

The purists in skincare



Abi and Margaret Weeds

ESSENTIAL CARE – HANDMADE IN ENGLAND

Since 2003 Essential Care has offered one of the widest and most sophisticated ranges of certified* organic skin and haircare products on the market. Now with over 60 different products, including shampoos, facial moisturisers, lip balms, baby products and makeup, Essential Care's signature fusion of aromatherapy and herbal medicine has made them an award-winning company**. Their affordable and innovative products, suitable for the whole family are based on organic herbs, antioxidant-rich plant oils and other phytochemicals that are both compatible with the most sensitive skin and offer excellent results.

HERITAGE

Based in Suffolk, Essential Care is a family business founded by Margaret Weeds and her daughter Abi. When Margaret left school in the 1960s she approached Boots for a job as a trainee cosmetic chemist. She was told that there was "no future" in such a career and so pursued other things, including her passion for natural medicine. She trained in aromatherapy and herbal medicine, then motivated by the lack of

products suitable for her own and her family's sensitive & eczema-prone skin, Margaret began researching her own skincare formulations.

Shocked by the harsh chemicals and "dead lifeless petroleum oils" that formed the basis of most commercial preparations - and seemed to be accountable for a rising incidence of skin allergies, Margaret formulated products from scratch, using pure plant oils plus biodynamic herbs grown in her own garden. Her endeavours gathered pace, as clients and friends asked for remedies to treat various ailments, including a shampoo for scalp psoriasis. This led to the birth of 'Gentle Herb Shampoo' which was the first ever organically certified shampoo in the world.

Now distributed in 20 countries across Europe, Essential Care is gaining international acclaim for being at the forefront of innovative organic bodycare creation. And celebrities including Denise Van Outen and Helen Baxendale have also discovered the benefits of Essential Care.

THE ESSENTIAL CARE PRODUCT ETHOS

- To avoid artificial preservatives or fragrances, petrochemicals, sulphates or any other potentially unhealthy ingredients
- To use only the highest quality organic herbs and essential oils in therapeutic concentrations for optimum benefit
- To source only virgin cold-pressed oils that have their full antioxidant vitamin-content intact to actively nourish the skin and protect it from premature ageing
- All Essential Care products are suitable for vegetarians and many are suitable for vegans.

ESSENTIAL CARE FOR THE ENVIRONMENT

- An active commitment to the care of the environment which includes supporting organic farming methods, widely acknowledged to cause lower pollution from sprays, produce less carbon dioxide & dangerous wastes and benefit wildlife.
- Choose raw materials which are locally-sourced where possible, fairly-traded otherwise, and are from sustainable and renewable resources, and are either recycled or can be recycled safely. Almost all Essential Care packaging is made in the UK in order to minimise air miles.

**For more information on Essential Care products
or for mail order visit www.essential-care.co.uk.**

*Essential Care voluntarily certifies ALL their products with the Soil Association, the UK's leading organic body. It sets the highest standards for organic health & beauty in the world, comprising assessments for organic content, biodegradability and complete absence of toxic chemicals. Selected products are also certified to Fairtrade standards.

** RSPCA Business Awards Winner 2006 (cosmetics category), Soil Association Organic Beauty Awards Winner 2009, Natural Health & Beauty Awards 2008 - 2011, Highly Commended, Green Beauty Bible winner, UK Beauty Awards silver medals 2009-2010.

**Prices range from
£3.50 to £33.**

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