

# What is Natural Skin Care?

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Have you ever picked up a face cream or body lotion that said something like '...with natural extracts', 'active botanical ingredients' or even 'organic skin care' thinking it would be full of healthy natural and totally organic ingredients?

Have you ever then read the ingredients list to discover hardly a trace of a natural ingredient in the product? A botanical sounding name is listed second from the bottom in amongst all the paraben preservatives and they call *that* natural???

That won't ever happen with Maia Skin Care, we promise!

**Natural for us means "of plant origin as well as safe and biodegradable for the environment".**

**Our ingredients lists really are full of natural, organic and naturally derived ingredients. No nasties here! Our organic ingredients are certified organic at source, and we have checked the appropriate paperwork to be sure. We use a preservative in products when necessary although the majority of our products are self-preserving and do not need preservatives.**

**Linalool? What?**

Even *linalool* is natural. It is a natural compound found in some essential oils and required by the EU to be listed on the label along with a number of other similar compounds.

**Do you use "nasties"?**

Absolutely not!

All our products are formulated using a combination of natural and organic ingredients that are safe and gentle even for sensitive skins.

- All Natural and naturally derived ingredients.
- Paraben-free skincare. No parabens.
- SLS-free, SLES-free.
- Petrochemical-free, no petrochemicals.
- No Mineral oils or derivatives, only pure fruit and vegetable oils!
- Potent active botanicals. No cheap fillers to bulk out the products.
- Vegan-friendly and cruelty-free. None of our ingredients are derived from animals, and instead of beeswax we use plant waxes.
- No animal testing. We do not use animal testing and none of our ingredients have been tested on animals.

**What about "chemical-free" skincare?**

Everything is made up of chemicals! Remember the Periodic table from high school science class? The air we breathe, the earth we walk on, the man-made structures and natural beauty around us are all composed of chemicals.

The term chemical has come to mean something harmful and to be avoided. At the same time "free of chemicals" has taken the sense of safety and to be trusted. In reality, many man-made chemicals can be life-saving, for example antibiotics, some naturally occurring chemicals can be toxic, such as alcohol.

Having said that, be assured that our products do not contain any unsafe **synthetic chemicals**, and only natural

ingredients that are tested and safe and gentle.



We've also taken the "Truth in Labeling" Pledge which means we have agreed to the [Pledge](#) as set out by the Natural Ingredient Resource Center.

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