

SUMMER 2007

# Woman!

to  
woman

*Pure  
&  
Natural*

Sanre Organic Skin Food





# Pure & Natural

*Local mother and daughter entrepreneurial team, Regina Corrigan and Sandra Charbonneau, have created SanRe Organic Skin Food, an all natural skin care line that is “food” for your skin.*

It's the classic American bedtime cartoon we've all seen: opening the door to the bathroom, a husband is startled by the appearance of his wife whose cold cream-slathered face makes a scary Halloween mask look comparatively friendly - and he can't turn the light out

fast enough to avoid any longer gaze than absolutely necessary. And while these days it's almost as likely that it's the man who would be wearing the cream, the cartoon might be more true than most of us ever realized - but it's what's actually in the skin cream that's the scary part.



Chances are neither person in the cartoon really knew what was in that face cream - and chances are you don't know what's in your skin care products either. For many decades now the cosmetic industry has mass produced scientifically engineered artificial products that entice us with the promise of a high-tech answer for combating the ravages of time to keep our skin vital and healthy. But the bill of goods we've been sold as safe and beneficial products may be anything but healthy. Most people have never read the ingredients on their skin care products - and even if they did, very few would have the education necessary to have a clue what the ingredients were. With ingredients like dimethicone, magnesium aluminum silicate, triethanolamine and tetrasodium EDTA, the typical moisturizer reads more like a bottle of pesticide than skin care. But local start-up entrepreneurs, Regina Corrigan, and daughter, Sandra Charbonneau, are out to change all that. Tapping into the ever increasing demand for natural and organic products they've introduced a new line of skin care products called SanRe Organic Skin Food. Healthy, all-natural and organic skin care is their passion - and the result is beauty that is pure and natural.

Growing up on a farm in rural Lithuania, Regina, proud mother of two, was raised with a simpler-is-better

philosophy and an appreciation for fresh, wholesome foods that she also passed on to her own children. After moving to the U.S. both Regina and Sandra were amazed at how different the American lifestyle was. "Our Lithuanian culture lacked many things Americans take for granted such as artificial ingredients and preservatives in foods," says Regina. "And I believe that is why here in the states there is a much higher incidence of medical problems like allergies, cancer, and childhood diseases like asthma that were not the norm in our country."

After becoming a licensed cosmetologist in the U.S., Regina began to seriously question the conventional wisdom about many of the products she was recommending to her clients. "I started researching - attending seminars, reading literature on the available products - and I was startled at what I learned. I began to understand that profit was the driving force behind the cosmetic industry - not women's long term health. I realized

there was a real need for healthy, all-natural skin care products that had potency but were healthy for you too." And together with Sandra, the SanRe concept was born.

After a year and a half of research and product formulation, Regina and Sandra have introduced their product line this year. Now available at local stores, as well as online at their website, SanReOrganic.com, the women offer a complete line of skin care products including cleansers, moisturizers, toners, eye creams, lip balms and masks. Using only the highest quality cold-pressed organic oils (sun infused with beneficial additives like therapeutic grade herbs, vitamins and essentials oils) the duo are proud to list each and every ingredient on their labels and in more detail on their website. Their comprehensive website also serves to educate consumers by listing potentially toxic ingredients women should be avoiding in other skin care lines - something the women are very proud to be doing. "Our skin products are of the highest quality and we guarantee each and every one. We already have vegan certification, are approved by the Coalition for Consumer Information on Cosmetics and their Leaping Bunny program (no animal testing) and are finalizing our USDA organic certification," says Sandra. "We are also proud to have signed the Compact for Safe Cosmetics guaranteeing our

products will not contain harmful synthetic ingredients - something the big cosmetic companies refuse to do."

As evidenced by the booming sales of organic foods, consumers today are waking up and are starting to question how chemicals they digest are affecting their long term health - and as the largest organ of the body, people should also be concerned about the chemicals they are putting on their skin. "Most women are oblivious to what's in their skin care products - but it's extremely important that they begin to understand the implications and the cumulative effects of the ingredients and chemicals," cautions Sandra. "It's estimated that there are around 100,000 chemicals that are used in our country. Of these, the FDA has only cataloged about 10,500 cosmetic ingredients, of which only about 11% have been tested for the effects on humans and only 9 are restricted or banned from being used in cosmetics."

It's estimated that by using a range of body and skin care products, the average woman applies more than 200 chemicals to her skin a day. In fact, recent research has shown that 60% of these chemicals are absorbed into the bloodstream. Cosmetic products require preservatives or bactericides to prevent them from being contaminated. Some of the most allergenic and irritating preservatives release small amounts of formaldehyde, which is an irritant as well as a carcinogen and neurotoxin. Many skin care products also contain known or suspected carcinogens and other toxins. Many contain either diethanolamine

or triethanolamine (wetting agents), abbreviated on labels as DEA and TEA, and sometimes shown bound to other compounds as in cocamide DEA, TEA or sodium lauryl sulfate: which is a detergent, surfactant and plasticizer found in many soaps and cleaners. Additionally, a group of preservatives called parabens are also causing concern due to their estrogen-mimicking properties. Parabens are synthetic preservatives used to extend a product's shelf life, and have been looked at by some studies for their possible links with allergies, fertility problems and some cancers. There are four main types of parabens, these being butyl-, ethyl-, methyl- and propyl-paraben. When consumed orally, it seems that our bodies are able to disarm them and prevent them from interfering with hormone levels, but when they are absorbed through the skin they are far more active. A recent study found higher than normal concentrations of parabens in human breast tumor tissue leading some researchers to suggest that the use of parabens may be a contributing factor in the increasing number of breast cancer cases in women.

The SanRe philosophy is about natural ingredients and making healthy choices. SanRe products are lovingly crafted in small batches and heat infused with only natural sunlight. Organic integrity reigns supreme for SanRe whose herbal ingredients and essential oils are carefully chosen for their specific benefits on certain skin types assuring natural beauty. Their skin care line may just be the best skin care products you've never tried - but need to. But for Sandra and her mother, launching their skin care line was more than just starting a business. It was a leap of faith in themselves, an opportunity to work together and a chance to educate other women about living a healthier lifestyle too. "Working together is very satisfying - we love what we are doing. Not only do we believe passionately in our products but we also want to help educate women. Even if they don't buy our products, we want them to learn about healthy skin care. Taking care of your skin is essentially taking care of your body - so feed it well!"

“SanRe products are infused with vital properties such as essential oils, vitamins and anti-oxidants that restore moisture and elasticity.”

Regina

“We created SanRe to give women a healthy alternative to the chemically laden skin care products available today.”

Sandra



SanRe Skin Organic Skin Food products can be purchased locally at Good Earth Natural Foods, 3110 53rd Ave E, Bradenton, European Focus, 508 S. Pineapple Ave., Sarasota, and Michele's Original Market, 6525 Superior Ave, Sarasota, or online at [www.SanReOrganic.com](http://www.SanReOrganic.com) and [www.familypharmacy.net](http://www.familypharmacy.net).

