints



- 100% natural
- Provides your lips with all the benefits of our Natural Beeswax Lip Balm, with a tint of color!
- Each tint is formulated with pure peppermint oil, credited for its refreshing and cooling properties
- Vitamin E soothes the skin and eliminates the need for a synthetic preservative

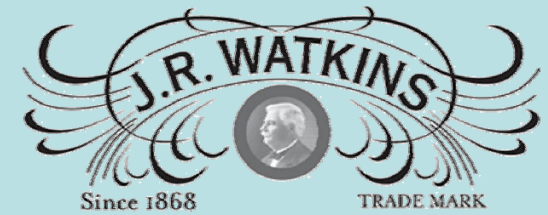
Bath Soak



- 100% natural
- Natural sea salts work to soften the skin
- Vitamin E moisturizes while you bathe
- Fragranced with essential lavender oil
- Does not contain dye

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Facial Care



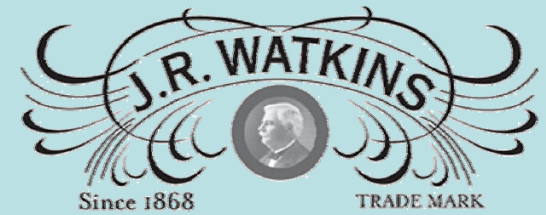
- Divine Day Cream hydrates all day with
- Natural sea salts work to soften the skin
- Vitamin E moisturizes while you bathe
- Fragranced with essential lavender oil
- Does not contain dye

Scent. *J.R. Watkins*

Contains.

No.

The End



The research and development of natural personal care products is continuous! With the continual research comes change, and Watkins is committed to providing products that are truly natural. Ultimately, we want our line to be 100% natural and that is the goal we strive towards everyday!

Thank You!

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