



The efficacy of nature

## PURIFYING, AGE DEFYING... NEW PURESSENTIEL ORGANIC ESSENTIAL ELIXIR

**New to the UK - PURESSENTIEL ORGANIC ESSENTIAL ELIXIR – a unique blend of eight enriching oils, proven to reduce the visible skin damage caused by everyday pollutants...**

Walking through a busy city can give us a real buzz – but what is it doing to our skin? Research for Puressestiel, makers of evidence based essential oils and NEW *Organic Essential Elixir*, shows that nearly half of us notice how polluted air makes our skin feel. As a result, 50% of those polled said that due to air pollution, their skin felt grimy and dirty. And a staggering 40% of those questioned had no idea that pollution - indoor and outdoor – can cause skin to age prematurely.

Air pollution, whether caused by fumes from the road, office or home, is linked to everything from blocked pores, blackheads and acne to increased wrinkles, skin conditions such as eczema, and even skin cancer.<sup>1</sup> Yet only a quarter of us take steps to protect our skin from this damage.

According to Katharine Mackenzie Paterson, a skincare specialist and adviser to Puressestiel, makers of evidence based essential oils notes:

**“There is now compelling evidence that pollutants accelerate ageing and may drive the DNA damage associated with melanoma.”**

She says: ‘It makes sense to try to reduce your exposure to pollutants and protect against the damage they can cause.

“Our skin depends on the oxygen it can absorb.<sup>2</sup> It’s what stimulates its production of collagen, which is crucial for elasticity and healing. The purer the air we’re exposed to, the more oxygen we can absorb from it and the better the integrity and appearance of our skin will be.”

### **Pollutants in our homes and offices also harm our skin**

The risks to our skin do not stop when we reach the safety of our home or workplace.

- The very fine airborne dust and debris (known as particulate matter, or PM) that trigger oxidative stress – leading to skin ageing, pigment spots and wrinkles – is usually linked to traffic pollution, but a recent study has found damagingly high levels in homes too.<sup>2,3,4</sup>
- Cigarettes, wood burning stoves and fires are all sources of the Polycyclic Aromatic Hydrocarbons (PAHs) that accelerate skin damage and ageing and have been implicated in skin cancer.<sup>5</sup>
- Exposure to nitrogen oxides – typically from car fumes, but also from some home sources such as gas and wood burning stoves – are associated with an increased

<sup>1</sup><https://www.frontiersin.org/articles/10.3389/fenvs.2014.00011/full>

<sup>2</sup><https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2290093/>

<sup>3,4</sup><https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3583881/> <https://www.nature.com/articles/s41598-017-15295-8>

<sup>5</sup><https://www.frontiersin.org/articles/10.3389/fenvs.2014.00011/full>

risk of dermatitis and eczema as a result of oxidative damage.<sup>6,7</sup>

- Volatile Organic Compounds (VOCs) - from solvents in paints, varnishes and many cleaning products - are also linked to the raised inflammatory markers associated with dermatitis and eczema, with levels two to five times higher inside our homes than those found outside.<sup>8</sup>

### **New Puresentiel Organic Essential Elixir – tackling skin pollutants**

While it is virtually impossible to avoid all the pollutants that compromise our skin health, Puresentiel has launched - NEW Puresentiel Organic Essential Elixir - to help regenerate skin cells and renourish skin. **NEW**

**Puresentiel Organic Essential Elixir** is a unique combination of eight enriching oils: four proven essential oils - Immortelle, rose geranium, true lavender and ylang ylang. And four dermatologically tested plant oils - Rose Hip, borage, evening primrose and sesame.

All the organic oils in **NEW Puresentiel Organic Essential Elixir** have been shown to protect the skin from pollution-fuelled damage, combating wrinkles and skin ageing. These exquisite oils have all been chosen for their proven skincare benefits. But of particular interest is *immortelle*, also known as *helichrysum italicum*. With a long history of use as an anti-ageing oil, *immortelle* has proven anti-inflammatory properties and has been described by one study as to be the “super arnica of aromatherapy”.<sup>3</sup>

Katharine Mackenzie Paterson says: “One of the great advantages of using New Puresentiel Organic Essential Elixir for skin care is that it moisturises the epidermis and reduces dehydration, but it does not stimulate the production of sebum and clog the pores.

<sup>6,7</sup><https://www.frontiersin.org/articles/10.3389/fenvs.2014.00011/full>  
[http://www.apis.ac.uk/overview/pollutants/overview\\_N\\_Ox.htm](http://www.apis.ac.uk/overview/pollutants/overview_N_Ox.htm)

<sup>8</sup> <https://www.epa.gov/indoor-air-quality-iaq/volatile-organic-compounds-impact-indoor-air-quality>  
<http://www.formatex.info/microbiology4/vol2/1073-1080.pdf>

“In a clinical trial of women aged 40 to 61, all said that their skin felt revitalised, more nourished, and less dry after using the New Puresentiel Organic Essential Elixir. Almost all (95%) said their skin felt softer and using Puresentiel Organic Essential Elixir did not block their pores. And four out of five (81%) said their skin felt plumper and more toned.

“The study showed that after just 28 days of use, New Puresentiel Organic Essential Elixir improved firmness by 33% and skin softness and brightness by 26%. Skin roughness was reduced by 37% and the appearance of dark circles by 64%.”

Puresentiel is known for its evidence-based products. Every ingredient of their New Organic Essential Elixir has evidence to support its use in this unique blend.

- **Immortelle** - a member of the daisy family, also known as *Helichrysum italicum* – regenerates skin and combats visible signs of ageing. Laboratory tests have confirmed that it also reduces *erythema* - the umbrella term for non-specific redness and irritation - and protects against sun damage.<sup>9</sup>
- **Rose geranium** - also known as *Pelargonium graveolens* - has been shown to have potent anti-inflammatory, antibacterial and antifungal activity in laboratory studies. It also firms and brightens the skin and may be one of the best oils for diverse dermatological problems such as oily or congested skin, eczema, and dermatitis, according to one study.<sup>10</sup>
- **True lavender** - also known as English lavender - has antiseptic, anti-inflammatory and anti-fungal properties and regenerates and soothes the skin. A

<sup>3</sup> Guinoisea V, et al. Biological properties and resistance reversal effect of *Helichrysum italicum* (Roth) G. Don. *Formatex* 2013.

<sup>9</sup> Artunes Viegas D, et al. *Helichrysum italicum*: from traditional use to scientific data. *J Ethnopharmacol* 2014  
<https://www.ncbi.nlm.nih.gov/pubmed/24239849>

<sup>10</sup><https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3793238/>

team of Japanese scientists found that it also increased production of collagen and a growth factor needed for skin regeneration.<sup>11</sup>

- **Ylang Ylang** – known for its calming properties. Also tones and revitalises skin and helps normalise the secretion of sebum.
- **Rose Hip oil** - said to be the Duchess of Cambridge's go-to skin therapy; nourishes the skin and combats wrinkles. Studies confirm it relieves atopic dermatitis, reduces the signs of ageing, and reduces the risk of age-related pigmentation problems.<sup>12</sup>
- **Borage oil** - protects and revitalises the complexion and is widely used in skincare products. Borage seed oil is also used to treat a number of skin disorders, including eczema and dermatitis<sup>13</sup> and laboratory tests show it protects against DNA damage.<sup>14</sup>
- **Evening primrose oil** - restores the skin's flexibility and stalls ageing. Used topically, it improves the skin barrier in people with dermatitis.<sup>15</sup>
- **Sesame oil** - is rich in vitamin E and restores and nourishes the skin. Used topically, it's proven to protect against skin damage from the sun and also thought to reduce oxidative stress, which is a factor in skin ageing.<sup>16</sup>

### What else can we do to protect our skin?

Ditching air fresheners which contain formaldehyde, benzene, VOCs and other known irritants should make a huge difference, and there is compelling clinical evidence that switching to *Puressestiel Purifying Air Spray* will deliver even greater benefits. GP, Dr Gill Jenkins explains: "Made with essential oils, *Puressestiel Purifying Air Spray* does not add to the cocktail of toxins that are already present in most homes, but it also reduces levels of airborne toxins and irritants. That's great news not just for our health and wellbeing, but our skin beauty too!"<sup>17</sup>

**NEW Puressestiel Organic Essential Elixir is £34.99 and available from Boots, Whole Foods and Amazon.**



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### For more information please contact:

Nicky Smith; [nicky@junglecatsolutions.com](mailto:nicky@junglecatsolutions.com), 07867 513 361

Lorraine Calvey; [lorraine@junglecatsolutions.com](mailto:lorraine@junglecatsolutions.com), 07903 250 393

Sophie Woolford; [sophie@junglecatsolutions.com](mailto:sophie@junglecatsolutions.com), 07825 347 446

<sup>11</sup><https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4880962/>

<sup>12</sup><https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5485961/>

<sup>13</sup><https://www.webmd.com/vitamins/ai/ingredientmono-596/borage>

<sup>14</sup><http://journals.plos.org/plosone/article?id=10.1371/journal.pone.0056986>

<sup>15</sup><https://www.ncbi.nlm.nih.gov/pubmed/10442214>

<sup>16</sup>

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3263051/>

<sup>17</sup> Volatile Organic Compounds & essential oils: natural issues. Roundtable report