



## Cebu Lifestyle

# The Green Hygiene

By Jen F. Vega (The Freeman) Updated July 26, 2010 12:00 AM [Comments \(0\)](#)

CEBU, Philippines – Though primarily identified as a hue that pertains to “life,” green has been redefined as a [lifestyle](#) that advocates environmental protection and patronizing organic, natural products; hence the Going Green tagline – the global environmental agenda.

While CHANGE must start from one’s self, what best way to heed the call is to start revolutionizing OUR lifestyle. A simple step to put your best green foot forward is to shop for “organic” personal care items such as bath and body products with a strong environmental sensibility. By “organic,” I mean the use of agricultural products that are naturally grown sans the use of pesticides/fertilizers and haven’t undergone genetic engineering instead utilizing natural fertilizers, with proper composting and biological pest control.

### Check the Labels

Our skin absorbs 64 percent of what we apply on it. Just imagine the amount of toxic ingredients that go into the body with regular use of “conventional” products. The effects might not be visible early on but soon enough the results might come in real shock. So, the only key to know that you’ll get efficient and healthy results is to check the labels. You’ll immediately notice complex words, tongue twisters of sorts that only chemists understand. The longer the name is, the more you don’t bother reading. Why not do a little research for you to discover the good and the ugly.

Human Heart Nature, an emerging Filipino affordable natural, organic and biodegradable personal care products with a strong brand philosophy that is pro-Philippines, pro-poor and pro-environment, is giving a heads up to its eco-consumers by boldly presenting a list of natural/organic ingredients vs. top chemicals to avoid and their downsides to the human body via their current product catalog (Issue No. 2 Volume 2010).

Here are a few synthetic ingredients that pose risks to health with a few of the natural remedies according to Human Heart Nature’s research:

**In moisturizer:** Mineral oil, dimethicone and petroleum clog pores, worsen acne, speed up aging and cause irritation

**Natural RX:** cocoa butter, virgin coconut oil sunflower oil and avocado oil

**In fragrance (develops scent):** Phthalates damages the liver & reproductive organs while Parfum is allergenic

**Natural RX:** essential oils and natural fragrance oils

**For preservatives:** Parabens causes premature aging and certain allergies; BHA/BHT may cause [cancer](#) and tumor; TEA (Triethanolamine) is also carcinogenic; DMDM Hydantoin weakens the immune system

**Natural RX:** rosemary essential oil, potassium sorbate, Gluconolactone from milk

**In insect repellent:** Deet is an irritant that causes asthma

**More to be watchful of:** SLS/SLES (Sodium lauryl sulphate/Sodium laureth sulphate) is an irritant; Formaldehyde for formalin is used for embalming

### Organic agricultural products

As a refresher, I’m listing down a few of the health benefits of some agricultural products that are mostly used in organic products:

- **Sunflower** – rich source of Vitamin E, moisturizing agent that also nourishes and softens the skin

- **Cocoa butter and honey** are effective moisturizers that are rich in antioxidants and Vitamin C
- **Cucumber** – soothes and smoothens the skin
- **Green tea extract** – antioxidant, prevents cancer due to its anticarcinogenic benefits, protects your skin from sun damage
- **Sesame** – anti-bacterial
- **Pineapple** – exfoliates and heals wounds
- **Aloe vera** – anti-aging
- **Lemongrass and tomato** – rich in beta-carotene that helps fight cancer; rich in Vitamin E and C, respectively.

If you most often experience skin allergies, it's advisable to switch to the organics because of the zero number of toxic, synthetic/artificial ingredients and preservatives in each bottle. Pregnant women, most especially, should also walk the talk to protect their babies from harmful chemicals.

#### Wide Choices

Products from Human Heart Nature, Leyende, Juice Beauty, Burt's Bees and Rozglow all scream organic and are readily available to all smart shoppers who wish to paint green their routine.

Leyende is another key player in the thriving eco-products industry. It's proudly Filipino, handmade organic hygiene products with reusable and recycled packaging. Juice Beauty is an American brand that has recently penetrated the local market. Their merchandise are interestingly organic juice-based. Burt's Bees is another personal care line that mainly uses beeswax. Rozglow is the only 14 in 1 organic herbal soap made from 14 natural herbs. These do not only nurture your body but also save Mother Earth from poisonous chemicals.

There are so many products to choose from. You can purchase them online or check out your nearest beauty stores. For Human Heart Nature, you may visit the newest We Love Organics store located at the ground floor of Orchard Hotel & Suites in AS Fortuna, Mandaue City (across PAG-IBIG Mandaue branch).

Next time, I'll delve more on eco-friendly cleaning products such as that of Plantex, Messy Bessy, etc. and kitchen utensils developed by some SMEs. **(THE FREEMAN)**