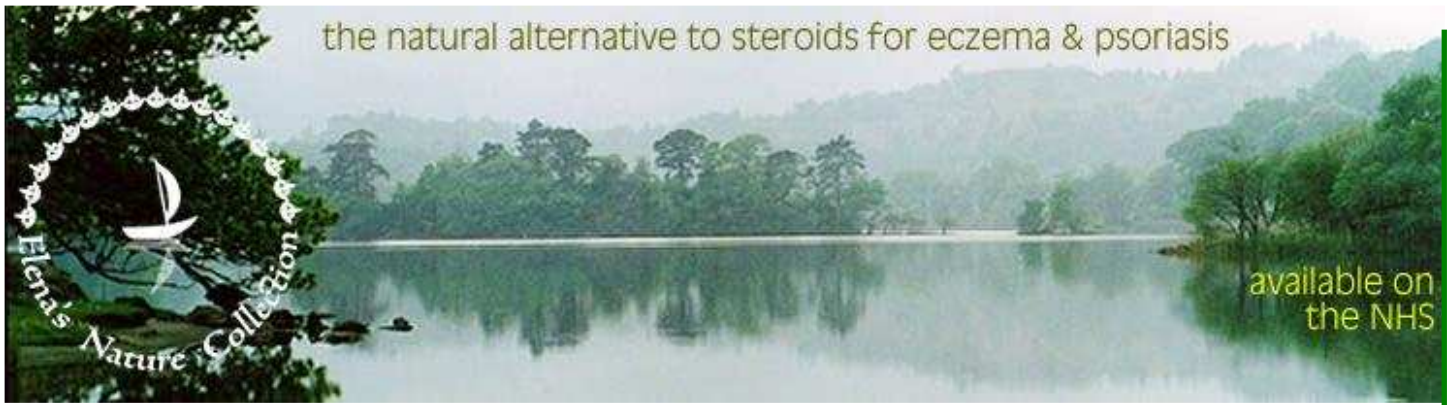


the natural alternative to steroids for eczema & psoriasis



Newsletter 31 December 2008 : Autumn/Winter Issue

Please note that we will be closed for Christmas from 24th December to 4th January and will re-open on the 5th January 2009

With the colder weather arriving our skin needs more protection. This is to prevent it drying out, cracking, getting red and cold. Ultimately for the eczema sufferer to prevent severe flare-ups a good skincare regime is vital. This means using more substantial moisturisers to protect, oil and feed the skin with nourishment.

As our central heating goes up, the eczema usually gets worse. Hence the need for antibacterial products such as Trinity Soap/Shampoo, the kingpin of the recommended Regime. Leave it on the affected areas if the skin is really itchy for 10-60 minutes. That works!

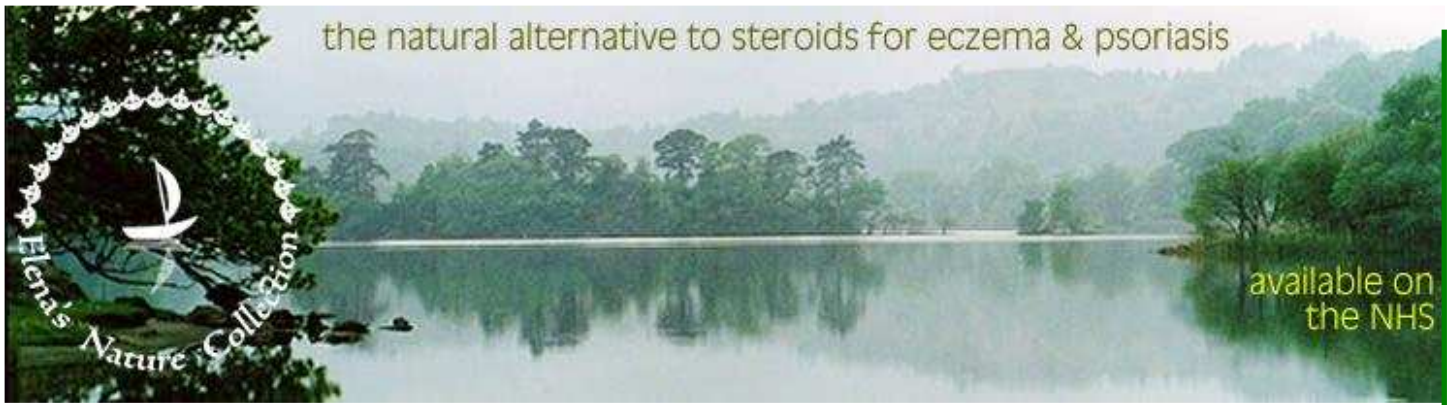
Those of us with teenagers can relate to the frustration felt by mums everywhere when day after day our little girls (and boys!) bombard their skin with a cocktail of chemicals to clean, exfoliate, moisturise and remove make up. Not to mention the make up itself which is a work of art and takes 30 minutes each morning to apply, leaving no time for breakfast and sending our teens out of the door looking like Geisha girls. And that's just for school! All this to comply with the rules of peer and media pressure and not be teased at school for being a geek! It's difficult for them; they are already under immense pressure to look a certain way. Whatever happened to being a child?

Teenage skin is child skin therefore sensitive, because of the effects of puberty it can be greasy in the T-Zone and prone to breakouts. The amount of products on the market for dealing with the problems in 'hormone city' are countless but it's not easy to find natural ones. As Elena's and Janet's teenage daughters have finally realised, there is no better management of teenage skin than Trinity Soap to cleanse and kill bacteria, Cleansing Tonic to deep cleanse, tone and balance the skin and Day Cream Special and Night Cream Extra to moisturise. Leaving the skin clean, fresh and supple- ready for the next day's onslaught! If left alone at this stage a radiance everyone would notice would reappear.

The past six months at Elena's Nature Collection have been eventful with lots of positive changes to the website after the involvement of the MHRA as spoken about in the last newsletter. Obviously Elena was deeply sad that we had to remove all the testimonies from the website as we are not allowed to be seen as a product range working for eczema or any other skin problem. The website is easier to use, informative, and is attracting more clients who are simply looking for a healthy, home made, natural way to care for their skin by changing the products they use.



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Unless the general public have full knowledge of INCI names or have bought a book on INCI names a little knowledge can be confusing, indeed misleading. Adding to this the EU directive recently changed some of the INCI names which leaves us all puzzled, indeed very disappointed. Most people do not speak Latin let alone learning INCI. What this means to our industry is that we have to renew our labels (cost), add more to our labels meaning no chance of beautiful labels. Some of it is beyond a joke.

This has happened recently with Jojoba Oil. All our labels contain the words *Buxus chinensis* (INCI for Jojoba Oil) – this has now been changed to *Simmondsia chinensis*, so some labels will say one and the new labels will have the new name.

A few clients are still having difficulty with their G.P.'s being able to find the products on their software programme. This should now be a lot easier as Annie contacted the PPA, who said in an email that if we could give sufficient proof of clients receiving their products on prescription they would add them all to the NHS Dictionary of Medicines and devices. After sending a list of addresses of the 472 pharmacies we deal with to date, all the products should now be easier to access on programmes such as E-MIS, Vision, SystemOne, and Premier/Synergy, which make up 95% of the market. Useful for you to tell your G.P if you are hoping to get your products via the NHS.

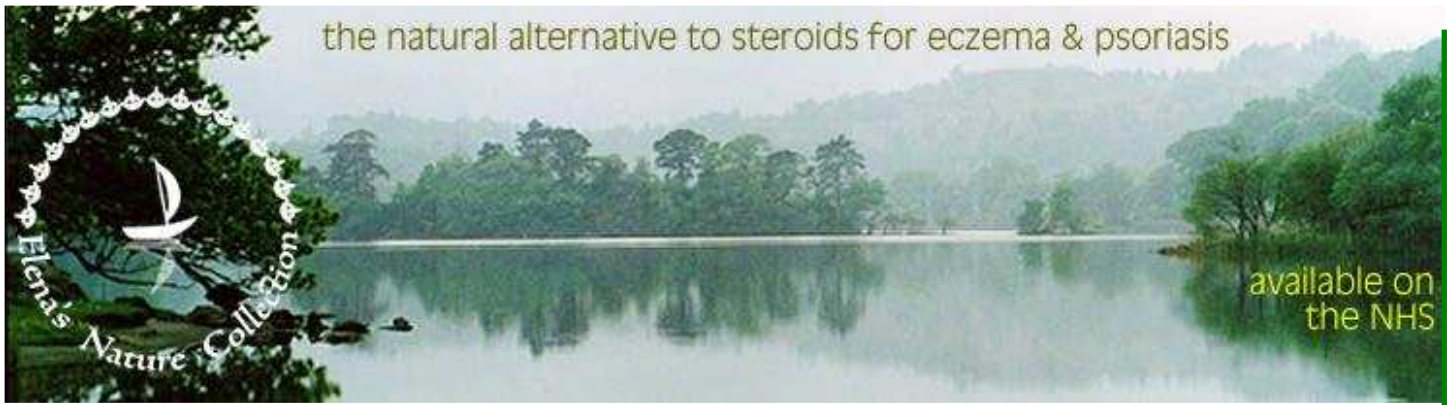
Christmas is just around the corner once again and to help give you some ideas for gifts, we have put together some gift pack combinations to suit all, from babies to grannies! both from **Elena's Nature Collection** and **Alpha Baby Collection**. Check the website www.elenasnaturecollection.co.uk, go to 'Shop' on the left and scroll down to 'Special Offers' where you will find all our Christmas suggestions, as follows:

Alpha Baby 'Out and About' Pack

20ml Alpha Baby Soap & Shampoo, Massage Oil, Lotion and 10g Alpha Baby Rescue Cream, put together in an attractive organza pouch. Ideal for your changing bag or to give as a new baby gift - **£16.00**. Buy this and get a free 10g Petroleum Free Jelly.



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Alpha Baby Bumper Pack

200ml bottles of Alpha Baby Soap & Shampoo, Massage Oil and Lotion, plus 50g of Petroleum Free Jelly **Special Price of £44.50..... A saving of £11.10!** Ideal gift for a baby.

Beauty Pack 1

Consists of Day Cream Special 50g, Night Cream Extra 50g, Cleansing tonic 200ml and Body Lotion 200ml. **Special price of £55.00A huge saving of £11.95!**

Beauty Pack 2

Consists of Day Cream Special 50g, Night Cream Extra 50g, and Cleansing Tonic 200ml Special Price of **Special Price of £40.00A saving of £6.55!**

All offers under £80 apart from the Out and About Pack are subject to a £5.00 post and packing charge.

Spend over £100 and receive a 50g of Day Cream Special or 50g Night Cream Extra to use yourself or as a Christmas gift for a friend or family member.

Wishing you all a wonderful Christmas and a Magical New Year

Love and light

Elena, Annie, Janet and Alison

