

MARIA
ÅKERBERG

D E E P S K I N O R G A N I C S

DERMANORD

- Founded in 1995
- Swedish family owned business
- Own brand, MARIA ÅKERBERG
- Own factory
- 22 employees



SIGNATURE

- DEEPSKIN ORGANICS
- Purity
- No intermediaries
- No unnecessary packaging
- No advertising
- No expensive final certification
- High quality products to affordable prices
- Another characteristic is the direct contact with our customers. You can always contact the manufacturer and product developer directly



ENVIRONMENT

- Both content and packaging are environmentally friendly
- No unnecessary outer packaging
- Locally produced and packaged products
- Packaging materials are made of 100 % recycled materials and dyed with white clay



PACKAGING

- Bioplastics
- All bottles 125ml, 250ml and 500ml are made of sugarcane from Brazil
- Included in our natural cycle
- Brazil's geographical location is of advantage since only small amounts of additional watering is needed
- All waste water is reused
- Filter cakes and waste water is used as fertilizers, reduces the use of synthetic fertilizers
- Bagasse is used as an energy source, it is an important part of the energy matrix

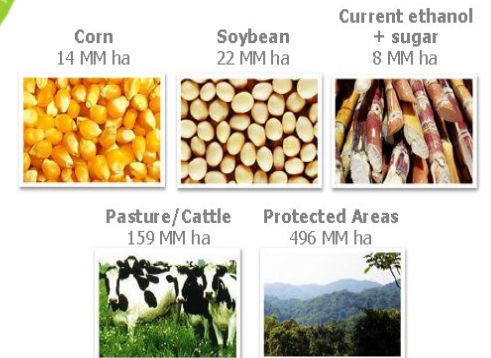
Sugarcane: No impact neither in Amazon nor in the global food equation



Sugarcane Ethanol occupies only **1,5%** of Brazilian arable area

200kty of green PE needs **0,02%** of arable lands in Brazil

Sugarcane in Brazil is cultivated mainly in the Southeast, 2,000 Km far from the Amazon Forest



Source: Censo IBGE 2006 and UNICA

Film: www.youtube.com/watch?v=m8cBwa4COiE

Info: www.braskem.com.br/site.aspx/green-products

Info: <http://www.braskem.com.br>

CONTENT IN MÅ

- Organic ingredients
- Locally produced ingredients when possible
- Vegetable oils
- Algae
- Clay
- Herbs
- Essential oils
- Plant extracts
- Mineral deposits
- Vitamins
- Always ingredients of the best quality



We exclude:

- Strong surfactants
- Dyes
- Fragrances
- Preservatives

INGREDIENTS – FROM A GENERAL PERSPECTIVE

- What does a skincare product contain?
- Why do we choose organic ingredients instead of traditional?



INGREDIENTS IN A SKINCARE PRODUCT

- Fatty Acids
- Water
- Emulsifier agents
- Thickening agents
- Surfactants
- Active ingredients
- Preservatives



TO PRODUCE AN EMULSION

- An emulsion is a mixture of two liquids, e.g. water and oil
- An emulsifier is a substance that facilitates the formation of the emulsion
- Dish washing liquid is a common emulsifier
- Example of emulsion - milk



WHAT DO I NEED TO CREATE A SKINCARE PRODUCT?

- Oil
- Water
- Active ingredients

- What type of oil should I use?
- What are the advantages/disadvantages of different oils?



SELECTION OF OIL

- **Vegetable oil**

Contains fatty acids and vitamins.
Used as nourishment to the skin.

- **Animal oil**

Contains fatty acids and vitamins.
Used as nourishment to the skin.

- **Synthetic oil**

Contains no fatty acids or
vitamins. Can not be used to
nourish the skin.

- **Mineral oil/Fossil oil**

Contains no fatty acids or
vitamins. Can not be used to
nourish the skin.



VEGETABLE OIL



- Formed in the building life cycle of the plant
- The oil is produced in the seeds and fruits

Examples are:

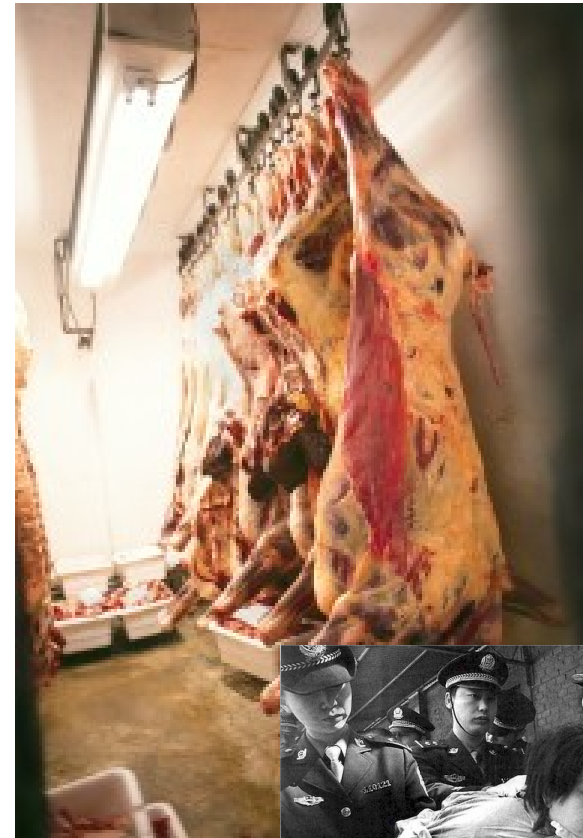
- Jojoba oil
- Rapeseed oil
- Olive oil

Questionable vegetable oils:

- Listed as Vegetable oil but could be reused vegetable oil from the fast food industry
- PEG-oils that always contain harmful solvents

ANIMAL INGREDIENTS

- Sebum, lard, E471, Adeps Bovis
 - Cetyl Palmitate (Spermaceti)
 - Stearyl Alcohol
 - Stearic Acid
 - Glycerin
 - Mustela
 - Lanolin
 - Collagen
- The Guardian* has discovered a Chinese cosmetics company using skin, harvested from the corpses of executed convicts, to develop beauty products to be sold in Europe.
- Advantages/disadvantages?



Officers take a female convict to the executioner immediately after a sentencing rally in Beijing. Amnesty International believes around 3,400 were executed last year.

PERSIAN SILK TREE

- Persian silk tree (*Albizia julibrissin*) is an alternative to Collagen
- Protects skin cells by producing melatonin
- Works by improving respiration, ridding the skin of toxic glycogens, increases cellular energy and reduces the formation of dark spots



SYNTHETIC OILS

- Produced by artificial means, do not exist naturally
- The chemist's dream – anything is possible
- Examples of silicone oils:
 - Dimethicone
 - Diphenyl Demethicone
 - Dimethiconol
 - Cyclomethicone
 - Methicone
- When silicone oils are decomposed, they form Formaldehyde
- Difficult for nature to decompose
- Bioaccumulative (source TOX-INFO del 7)



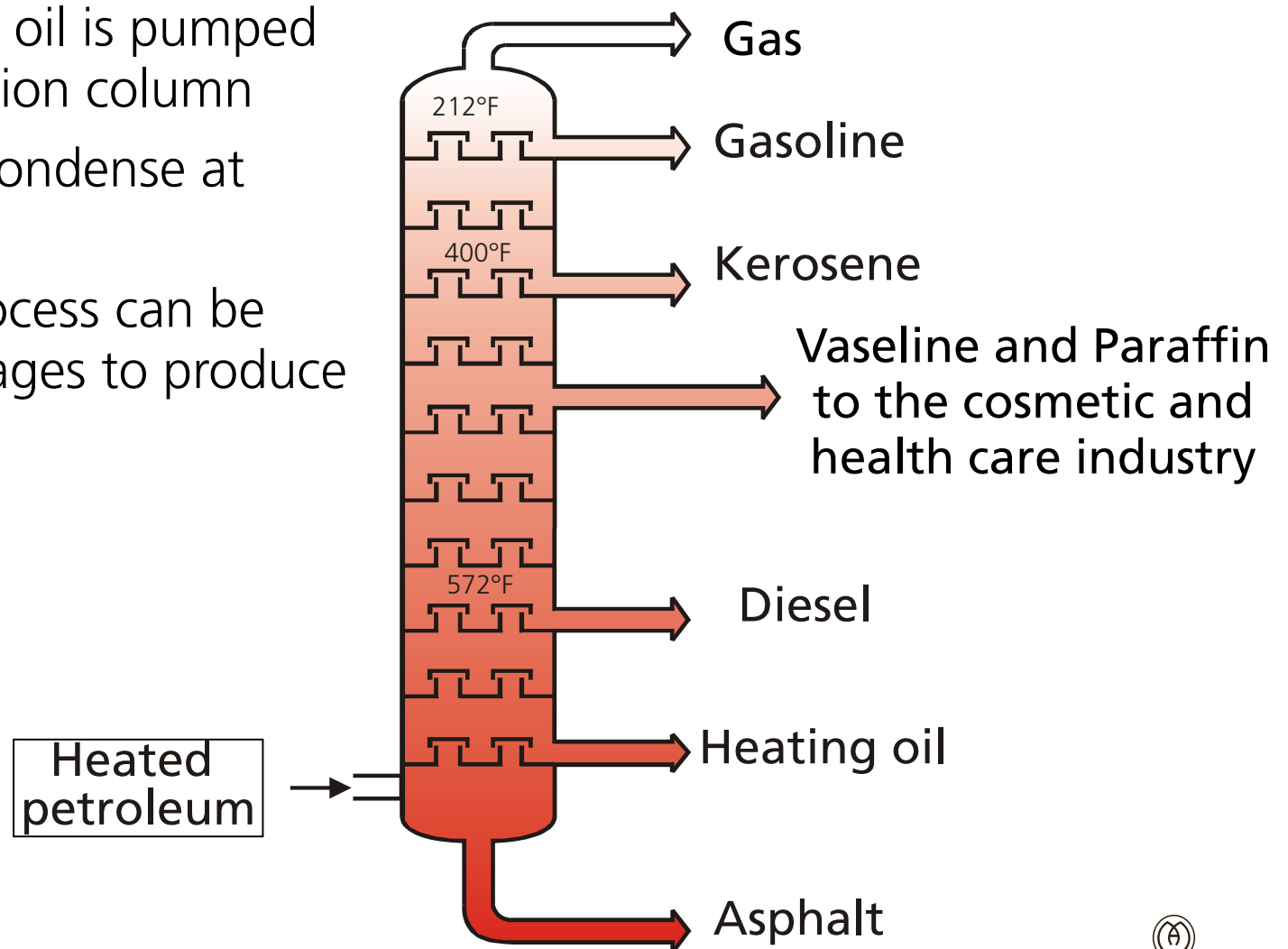
FACTS ABOUT MINERAL OIL

- Petroleum
- A mixture of hundreds of different hydrocarbons
- A thick, dark liquid
- Occurs in areas with loose ground sheet
- Formed by dead plants and animals
- The process of making takes about 100,000 years

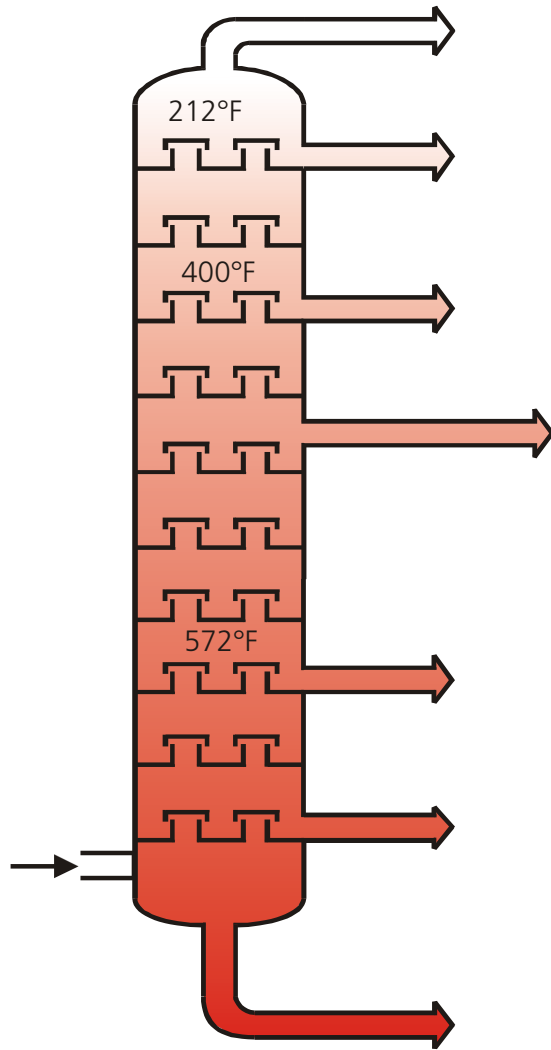


DISTILLATION OF MINERAL OIL

- Heated petroleum oil is pumped into the fractionation column
- Lighter fractions condense at higher levels
- The distillation process can be done in several stages to produce other products



EXAMPLES OF MINERAL OIL IN SKINCARE PRODUCTS



- Mineral oil
- Paraffinium Liquidum (Paraffin)
- Petroleum, Petrolatum
- Vaseline, Oleum Vaselini, Vaseline Oil
- Liquid paraffin, Paraffin Oil, Paraffinum
- Ozokerit
- Polybutene
- Propylenglycol
- Butylenglycol

WHY IS MINERAL OIL USED IN SKINCARE?

- To use vegetable oil instead of mineral oil, is about 10 times the price.
- Olive oil is part of the life cycle and becomes more expensive to produce.



PRESERVATIVES



- Parabens
- Methylchloroisothiazolinone (Methyl chloro iso thia zolinone) and Methylisothiazolinone (Methyl iso thia zolinone), commonly known as Kathon CG.
- MARIA ÅKERBERG products use only self-preserving systems
 - Essential oils
 - Vitamins
 - Sea salt

WHY CHOOSE ORGANIC?

- Grown without chemical fertilizers and pesticides
- More vitamins
- Human friendly
- Sustainable development
- A preserved rural area
- Increasing biodiversity
- GMO-free
- Reduce the risk of groundwater pollution



MORE THAN OR LESS THAN?

Organic based skincare

- Offer nutrients to the skin and longterm results
- Subjected to laws and regulations, therefor offer more than what a product with synthetic ingredients could ever offer
- All about the fatty acids, vitamins and antioxidants
- Never tested on animals

Chemical based skincare

- No nutrients and only short term results
- Chemicals penetrate the skin and are stored in the body. Lessen bodily functions
- No knowledge of what a "cocktail" of synthetic substances will cause
- Pollute the environment

WHAT'S IN IT FOR ME?

Why organic skincare?

Rates of diseases are on the rise. Studies have shown a connection between chemicals and illnesses. Parabens, a common preservative used in many products, have been found in cancerous breast tumors. We need to reduce exposure to synthetics. Organic skincare is extremely beneficial because ingredients are mainly made out of plants, fruits, vegetables and other natural items. It gives the skin the nutrients it needs, and allows the body to care for and mend itself.

Organic products offer long term results that benefits the skin, the body and the environment. Ordinary products with synthetic ingredients offer short term fixes that may treat one problem, but may over time cause additional problems and eventually harm.

PHYSICAL SUN PROTECTION

- As sunscreen, we use Titanium Dioxide in our products and makeup.
 - Is not absorbed by the body/cells
 - Provides protection instantly
 - Reflects sun rays off the skin
 - Goes on the skin as a white layer
-
- Organic sunscreen is the only choice for your skin and the environment



CHEMICAL SUN PROTECTION

- Ethylhexyl methoxycinnamate, octyl methoxycinnamate
- Absorbed by the body/cells
- Stored in the body and degrades the liver
- Takes 20 minutes to protect from the sun
- Absorbs sun rays into the skin
- The product has a smooth feel that easily penetrates the skin

- Damages your skin and the environment



BEST RESULTS – UPGRADED TREATMENT

- To achieve the best and long term results – use MARIA ÅKERBERG products daily
- SPA and salon treatments offer deeper results – stronger active ingredients
- For absolute best results and upgraded treatment, apply a Peel off mask onto any of our face masks (pushes nutrients into skin)



IMPORTANT

- Do not mix skincare products from different brands, and do not mix organic with synthetic skincare
- Products with mineral oil and synthetic oil interfere with each other, and together they provide no results

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