

Sensa-skin Insider

Keeping you up to date with skin care

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Clay - Natures Cleanser and More

It's August already, the last month of winter. I don't know about you but in the middle of winter I, like many others, suffer from itchy skin, mainly on the back. Well I found the best remedy for this itchy skin is to wash with clay. Yes you heard (or read) me right, CLAY. Many of us are familiar with using clay (usually French Argiletz clays) as a facial mask and if you have used Sensa-skin's Powdered Cleansers you would have used clay as a wonderful facial cleanser.

Clays are amazing substances, and have been used as natural skin care products since the beginning of human existence as well as pottery utensils and works of art. The use of clay also extended to religious rites and healing ceremonies. Ancient Man first observed that wounded animals would roll in clay and water when wounded. The animal would thereby heal and avoid life-threatening infection. The conclusion was simple- clay had healing properties. Eventually, some people created medicinal clay potions that were mixed with foods to heal stomach illnesses. Other clay based potions were used topically to draw out poisons and others still would be used to dress wounds. The use of medicinal earths and clays, in Mesopotamia and Ancient Egypt, has been well established. Clays are also used in the pharmaceutical and cosmetic industries and have shown to absorb toxins, bacteria and even viruses.

Externally, clay can be used to cleanse the skin by absorbing excess oil, dirt, and toxins from the skin while simultaneously exfoliating dead skin cells and improving the skin's circulation. Clay will detoxify your skin by drawing out poisons and impurities thus deeply purifying and invigorating your skin. Additionally, clay provides the essential nutrients and minerals that your body requires for a more healthy and younger looking you.

There are many kinds of clays and they all work differently according to their individual mineral compositions. Some clays suit oilier skin types because they will draw moisture from the skin leaving it smooth and soft while other clays suit dryer skin types because they do not absorb so much moisture leaving the skin firmer and hydrated.

At Sensa-skin we use just a few different types of clay. They are all mined in Australia and are sun dried, preserving 100% of their natural trace elements ensuring activity levels are at their highest.

- **White Kaolin:** Is rich in silica and mineral salts making it the gentlest clay for the skin. It has a very mild, nurturing ability making it ideal for any skin,

including sensitive and aged skin. Kaolin is recommended for all skin types - it is soothing and will leave your skin feeling soft and rejuvenated.

- **Pink Clay:** Is rich in iron oxide and other trace elements. It is great for balancing the most stressed and sensitive of skins, it will hydrate the skin and help refine delicate lines, moisturise and improve the overall texture of the skin. It's perfect for balancing stressed skin and excellent for treating capillaries/ thread veins. Pink clay used regularly will give a youthful appearance with ultimate hydration and skin firmness making it perfect for all skin types.
- **Bentonite:** This wonderful clay is super absorbent, swelling when mixed with water. It is bentonite's ability to swell that makes it so great at drawing oils and toxin from the skin. Bentonite molecules enable the clay to easily penetrate the pores, which helps the skin absorb essential nutrients and moisture.
- **Magnetite:** Is most commonly known as the mineral used in magnetic bracelets. It is jet black in colour due to its high iron content. Its iron and oxygen properties make it particularly effective in not only cleansing and detoxifying but also nourishing and retaining moisture in the skin. I find it very soothing to the skin.
- **Zeolite:** I've left zeolite to last as it would have to be my favourite mineral to use in skincare. I could devote a whole newsletter just to the wonderful properties of zeolite, but will keep it brief:

Zeolites contain all the benefits of healing clays plus more. Healing clays have been used to cleanse, detoxify, repair, rejuvenate and beautify the skin. Now, Zeolites carry these traditions into the 21st century, bringing with them revolutionary energy, negative ions - the same negative ions we usually associate with the restful, relaxing atmosphere of the rainforest or ocean shore.

Particles of zeolite, due to their extremely high negative charge, attract positively charged toxins, bind with them and neutralize them. These toxins are now no longer harmful and are simply washed away with rinsing. It is one of the most potent antioxidants found in skincare, helping protect the skin from constant attack of free radicals and inflammation and therefore is beneficial for the collagen and elastin of the skin. Australian zeolites show a slightly alkaline pH value of around 7.4 making it an invaluable aid in treating acid skin conditions and irritated skin. Skin complaints

have a high level of acid/mineral deficiency. The minerals and trace minerals in Zeolite help restore the alkaline level to a healthy pH balance.

Hopefully you can now understand why I use clays and minerals in some of the Sensa-skin products, these include:

- **Powdered Cleansers:** both the Elemental and Women of Wisdom Powdered Cleansers contain high levels of clays and minerals. Remember that not only are these products great for cleansing and exfoliating, they also make a wonderful facial mask. Just mix a couple of teaspoons of powder into a paste with the same amount of water, smooth onto the face, relax and leave for 10 - 20minutes. Rinse well.



- **Freshen-up Deodorant Powder:** This deodorant is very effective largely due to the addition of the Kaolin and Zeolite. It is kind to the most sensitive of skins and keeps you feeling fresh and smelling pleasant for ages.



- **Earth Cleanser New Product:** This new product is the ultimate in natural body cleansing. It has taken quite a few years to develop. Utilising large amounts of Kaolin, Bentonite and Zeolite along with Oatmeal and Cocoa Butter it leaves the body feeling clean, refreshed, invigorated, smooth and moisturised. Earth Cleanser is suitable for all skin types from the toughest, hard working skin to the most delicate and sensitive. It's got to be used to be believed.



Until next time stay safe and enjoy the Sensa-skin products.

Jane Christie

PS. If you have any feedback about the newsletter, the sorts of issues or information you want to read about or anything else to do with Sensa-skin don't hesitate to [contact me.](#)