

## The Ultimate Moisturizer

Jojoba oil on its own, or as a cream formulation, is a non-tacky, shine-free moisturizer that spreads easily and imparts a pleasant satin feel to the skin. If using pure jojoba oil, apply a few drops while your skin is still damp, or put a few drops into your bath water.

Jojoba is ideal for oily skin. Apply jojoba to oily skin or scalp leads the sebaceous glands to believe they are overproducing and so excess sebum production will be reduced, normalizing natural production of the skins oil.

### Ideal Hair Care

Jojoba is the ultimate natural hair cleanser and conditioner. Sebum, the natural lubricant that protects our skin and hair can be removed by shampoos, dryer use and exposure to sun and water, leaving hair dry and brittle. The use of jojoba shampoos and conditioners, or the addition of a few drops of jojoba oil to your usual hair care products will help make up for the temporary loss of sebum.

A couple of drops of jojoba in a jug of warm water make an excellent natural conditioning rinse. For those suffering from dry itchy scalp, or dandruff, try a weekly scalp massage with pure jojoba oil.

A regular scalp massage with jojoba will ensure clean, open pores for the passage of new hair, existing hair remains supple and with full body.

### Waxing and Shaving

Jojoba oil used before waxing will surprise you with the ease and comfort it brings to this process. Jojoba is a liquid wax it enhances the hair to wax bonding, and lubricates the follicles to ease hair removal. A few more drops after waxing will soothe the skin and prevent ingrown hairs by keeping the follicles soft.

## For Women and Men

The use of hot water and soaps to soften the beard, or the friction of the electric shavers can dry out the skin and cause irritation. A few drops of jojoba oil to lubricate the skin for a man before shaving, or as an aftershave balm, will make this task a smoother.

Most men have few skin problems than women, probably because they use loess pore-clogging animal or petroleum based make-up. But men are generally more exposed to the drying effects of outdoor work, and the pore blocking caused by grime and sunscreen. A daily cleansing with jojoba oil, which has no perfume, will help keep his skin clean and moisturized.

One of Jojoba's properties was said it could restore hair. Today we know hair loss is largely a genetic trait, but if the hair follicle is not properly lubricated the emergence of new hair can be halted, while dry, brittle hair will break off leading to hair loss.

### Hands and Nails

Use jojoba oil as a manicure. Other oils have to be removed from the nails by solvents used before applying polish. Not so jojoba oil. It rapidly penetrates the nail and does not repel nail polish, unlike other oils. A few drops of jojoba oil massaged into the hands and nails after washing dishes or laundry makes a real difference

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## How Jojoba Works

Jojoba oil, being a wax ester, is made up of narrow chains of molecules unlike the large branched molecules of other vegetable or petrochemical oils used in body care. **Jojoba is almost identical in structure to sebum, our skin's own natural oil.** Jojoba can easily and rapidly penetrate deeply into our skin and hair.

Unlike the triglyceride oils, jojoba is remarkably stable, remaining unaffected long after most other oils have gone rancid and broken down. It is unaffected by prolonged high temperature and oxidation; this has the advantage of retaining its efficacy over longer periods and reducing the need for added preservatives in cosmetic formulations.

Jojoba also has a built-in-antibacterial property that makes it especially useful in cases of skin infections such as acne. Tests over many years have shown jojoba to be safe and non-allergenic.

Obviously the most effective skin care product is one that comes closest to the skin's own secretions. When jojoba is applied to the skin, it marries with sebum to reduce Tran epidermal water loss without totally blocking the transpiration of gases and water vapor, unlike mineral and animal bases oils used in many moisturizers.

Jojoba has also been clinically shown to penetrate into the skin deeper and more rapidly than most other moisturizers, without leaving any greasiness or shine on the surface. Viscoelastic dynamometric tests with **jojoba have registered a 37% increase in the skin softness only 30 minutes after application, while superficial facial lines were reduced by 26% after one hour** and both softness and line reduction was significantly measurable well after 8 hours.

Cosmetic research indicates that compounds called insaponifiables can help maintain elastic in the skin. The loss of elastic through aging or exposure to the environment is a contributor to loss of skin tone and the appearance of wrinkles. Jojoba has a far greater amount of insaponifiables than most other vegetable oils.

## Acne & Skin Problems

Acne results from the over production of sebum, which blocks and infects the pores. Jojoba has the ability to normalize sebum production and dissolve pore blocking material. The inbuilt antibacterial property of jojoba also contributes to its effectiveness in helping to alleviate acne.

Persistent use of jojoba has been reported to eradicate certain skin blemishes especially scar tissue and keratoses and it can be used with success to prevent bedsores and corns.

## Psoriasis and Eczema

Scientific, clinical and cosmetic studies worldwide have demonstrated that jojoba oil is successful in treating dry, flaky skin, swelling, redness and skin problems such as psoriasis and eczema. Organic Jojoba Oil aids in the relief of minor skin irritations, dry skin, scaling, redness and itching of psoriasis, eczema and dandruff.

## Burns

Jojoba is becoming recognized as a useful adjunct in the treatment of burns. Work at a burn rehabilitation center in Israel has shown jojoba to be effective in reducing scarring, encouraging healing and providing soothing relief. Anecdotal evidence here in Australia has also supported the use of jojoba in treating sunburn and the effects of radiation therapy.

## Mothers & Babies

Jojoba is an ideal emollient for baby's delicate skin and helps reduce nap rash. For nursing mothers, massaging nipples with jojoba oil will prevent cracking and is perfectly safe for baby. Massaging jojoba oil into the bust and tummy after pregnancy will help restore tone to the skin and help reduce, stretch marks.

## For the Technically Minded

Jojoba oil (or strictly speaking, liquid wax) is extracted from the seed of the jojoba plant (*simmondsia chinensis*). It is a native of the Sonoran Desert region of Arizona & Mexico.

## Why Buy Organic Jojoba Oil

The versatility of jojoba as a highly; effective ingredient for body care is still to be discovered by most people. We are confident that once you have used jojoba, you will recognize it as the worlds finest multi-functional cosmetic oil and become one of the growing number of people to whom Nature's centuries old secret has been revealed.

## Jojoba Shield Hot Oil Treatment

Organic Jojoba Oil is the ultimate natural hair cleanser and conditioner. This hot oil treatment will relieve brittleness, breakage and split ends. \* Warm .5 oz to 1 oz our 1 oz bottles of 100% Organic Jojoba Oil in warm water just until the oil is lukewarm (test on wrist). Apply the oil to fingertips and massage well into hair, especially the ends. Leave in hair for 15 to 20 minutes then shampoo twice, and rinse it out.

(\*Do not use a microwave to warm oil)