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MEDIA RELEASE: 'For immediate release'

MURDEROUS MOISTURISER!!

Well know skin care linked to tumors, cell mutation, allergies and cancer. International UK author and well being expert Dawn Mellowship blows the whistle on the beauty industry and calls for tougher worldwide regulation on use of toxic chemicals in every day cosmetic and beauty products.

The recent release of her fourth book Toxic Beauty, How hidden chemicals in cosmetics can harm you, provides consumers with a much-needed resource to decipher the jargon for themselves and work out if the ingredients in their moisturizer could really be killing them.

In the USA there are around 75,000 chemicals registered for use and the top ten cosmetic companies alone use more than 10,000 or them¹. Understandably, health experts from around the globe are increasingly concerned over the long term effects of chemical use in beauty products given the increase in contact dermatitis, asthma, eczema, skin, eye and respiratory tract irritations, photosensitivity, immune and nervous system disruption, birth defects and cancer to name a few.

Unless armed with a science degree, consumers are often left clueless when reading the ingredients list as to what is harmful and what is safe. Toxic Beauty helps to overcome this and cut through the clutter so consumers can gain an understanding of what is toxic and what the side effects on the human body are.

The book also exposes some of the tricks many large cosmetic houses employ to capitilise on the increased 'natural' alternative movement whereby consumers are hoodwinked into purchasing what they believe are safe alternatives but are largely synthetic products containing only one or a handful of natural or organic ingredients.

Invoke Natural Skincare founder Rebecca Kennedy welcomes the expose. "The widespread use of toxic chemicals in our every day beauty products is alarming. Given that up to 70% of what we apply is absorbed into our body, the consumer needs to be armed with appropriate knowledge in order to make a choice that will not be detrimental to their long term health".

Appearing in the list of suggested alternative beauty brands compiled by Mellowship in Toxic Beauty, Invoke Natural Skincare also supports a call for regulation on the use of terms to help consumers identify and support likeminded ethical beauty product manufacturers.

About Invoke Natural Skincare.

Established in 2007 the range was developed to provide a natural alternative for every day skincare. As a conscientious mother, Rebecca was disgusted to discover the toxic ingredients in many of the trusted baby brands so set about developing her own range utilizing ingredients made available through nature. All ingredients in the product range are free of synthetic preservatives, colours, fragrances and other well-known irritants such as SLS's. Encompassing aromatherapy principals the range invokes a desired state of mind whether it be to calm and relax or re-energise. 100% Australian owned and made Invoke Natural Skincare is available for purchase through it's online store at: www.invokenaturalskincare.com.au

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For more information about this topic please call Rebecca Kennedy on 0419 377 190 or (03) 9569 6337 or email: enquiries@invokenaturalskincare.com.au

¹ Annual Report of the Cosmetic, Toiletry and Perfumery Association (CTPA), 2005, online: www.ctpa.org.uk