

## What is Natural?

### Our definition of Natural:

*Existing in, or formed by nature; not artificial.*

### The Cosmetic Industry definition of Natural:

*Any ingredient "derived from" a natural substance.*

With so many "natural" products on the market, how can you tell the real thing? We often see long chemical names followed by the phrase "derived from coconut oil". For example, to create cocoamide DEA from coconut oil requires the use of the carcinogenic synthetic chemical diethanolamine (DEA). It is therefore no longer natural and, to insinuate it is a natural substance by adding the phrase "from coconut oil" is, at best, misleading. Just because vodka can be derived from potatoes, doesn't mean it's good for you!

## What is Organic?

### Our definition of Organic:

*Grown, cultivated and processed without the use of synthetic chemicals such as insecticides, herbicides and fumigants.*

### The Cosmetic Industry definition of Organic:

*Any compound containing carbon.*

This is the organic chemistry definition. Carbon is found in anything that ever lived. So, by using this definition of organic we could say that the toxic petrochemical preservative methyl paraben is "organic" because it was formed by leaves that rotted over thousands of years to become the crude oil used to make this toxic preservative.

## What is Certified Organic?

Certified organic is an independent third party guarantee of an "organic" claim. Certified organic products must comply with stringent international standards that cover all aspects of the processing chain to ensure that the organic integrity is maintained from seed, growing, harvesting, storage, transporting and processing through to the finished product.

We are proud that Miessence® skin care bears the seal of approval of one of the world's most stringent certifying bodies (IFOAM & ACO).

To be sure that a product is certified –  
look for the logo!



In sourcing raw materials from sustainable agriculture, the Organic and Natural Enterprise Group (ONE Group) respect, support and nurture the ecology and energy of both the planet and their customers.

ONE Group is committed to the health and vitality of their customers and the planet.

ONE Group stands in a class of their own as the creator and manufacturer of the Miessence® brand - the first certified organic skin care range on the planet, certified to food standards.

The Certified Organic seal on Miessence® products is your guarantee of the authenticity and integrity of ONE Group's claim of totally synthetic chemical-free products containing truly pure, organic ingredients.

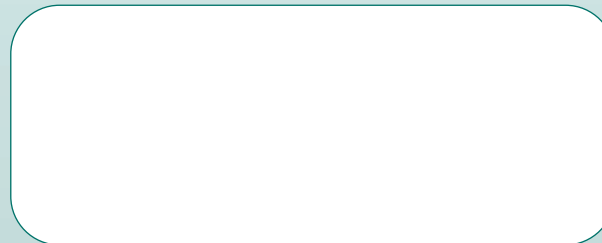
## ONE Group Guarantee

All Miessence® products carry a 15-day Guarantee. If you are not totally satisfied with any Miessence® product, simply contact the point of purchase. For Terms and Conditions, see [www.mionegroup.com](http://www.mionegroup.com)

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For more information, contact your ONE Group Representative.



**ONEgroup**

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miessence®  
certified organics

personal  
care



Printed on 100% Recycled Paper

'world's first certified organic range'

Product of Australia

# miessence<sup>®</sup>

## certified organics

### Imagine

**Products where every single ingredient is beneficial to your skin's health...**

Where not only is every ingredient safe (in fact, edible) but every ingredient does something great for your skin... right down to the preservatives and antioxidants.

**Products that really are the best they could be, without the hype...**

So full of natural goodness that not only do the ingredient lists read like something delicious, but you can actually feel their energy and vitality feeding your skin.

**Products that guarantee organic integrity...**

No unsubstantiated claims, hype or questions about authenticity and integrity. Products with the stamp of approval of an internationally recognised independent third-party – guaranteeing that the product is certified organic.

**Products that utilise only certified organic cold-pressed and unrefined oils and therapeutic grade herb and flower extracts...**

Freshly pressed from certified organic fruit, nut or seed, retaining all the vitamins, minerals and other bioactive nutrients.

**Products that are cold-formulated, so precious oils are never exposed to damaging heat...**

Superior quality active ingredients, unaltered by heat and synthetic emulsifiers.

**Products that actually make a difference to the wellbeing of your skin...**

Attracting favourable comments such as: "What are you doing to your skin, you look great", "Your skin tone looks so much healthier", "You look sensational, what are you using?"

## Experience

### The Energy of Pure Organic Ingredients

All Miessence<sup>®</sup> products are energised with the vitality of clean (pesticide-free) and potent certified organic fruit, nut, seed, herb and flower extracts.

Organically grown products are known to contain more vitamins, nutrients and cancer-fighting anti-oxidants than their conventionally grown counterparts.

### The Living Vitality of Bioactive Cold Process

Miessence<sup>®</sup> ingredients that are cold-extracted from organic fruit, nuts, seeds and herbs are never exposed to heat during formulation.

Miessence<sup>®</sup> products are prepared via a revolutionary cold process, resulting in superior quality and active ingredients that retain all the vitamins, minerals and other bioactive nutrients. Our unique manufacturing process results in significant quantities of bio-available nutrients that literally feed your skin.

### The Potency of 100% Beneficial Ingredients

Every ingredient in every certified organic Miessence<sup>®</sup> product is beneficial for the skin. Every ingredient in every certified organic Miessence<sup>®</sup> product is active.

Miessence<sup>®</sup> certified organic products contain absolutely no synthetic or semi-natural functional ingredients (eg. pH adjusters, colours, pearlisers, consistency modifiers, surfactants or preservatives).

### The Purity of Certified Organics

Miessence<sup>®</sup> certified organic products meet international standards for organic foods and contain no synthetic emulsifiers. With a unique combination of natural ingredients, Miessence<sup>®</sup> products exceed the international requirements for emulsion stability, resulting in a tested and proven all-natural product!

Miessence<sup>®</sup> products contain no synthetic or semi-natural preservatives. With a unique combination of natural fruit and herb extracts Miessence<sup>®</sup> products exceed the international requirements for preservative efficacy, resulting in a tested and proven all-natural shelf life!

### A typical off-the-shelf ingredient list

**Dimethicone (silica)** - Harmful by skin absorption, eye irritant, skin irritant, causes tumors in lungs, thorax and endocrine system. Toxicological properties have NOT been thoroughly investigated.

**PEG-50 Almond Glycerides (almond)** - May contain dangerous levels of 1,4-dioxane, a carcinogen.

**Sodium Laureth Sulfate (coconut)** - Composed of 4 known carcinogens: Formaldehyde, Dioxane, Ethylene Oxide, Acetaldehyde.

**Cocoamidopropyl Hydroxysultaine** - Causes eye stinging and redness, causes redness and burning of skin. Toxicological properties have NOT been investigated at all.

**Triethanolamine (TEA)** - Severely irritating to body tissues, corrosive to the eyes, reacts with nitrosating agents to form nitrosamines, which are carcinogenic.

**Methylchloroisothiazolinone** - Harmful by skin absorption, corrosive and burns the eyes and skin, permanent irreversible eye damage, nitrosating agent.

**Phenoxyethanol** - Toxic to kidney and bladder, causes reproductive disorders, serious damage to the eyes, causes brain degeneration.

**Methyl Paraben (organic preservative)** - Is called "organic" because it contains carbon! It is also a Xenoestrogen (mimic the sex hormone estrogen) found in 90% of breast cancer tumours tested.

**FD&C Yellow No. 2 (coal tar dye & azo dye)** - Banned in Russia, Japan, Norway, Sweden and USA. It is a Teratogen associated with cancer, asthma, hyperactivity and malignant tumours.

**Fragrance** - Can be composed of hundreds of different synthetic-chemicals. Some problems caused are headaches, dizziness, rash, hyperpigmentation, violent coughing, vomiting, skin irritation.

### A Miessence<sup>®</sup> ingredient list

**Organic aloe vera** – healing, soothing, antibacterial, moisturising.

**Purified water** – Three-phase carbon filtration, copper ionisation, ultra-violet purification treatment, 0.2 micron ultra-filtration.

**Organic rosehip seed oil** – Effective in wound-healing, scar reduction, ageing and sun damage.

**Organic jojoba** – Excellent moisturising and protective effects, penetrates deeply.

**Organic safflower oil** – Very high in linoleic acid, a very deep moisturiser.

**Organic shea butter** – Nourishing and rich butter, excellent skin protector.

**Organic sugar-cane ethanol** – Natural solvent for herbs, carries beneficial ingredients deep into the skin.

**Non-gmo lecithin** – Natural moisturising factor, softens and hydrates the skin.

**D-panthenol (pro-vit b5)** – Improves the moisture-retention capacity of the skin and stimulates skin regeneration.

**Organic lavender essential oil** – Fosters the regeneration of new skin cells and soothes inflamed skin.

**Organic olive juice extract** – Reduces skin damage caused by pollution and UV radiation, therefore protecting the skin from photo ageing. It also improves skin hydration and elasticity.

**Natural gum** – A natural thickener, emollient.

**Organic calendula extract** – Soothes, heals, restores.

**Organic chamomile extract** – Antimicrobial, calming, soothing.

**Organic marshmallow extract** – Softens, revitalises, emollient, hydrates.

**Organic st johns wort extract** – Moisturises, astringent, refreshes, tones.

...and absolutely nothing else!