

Natural vs. Organic

July 2019

Member, Associated Bodywork & Massage Professionals

Natural vs. Organic Products

What's the difference--and how can you tell?

Kathleen Neves

Now, more than ever, people are questioning what is being put into the skin care products they use. With terms such as "natural" and "organic" being used on all kinds of packaging, it's important to know not only what these terms really mean, but how they affect the way a product is labeled, the way ingredients are listed on the packaging, and the overall effectiveness of the product.

Terms Defined

What exactly does it mean when a product is labeled "natural" or "organic"? In the broadest sense, a natural product is something that originated from a plant or animal

difference between products labeled "natural" and "organic" is the amount of regulation imposed by the government. The US government does not regulate natural skin care products, which means anything can be labeled or described as natural, regardless of what it contains or how it was produced. Organic products, however, are heavily regulated by the government.

Organic Isn't Easy

The US Department of Agriculture (USDA) sets strict regulations for organic products: how ingredients must be grown and processed; where the word organic can appear on the product label; and how the label may be presented on

*"Summertime
is always the
best of what
might be."*

-Charles Bowden



Check the labels and know what they mean to buy organic.

source, and an organic product is a natural product that was grown without the use of artificial fertilizers, herbicides, or pesticides. Many ingredients used in beauty, makeup, and skin care products are already derived from plant sources, but exact definitions vary.

the actual product. Growers must adhere to a special system of farming that maintains and replenishes the soil fertility without the use of toxic materials such as pesticides or fertilizers. Third-party certifiers appointed by the USDA enforce these regulations with annual inspections of organic farms and

In the world of skin care, the biggest

Continued on page 2

Office Hours and Contact

Branches Holistic Massage & Wellness

www.branchesholistic.com

(313) 518-3003

Monday - Friday 9:00 am - 7:00 pm

Saturday 9:00 am - 4:00 pm

Sunday 9:00 am - 2:00 pm

In this Issue

Natural vs. Organic Products

Magical Mango

Healthy Grilling Tips

Continued from page 1

processing facilities.

The National Organic Program (NOP) is a government agency that works with the USDA to help regulate the use of organic ingredients in skin care products, and to make sure these types of products are correctly labeled. There are four labeling categories for certified organic products:

- 100 PERCENT ORGANIC

Products that have been certified by the government as containing 100 percent organic ingredients. The product is permitted to display the USDA Organic label on the front of the packaging.

- ORGANIC

Products that contain at least 95 percent organic ingredients. They are also permitted to bear the USDA Organic label on the front of their packaging.

- MADE WITH ORGANIC INGREDIENTS

Only 70 percent of ingredients need to be organic for a product to be certified in this category. These products cannot use the USDA Organic label, but are allowed to have descriptive text on the product label to say it is made with organic ingredients.

- LESS THAN 70 PERCENT ORGANIC INGREDIENTS

These products cannot use the USDA Organic label, and the only place where the word "organic" can be used on the product's packaging is in the ingredient list on the back of the product.

What's Natural?

The main reason why the federal government doesn't regulate natural skin care products is because there is no formal definition of what natural means within the beauty industry. Different brands may use the word in completely different ways. This creates confusion and frustration for the consumer.

In May 2008, the Natural Products Association (NPA), along with brands such as Burt's Bees, JR Watkins, and Yes To Carrots, created the Natural Standard for Personal Care Products. This voluntary standard is the closest thing the beauty industry has to a formal definition of natural. It consists of the following four components:

- Natural. At least 95 percent of the

ingredients in the product must be formulated without any artificial ingredients, and minimally processed.

- Safety. The product must be completely void of any ingredients deemed harmful to human health by the US Food and Drug Administration (FDA).

- Responsibility. The product cannot have been used in any sort of animal testing.

- Sustainability. The product, its ingredients, and its packaging must be environmentally friendly. Ingredients should be biodegradable, if possible. The product's packaging should be made up of recycled materials, or at least be easy for the consumer to recycle.

To use the NPA Natural Seal on its label, a product must meet all four components, and its manufacturer must disclose all ingredient information, fully and accurately. The NPA Natural Seal is

the closest equivalent for natural products to the USDA Organic label for organic products, but it is a voluntary standard that is neither required, nor endorsed, by the federal government.

While it's important to know the difference between natural and organic, it's no less important to make sure you're using the most suitable product. Just because a product is labeled "natural" or "organic" doesn't necessarily mean that it will be the best choice for your skin type, concerns, and conditions.

Kathleen Neves is a licensed esthetician, makeup artist, and beauty blogger based in San Francisco.



Finding the best product for you is often a struggle.

Magical Mango

Shelly Burns

Treating yourself to a mango is a perfect way to add some sunshine to your routine.

A mango is more than just a sweet, delicious fruit. It has properties beneficial to skin, including water-soluble vitamins like B2, B3, B6, folic acid (B9), and C. Mango is also a good source of beta-carotene and vitamin A.

Vitamin B complex delays skin's aging process. B vitamins provide a healthy glow, increased tone, and hydrated cells. The anti-inflammatory properties in B3 help skin retain moisture, alleviating dryness and irritation.

Vitamin C protects against the DNA damage that leads to skin cancer. This powerful antioxidant reduces the wrinkling effects of free radical damage, and combats other signs of aging by strengthening collagen and elastin.

Beta-carotene gives mango its wonderful

orange color and has an important role in protecting our skin's DNA. Dry, flaky skin can be remedied with the vitamin A derived from beta-carotene, which is important for repairing and maintaining healthy skin. Vitamin A has also been shown to help reduce and clear acne breakouts.

Other beneficial nutrients include magnesium, phosphorus, silica, sulfur, and vitamin E, which play a role in strengthening the connective tissue in our body, including skin, bone, hair, nails, and muscle.

Mango is not just beneficial to skin. Its nutrients reduce high blood pressure, the risk of stroke, and the chance of contracting heart disease. Mango also contains approximately 20 percent of the recommended dietary intake of fiber and enzymes, which promote healthy digestion.

Mango is especially helpful for long, dry winters, but you can enjoy it at any time

of year. It will help maintain smooth skin and a healthy glow.



Mango offers a variety of health benefits

Healthy Grilling Tips

Summertime and grills go together like a hot dog and mustard. But could that hot dog actually be doing you harm? Alice Bender, registered dietician at the American Institute for Cancer, says that diets high in beef, pork, and lamb, as well as processed meats like hot dogs, are linked to an increased risk of colon cancer. She suggests that sticking with chicken and fish can "make this summer's backyard grilling both healthier and more flavorful." Use herbs and spices to amp up flavor, and try marinating for 30 minutes before you grill, which can reduce the amount of heterocyclic amines--the potentially cancer-causing compounds formed when grilling.

Here are some other tips to help reduce health risks associated with the grill:

TRIM THE FAT

Fat can increase smoke, which may contain carcinogens, so choose leaner meats and trim excess fat.

DON'T BURN IT

Charred, well-done meat can increase your risk of pancreatic cancer, according to a study from the University of Minnesota.

BUT COOK IT THROUGH

Make sure that you hit the USDA recommendations for internal temperature, which can be found at www.foodsafety.gov.

MORE VEGGIES!

Grilling vegetables does not create the same heterocyclic amines as grilling meats. Plus, veggies have less fat and cholesterol in general.

KEEP IT CLEAN

Don't let a charred mess build up on your grill, because it will eventually find its way onto your food.

*"If you're not
barefoot, then
you're
overdressed."*

-Unknown

Happy Summer!

Check out our website at:
www.branchesholistic.com

Like & Follow us on FACEBOOK, INSTAGRAM & TWITTER
for useful information, updates & specials!

THANK YOU FOR LETTING ME SHARE IN YOUR
WELL-BEING!

Maria Asbel, LMT
(313) 518-3003

Branches Holistic Massage & Wellness LLC

7740 Allen Road
Allen Park, MI 48101



Member, Associated Bodywork & Massage Professionals