

Rationale For Wysong Natural Deodorant

Underarm deodorants and antiperspirants have become some of the most commonly used cosmetic products in modern society. Although underarm odor is unpleasant by many people's standards, it is not certain that this odor would be present or offensive in nature if modern diets were more natural and if lifestyles included plenty of fresh air, sunlight and

exercise. It is unlikely that it would be, since prior to the invention of deodorants, people were social creatures, and even found one another attractive. If this were not true, we would not be here telling this story today, since it is only because of the friendliness of our ancestors that we exist.

DEODORANT

W Y S O N G

NATURAL DEODORANT STONE™:

A natural stone that neutralizes the body odor without altering tissue metabolism, or irritating sensitive underarm skin.

Ingredients: Calcium, Manganese, Phosphorus, Silicon, Sodium, Ammonium, Potassium, Alum, Strontium, and Titanium as large non-absorbable, non-ionized mineral salts.

NATURAL DEODORANT SPRAY™:

A natural, non-aluminum formulation, which neutralizes body odor without altering tissue metabolism, or irritating sensitive underarm skin.

Ingredients: Purified Water, Natural Mineral Salts, Aloe vera, Grapefruit Seed Extract, Xanthan and Acacia Blend.

CATALYST DRY DEODORANT™:

All natural, non-toxic, and aluminum free. A powerful deodorant that works by preventing skin pH changes, which enhance bacterial growth, and by absorbing odors. Completely neutral in fragrance. No additives or preservatives. Does not plug sweat glands to prevent perspiration.

Ingredients: Trona Mineral Salts, Methyl Sulfonyl Methane (MSM), Desiccated Sea Plankton, Aloe vera Powder.



Nevertheless, underarm odor is now considered by most to be offensive. Many underarm deodorant formulations are available on the market that are effective not only in eliminating odor, but also in inhibiting underarm perspiration. These products contain a variety of compounds, many of which are synthetically derived, and some whose safety is questionable, particularly when applied to the skin over long periods of time.

The Skin as an Absorbing Organ

The "skin" of simple organisms is extremely important in not only protection but also respiration, alimentation, and secretion. Essentially, all life processes within the surrounding environment are affected through this external coat. In multicellular organisms, there is usually an integument that surrounds the cells that further separates the organism from its environment. In complex organisms such as mammals, of course the skin is less functional in these processes, since eating and respiration is accomplished through specialized systems. Nevertheless, at one level or another, skin retains all of the properties of the simplest one cell organisms. Percutaneous and transepidermal absorption can result in the passage of substances from outside of the body in the form of gases or liquids through the entire thickness of the skin directly into the vascular system. In some cases, this absorption can occur at the same rate as that which is accomplished in the digestive tract.

The function of the skin as a barrier has been given far more attention than it's function as an absorbing and excreting organ. Aside from the normal production of oils and sweat from skin glands, the skin is also capable of losing moisture across this barrier particularly if the nutritional health of the skin is compromised.

In the opposite direction, the skin has the capability of absorbing both water and oil-soluble compounds directly

into its structure and directly into the capillary networks within the skin. This absorbing capability of the skin is now being increasingly utilized in medicine with transdermal patches capable of administering drugs that have a systemic effect. Examples of compounds that are absorbed through transdermal patches include morphine, aspirin, insulin, melatonin, nitroglycerin, and testosterone.

A gigantic cosmetic industry has focused on the preparation of various topically applied ointments and creams with a variety of beneficial effects attributed to them. Unfortunately, the consumer usually purchases products based upon the hope for cosmetic effect and does not give enough consideration to the safety of various compounds that are commonly employed in these preparations in terms

of their ability to be absorbed by the body. In other words, an 'Aloe vera night cream' may lead the consumer to believe that the beneficial attributes of aloe vera will be realized if the product is used but little consideration is given to the potential effects of the variety of synthetic perfumes, emulsifiers, dyes, pH balancers, and preservatives over long-term usage. Not only is the consumer usually unaware of the potential effects of these compounds, but even regulatory agencies do not have the appropriate safety data to prove that these compounds, when mixed in the various ratios and proportions that they are not dangerous in the long term.

Life, through its millennia of existence, adapted to the natural, preindustrial environment genome is in effect an expectation of what that natural environment should be. How-

ever, since the industrial age, our water supply, our air supply, the clothing we wear, the foods we eat, and the personal care products we use, have been increasingly altered from the original, natural state. Although not all that is natural is necessarily safe, since even water and oxygen can be lethal in sufficient doses, the use of natural products and the restoration of our environment to a more natural state is without question a most rational choice in terms of increasing the probability for a healthy state.

Formulation Philosophy

Wysong Natural Deodorants are formulated with ingredients as close to their natural state as it is possible to obtain them with modern technology.

The objective of Wysong Natural Deodorants is to provide a natural,

COMPARISON

Wysong Natural Deodorant

***Some Common Deodorant/Antiperspirant Ingredients**

Purified Water
 Natural Mineral Salts
 Aloe vera Extract
 Vegetable Glycerine
 Grapefruit Seed Extract
 Xanthan and Acacia Blend
 MSM
 Desiccated Sea Plankton

Aluminum Chlorohydrate
 Aluminum Zirconium
 Tetrachlorohydrate
 GLY
 Zirconium-Aluminum-Glycine-
 Hydroxychloride Complex
 Magnesium Aluminum Silicate
 PPG-11 Stearyl Ether
 PPG-15 Stearyl Ether
 PPG-14 Butyl Ether
 Steareth-2
 Steareth-20
 PEG-100 Stearate
 Stearyl Alcohol
 Talc
 Glyceryl Stearate
 Hydrogenated Castor Oil

Cyclomethicone
 Dimethicone
 Polyethylene
 Quaternium-18 Hectorite
 Silica
 Laureth-23
 Laureth-4
 Lapyrium Chloride
 Lauric Acid
 Titanium Dioxide
 Carmine
 SD Alcohol 40-B
 Fragrance
 Disodium EDTA
 BHT
 D & C Yellow No. 10
 FD & C Red No. 4

*These ingredients have been found in a variety of deodorant/antiperspirant products.

safe, soothing and well tolerated product that would have the capability of eliminating normal underarm odor without interfering with the natural healthful perspiration and excretion capabilities of the skin. The aluminum compounds normally used as antiperspirants in effect plug glands in the skin, and thus do not allow the natural skin processes to occur. There is also increasing concern about the potential relationship between aluminum and degenerative diseases such as Alzheimer's Disease. Considering that the skin is an absorbing organ, it might be questioned whether continual application of microemulsions of aluminum to the skin on a daily basis is wise.

Wysong Natural Deodorants work by inhibiting the growth of certain bacteria on the skin that are capable of causing odor as well as by neutralizing odors that may result. The product also incorporates substances capable of

healing and soothing tender or irritated skin which can occur particularly with women who routinely shave the underarm area. The perspiration secreted by humans is virtually odorless. The unpleasant odor only occurs after the sweat has been decomposed by primarily gram-positive bacteria. By inhibiting these bacteria, it is possible thus to reduce or eliminate the resulting odor.

On the other hand, bacteria on the skin exert a beneficial function. They, like the microorganisms within the digestive tract, inhibit the growth of potential pathogens, and perhaps exert other beneficial effects not yet understood. Therefore, it is important that only the gram-positive organisms be inhibited and not broad spectrum elimination of all microorganisms. Through the application of deodorants to the skin over long periods of time, it is possible that the protective function

of normal skin bacteria may be eliminated and skin infections result. It is for this reason that it is not advisable to use strong antimicrobial soaps on the hands or scalp on a continuing basis, but that only mild and selective bacteriocidal solutions be used.

An individual truly interested in maximum health and youthful vigor to the skin must view cosmetic care as simply an adjunct to lifestyle modification. A proper diet of natural whole foods combined with regular exercise, combined with daily fresh air and sunshine, combined with a happy, peaceful, yet challenging lifestyle is extremely important in achieving both internal and external youth, health, and beauty. It is not possible to escape from the rule that how we look outside is simply a mirror of how we look inside.

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

WYSONG DEODORANT SCIENTIFIC REFERENCES

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