

Sea buckthorn to the rescue

If you've ever suffered from dry skin conditions, you'll know just how unpleasant this can be. Tight, flaky skin is uncomfortable, especially when it becomes itchy and sensitive. Fortunately, relief is at hand with the amazingly potent and nourishing sea buckthorn plant.

What causes dry skin

Many factors, including stress, poor diet, poor circulation, environmental irritants and genetics, contribute to dry and dull-looking skin. Mostly, it comes down to skin not being able to retain its natural moisture content. Skin contains sebaceous glands that release oils (or sebum), which work with other fats in the body to keep skin moisture at its proper level. These oils prevent water inside the skin cells from escaping, and act as a barrier against the elements to ensure skin stays moist, supple and resilient. If your skin is dry, it usually means that these essential oils and fats have been stripped away and your skin is suffering moisture loss.

Harsh UV rays and long, hot summer days quickly reduce the skin's moisture content. Frequent daily showers, swimming in chlorinated pools, and working and shopping in air-conditioned environments also strip the skin of its natural oil barrier. This is why it's so important to moisturise daily with an effective product that prevents dehydration, while supporting and enriching natural skin quality.

A super-rich skin cocktail

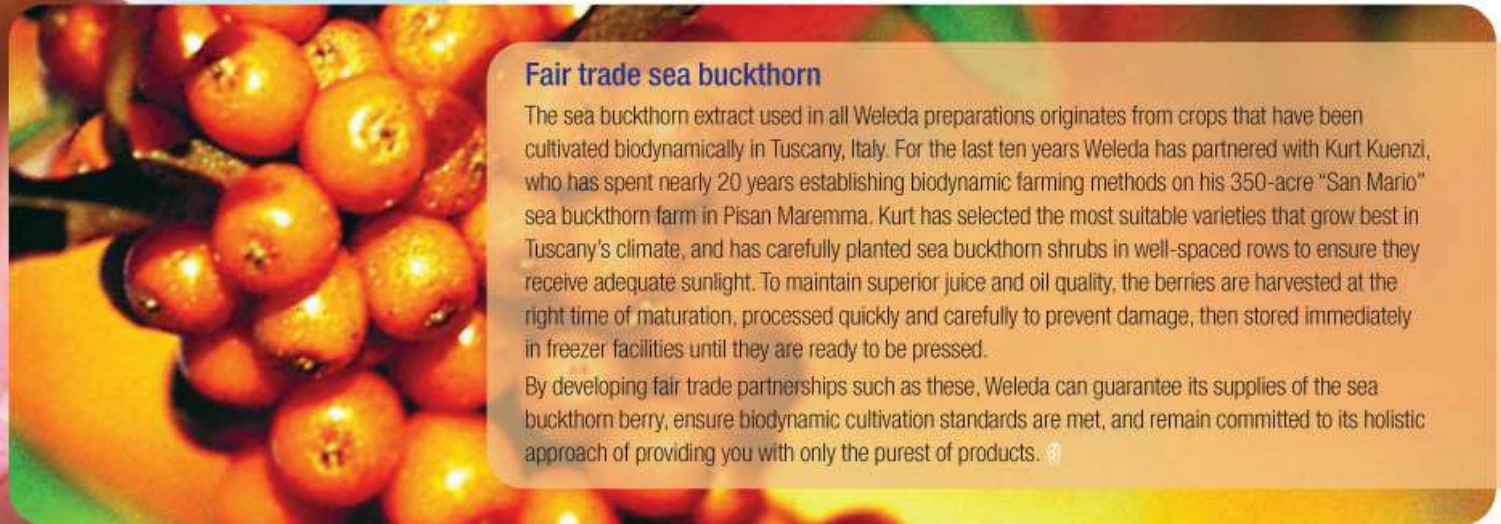
To help combat dry skin, Weleda has developed a skin care range that harnesses the powerfully nourishing properties of sea buckthorn (*Hippophae rhamnoides*). This thorny shrub grows wild throughout China, Russia, Northern Europe and India, and the oil and juices from its yellow-orange-red berries were traditionally used by the Chinese in jams, teas, liquors and skin ointments. The plant was also used as animal fodder, which explains the translation of its botanical name "horse that shines", since it was thought to give horses shiny coats and improved eyesight.

Believed to be one of nature's most nutrient-dense plants, sea buckthorn is packed with exceptional levels of powerful micronutrients and phytochemicals.

Fair trade sea buckthorn

The sea buckthorn extract used in all Weleda preparations originates from crops that have been cultivated biodynamically in Tuscany, Italy. For the last ten years Weleda has partnered with Kurt Kuenzi, who has spent nearly 20 years establishing biodynamic farming methods on his 350-acre "San Mario" sea buckthorn farm in Pisan Maremma. Kurt has selected the most suitable varieties that grow best in Tuscany's climate, and has carefully planted sea buckthorn shrubs in well-spaced rows to ensure they receive adequate sunlight. To maintain superior juice and oil quality, the berries are harvested at the right time of maturation, processed quickly and carefully to prevent damage, then stored immediately in freezer facilities until they are ready to be pressed.

By developing fair trade partnerships such as these, Weleda can guarantee its supplies of the sea buckthorn berry, ensure biodynamic cultivation standards are met, and remain committed to its holistic approach of providing you with only the purest of products. ☘



FACE & BODY

Sea buckthorn
to the rescue
(continued)

The berries contain a unique combination of the antioxidant vitamins A, C and E, as well as unsaturated essential fatty acids including linoleic and linolenic acids. These fatty acids absorb easily into the skin, repairing the moisture barrier function and promoting hydration of the upper layer of the skin.

Levels of vitamin C in sea buckthorn are thought to be among the highest of any plant food, exceeding oranges, lemons, goji berries and cranberries. Levels of carotenoids (provitamin A) are also exceptionally high (about 100 times greater than the total carotenoid content of carrots) and vitamin E content exceeds those found in sunflower seeds and almonds. Sea buckthorn also contains essential amino acids and sterols. This unique, nutrient-rich composition helps to protect skin from UV radiation and the free-radical damage that is associated with signs of ageing. Russian cosmonauts even used sea buckthorn oil to protect themselves from radiation burns in space.

As well as its protective function, sea buckthorn oil also acts restoratively to help reverse the long-term effects of sun exposure, such as wrinkles and dark sun spots. Its remarkable cell regeneration capabilities help to heal and revitalise damaged and dry skin, making sea buckthorn oil highly suitable as an after-sun care lotion.

Weleda's Sea Buckthorn Body Care range consists of Hand Cream, Body Lotion, Body Oil and Creamy Body Wash. As with all Weleda products, the range contains no synthetic preservatives, fragrances, colours, or raw materials derived from mineral oils and parabens. The high carotenoid content gives the range its unique golden colour and the fragrance is a result of pure mandarin, orange and grapefruit essential oils.



Healing from the inside

Sea buckthorn-based juices are very popular around the world. Taken internally, sea buckthorn juice is helpful for inflammatory disorders as it reduces swelling and irritation. It also strengthens blood vessels and cell walls, improving circulation. It has been a traditional remedy for regulating the endocrine system, soothing overactive hormones. Internal skin conditioning effects include nourishing and retaining young, healthy cells while softening and breaking down tough scar tissue. 🌿

Organic Sea Buckthorn Body care



Moisture therapy for your skin

The Weleda Sea Buckthorn range provides replenishing intensive care for dry skin, to keep it soft, supple and smooth. Sea Buckthorn Body Lotion, Oil, Body Wash and Hand Cream protect and absorb quickly without leaving a greasy film. Sea Buckthorn Elixir can be used by adults and children as a daily health tonic.



The Sea Buckthorn berries are rich in antioxidant vitamins A, C and E, flavonoids and essential fatty acids, which provide intensive care and replenishment to the skin. Weleda's Sea Buckthorn extract comes from crops farmed biodynamically in Tuscany, Italy.

Inspired by nature and holistic science Weleda has created a range of truly natural Sea Buckthorn body care products free from synthetic additives including fragrance, colour or preservatives, and made without raw materials derived from mineral oils. Weleda products are not tested on animals.

in harmony with nature

 **WELEDA**