



## **NATURAL & ORGANIC SKINCARE**

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**OUR BRAND ETHOS**



**At Siam Botanicals, we believe in the power of nature.**

That's why we've created an honest brand of natural and organic skincare, made with only the finest-quality ingredients. We get to know our suppliers, and where possible we buy direct from the farmers/distillers themselves, so we can be confident that our ingredients are sustainable and responsibly grown.

The inspiration to create our own skincare range came from our search for genuinely pure, natural products, and the subsequent realisation that even those that claim to be totally natural or organic often contain harsh synthetic ingredients.

## OUR SIAM BOTANICALS ASSURANCE:

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**High Performance, Plant Based Skincare**

**No Green Washing**

**No Animal Testing**

**Trustworthy, Honest and Pure**

**Cosmos approved ingredients\***

## GUARANTEED FREE FROM:

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**Synthetic Colours & Fragrances**

**Genetically Modified Ingredients**

**Mineral Oils**

**Petro-chemical derivatives**

**Detergents (SLS, SLES)**

**Harsh preservatives (Parabens, Phenoxyethanol)**

## ALSO GUARANTEED:

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**Our products are NEVER tested on animals**

**All packaging is bio-degradable / recyclable and eco-friendly**

**No Genetically Modified ingredients are used**

## Did you know?



The antiviral, antibacterial, and antifungal properties of the medium chain fatty acids/triglycerides (MCTs) found in coconut oil have been known to researchers since the 1960's.



Most often, mineral oil is a liquid by-product of refining crude oil to make gasoline and other petroleum products. Baby oil is a perfumed mineral oil. (Source: Wikipedia)

\* Look for the Cosmos logos on our certified products

**There are countless synthetic chemicals in our modern world,**

so many that it is impossible to research them all properly or fully understand the effect of each on our body. Some synthetic ingredients might be harmless but others have been identified as allergens, skin irritants and worse. Effects of long-term exposure to some of these synthetic ingredients is, as yet, unknown – already, some links have been found between serious health issues and some of the artificial preservatives commonly found in skincare products.

**Why take the risk?**

So when people often ask 'why should I use natural skincare? We reply 'why **NOT** use natural skin care?' Why take the risk of putting artificial chemicals, fragrances and preservatives on your skin when you can maintain healthy skin and look your best naturally?

**'Going Natural' is a lifestyle choice.**

At Siam Botanicals, we simply believe that natural skincare products are best, not only because they **DON'T** contain artificial ingredients but, equally importantly, because they **DO** contain botanical ingredients that offer specific benefits not found in synthetic alternatives.

**'Going Natural' has many advantages and exceptional results.**

Siam Botanicals face and skincare products smell great, they make you feel good and they WORK! and that they are 100% environmentally friendly and don't include any harsh synthetic ingredients are added benefits.

**Pretending to be natural has become so common that there is a special word for it – 'GREENWASHING'.**

Many cosmetics manufacturers include words on their packaging such as 'botanical', 'natural', 'organic', 'naturally inspired', 'with natural extracts' etc. They combine these with imagery of fruit and herbs or natural landscapes, to trick you into thinking you've chosen a truly green product.

How can you tell? A quick scan of the ingredients list will often reveal a list of synthetic chemicals that have no skincare benefits and are added to reduce cost, prolong shelf life, change colour or add artificial fragrance to the product. You will often find the 'main' advertised botanical ingredient somewhere near the very end of the ingredients list, meaning that it makes up only a tiny percentage of the total formula.

Siam Botanicals' face and skincare range is NOT greenwashed! – it really is natural. With 100% of ingredients natural/Cosmos approved\*.

How can you tell? Take a look at our ingredients: you'll see natural cold pressed oils and herbs, flower and fruit extracts. You don't need a degree in chemistry to read our product labels!

**Did you know?**

Consumers often express a preference for skin products with organic and natural ingredients. The skin care market based on natural products has shown strong growth. Clinical and laboratory studies have identified activities in many natural ingredients that have potential beneficial activities for the skin. (Source: Wikipedia)



Greenwashing is a form of spin in which green PR or green marketing is deceptively used to promote the perception that an organization's products, aims or policies are environmentally friendly. (Source: Wikipedia)

\* Look for the Cosmos logos on our certified products

## NATURAL:

Our formulas are blended using anti-oxidant rich oils, natural vitamin E and herbal extracts whose anti-microbial properties enable us to achieve a natural shelf life of up to 24 months.

We produce in small batches so that we can blend our formulas as and when we need them, using the freshest possible ingredients. This policy ensures that our users receive the best product with the longest natural shelf life.

## ARTIFICIAL:

A skin care product that has been artificially preserved and left sitting on a warehouse shelf for months or even years may offer advantages to the manufacturer and the retailer, but the preservatives used have no skincare benefits and maybe actually be harmful, the end-user benefits most from a fresh and natural product.

**Effective skin care products do not need to be manufactured to last 10 years**

### Did you know?



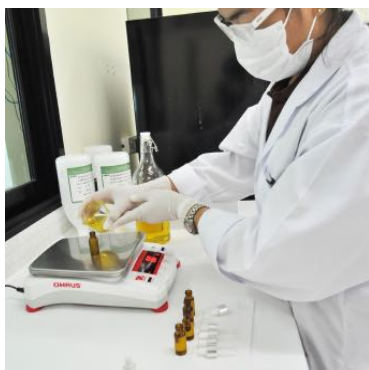
Gram for gram, Moringa powder contains 25 times the iron in spinach, 17 times the calcium in milk, 15 times the potassium in bananas, 10 times the Vitamin A in carrots, 9 times the protein in yogurt, and generous helpings of all the B vitamins, Vitamins C and D, over 22 amino acids, high levels of antioxidants, zinc, magnesium and selenium.



Of the 82,000 synthetic chemicals currently in use only about 2% have been tested for carcinogenicity (Source: Sandra Steingraber, award winning ecologist)

## SMALL BATCH PRODUCTION

Our products are made in our own professional, well-equipped laboratory in Bangkok. We take our production process seriously, with each product being hand blended in small batches.






Jojoba Oil is actually a liquid wax, with a natural shelf life of up to 5 years and helps extend the shelf life of other oils.



Formaldehyde is a carcinogenic impurity released by a number of cosmetic preservatives (Source: EWG.Org)

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