

# senzimi

Honest + Sensitive



## Ingredients Glossary



When it comes to learning about ingredients, there's a huge range of information available on the internet. and while much of that information can be incredibly useful, it's easy to get confused by technical descriptions, especially when the information has been produced by brands keen to promote their own products. Our aim is to create an impartial guide to everything that goes into our products.

## Useful Terms

**Alcohol:** Many alcohols are drying and not good for skin if used in large concentrations. There are other alcohols, such as Cetyl, Cetearyl and Stearyl alcohol that do not have this drying affect and are quite different.

**Emollients:** These are substances that soften and soothe the skin.

**Emulsifiers:** Water and oil don't mix and therefore separate. Emulsifiers fix this problem and are particularly useful in products such as lotions and creams which often include a combination of oils and water.

**Essential oils:** An essential oil is a liquid that is generally distilled (most frequently by steam or water) from the leaves, stems, flowers, bark, roots or other elements of a plant.

**Fatty acids:** Fatty acids are acids that are produced when fats are broken down. They are considered "good fats." These acids are not highly soluble in water, and can be used for energy by most types of cells. Fatty acids can also help keep skin healthy and help prevent early aging.

**Humectants:** Simply put, these are substances that prevent moisture loss.

**Plant extracts:** These are preparations of plants that are obtained by removing the active ingredients from the plant using a suitable dissolving substance - often a solvent (usually alcohol denat). After evaporating all or most of the solvent away, what is left is plant extract.

**Surfactants:** This is a chemical agent capable of reducing the surface tension of a liquid in which it is dissolved. The most common surfactants are cleansing agents allow products to be rinsed away.

***We feel it is essential to explain the different means by which ingredients are classified and produced. What follows is a very simplified overview.***

**Natural:** This means an ingredient that is extracted from a natural item, i.e. an olive, in a way that does not involve any chemical or synthetic processing. So in the case of the olive, the only processing it would go through is being put through a cold press and filtered to produce olive oil.

**Naturally derived:** This means that a natural product, such as coconut, is taken and processed using any number of different techniques that do not involve synthetic substances in order to separate out a particular component of the original product. An example is the extraction of Bisobolol from Chamomile. The end result is still natural.

**Semi-synthetic:** This takes the concept of “naturally derived” one step further. During processing, another synthetic (or semi-synthetic) ingredient is added to the natural or naturally derived ingredient, giving the final product a synthetic classification. An example is Cooamidopropyl Betaine where one ingredient, naturally derived from coconut, is added to Dimethylaminopropylamine, a synthetic ingredient.

**Synthetic:** These are simply man made substances. It is worth recognising that many man-made substances are exact chemical copies of those that appear in nature. One example is the preservative Dehydroacetic acid. It appears naturally in nature but only in small amounts so separating it out is not cost effective - even on an industrial level. As a result the same chemical is recreated in a laboratory setting. Synthetic and natural Dehydroacetic acid is in effect identical chemically.

## The ingredients we use

### **Acetyl tetrapeptide-15**

**Ingredient Classification:** Synthetic active ingredient

**Used in:** Sensitive Moisturiser

**Function:** Reduces the skin's nerve response to external stimuli, therefore providing a 'painkilling' effect. The ingredient reduces the release of certain chemicals that are involved in pain transmission leading to skin that is less reactive to external stimuli. It is particularly useful to those who typically suffer from sore, sensitive and inflamed skin.

### **Achillea Millefolium Extract (Yarrow)**

**Ingredient classification:** Naturally derived herbal extract.

**Used in:** Sensitive Moisturiser & Sensitive Shampoo.

**Function:** Here, it is used primarily for its anti-inflammatory qualities and ability to combat the signs of aging, as inflamed skin prematurely ages. It is also anti-bacterial, so can help fight infection. It is traditionally used to help heal burns and wounds and treat oily scalps and skin problems. It can also be used as an astringent to help with skin tone.

### **Alcohol Denat.**

**Ingredient classification:** Natural refined grain alcohol.

**Used in:** Sensitive Shampoo & Sensitive Moisturiser

**Function:** This form of alcohol is used in the extraction process that enables the separation of plant extracts from plants. During the process, not all the alcohol is evaporated so each plant extract also contains a tiny concentration of alcohol.

### **Allantoin**

**Ingredient classification:** A naturally derived compound often extracted from comfrey.

**Used in:** Sensitive Moisturiser & Sensitive Shampoo.

**Function:** Used here for its ability help heal skin and stimulate the growth of tissue. Allantoin also moisturises and is keratolytic, meaning it causes keratin (fibrous structural proteins) in the skin to soften. It is soothing and is anti-irritating and is used to treat many dry skin conditions such as eczema. It occurs naturally in the body and is known to absorb the spectrum of radiation that damages the DNA of cells.

### **Aloe Barbadosis Leaf Juice (Aloe Vera leaf Juice)**

**Ingredient classification:** Natural juice from Aloe Vera leaves.

**Used in:** Sensitive Moisturiser & Sensitive Cleanser.

**Function:** Aloe Vera is hydrating and soothing. Its active ingredients speed up healing by accelerating tissue repair. It is ideal for use on sunburns, acne, dermatitis, and sensitive and irritated skin in general. Aloe Vera has also recently been hailed for its anti-aging effect on skin. It has a composition very similar to that of human blood plasma and seawater, and shares the same pH as the skin.

### **Anthemis Nobilis Flower Oil (Roman Chamomile)**

**Ingredient classification:** Naturally derived essential flower oil.

**Used in:** All products in range.

**Function:** This is a valued ingredient so we use it across our range due to its anti-inflammatory, analgesic, antiseptic, astringent, anti-allergic and vasoconstrictor properties. It helps heal and soothe dry, sensitive, inflamed skin from a variety of conditions, including acne, eczema and skin rashes. It also constricts blood vessels helping to reduce the redness associated with flushing.

# senzimi

Honest + Sensitive

## **Aqua (water)**

**Ingredient classification:** Water.

**Used in:** All products in the range.

**Function:** De-ionised water is used to ensure absolute microbiological control and freshness. Water also serves to activate those ingredients in our formulations that need hydration in order to be effective.

## **Argania Spinosa Kernel oil (Argan oil)**

**Ingredient classification:** Natural oil from pressed kernels.

**Used in:** Sensitive Moisturiser.

**Function:** This prized Moroccan oil benefits the skin in many different ways. It conditions and protects the skin by reducing wrinkles, softening the skin, improving skin elasticity and helping to stimulate skin regeneration. It also has been found to reduce inflammation and skin irritation, reduce blemishes, hydrate the skin and treat acne, eczema and psoriasis.

## **Avena Sativa Meal Extract (Oat extract)**

**Ingredient classification:** Naturally derived extract from ground oat kernels.

**Used in:** Sensitive Moisturiser.

**Function:** Oat extract is traditionally associated with helping various skin problems such as acne, pimples, eczema and dermatitis. It has anti-irritant and anti-inflammatory properties and is also a good moisturiser.

## **Bisobolol**

**Ingredient classification:** Natural derived alcohol from Chamomile.

**Used in:** Sensitive Moisturiser.

**Function:** This ingredient has been used for centuries in various applications. We use it for its healing and soothing qualities and are confident of its usefulness on sensitive and irritated skin.

## **Boswellia Serrata Extract (Indian Frankincense)**

**Ingredient classification:** Natural gum or resin from Boswellia serrata tree.

**Used in:** Sensitive Shampoo.

**Function:** This is used in Ayurvedic (traditional Indian) medicine for its calming, anti-redness and anti-inflammatory properties. It also reduces the irritant effects of extreme pH and has also been used in acne medications and other recipes that require a non-steroidal anti-inflammatory.

## **Castor Isostearate Succinate**

**Ingredient classification:** Naturally derived liquid polymer.

**Product used in:** Sensitive Conditioner.

**Function:** We use this ingredient as a moisturiser and to stop our conditioner breaking up on contact with wet hair, due to the fact it's resistant to water. It also provides a shiny and silky appearance and feel, leaving hair with a healthy sheen.

## **Cetearyl Alcohol**

**Ingredient classification:** Naturally derived fatty alcohol.

**Used in:** Sensitive Conditioner.

**Function:** Unlike many forms of alcohol, this type will not dry out the skin. It is a mixture of fatty alcohols, consisting predominantly of cetyl and stearyl alcohols and is classified as a fatty alcohol. Derived from coconuts, we use it predominantly as an emollient or skin softener as well as a thickening and carrying agent for other ingredients.

## **Cetearyl Oliviate**

**Ingredient classification:** Naturally derived emulsifier.

**Used in:** Sensitive Moisturiser.

**Function:** Derived from olive oil, we use this for its emulsifying qualities. Emulsifiers help mix oil and water based ingredients together. We use it combined with Sorbitan Oliviate to give our Day Cream a luxuriously smooth feel and texture.

# senzimi

Honest + Sensitive

## **Cetrimonium Chloride**

**Ingredient classification:** Semi-synthetic salt.

**Used in:** Sensitive Conditioner.

**Function:** We use this as a thickening agent and an antistatic ingredient to prevent fly-away hair. It also has antiseptic qualities and is a surfactant and useful emulsifier that means our conditioner can be massaged evenly and effortlessly through hair.

## **Cetyl Alcohol**

**Ingredient classification:** Naturally derived fatty alcohol.

**Used in:** Sensitive Conditioner, Sensitive Cleanser & Sensitive Moisturiser.

**Function:** Derived from palm oil, we use it as an emollient, emulsifier, thickener and opacifier (makes solutions opaque). Cetyl Alcohol helps give our products body and stability and improves the overall feel of our creams and lotions.

## **Chamomilla Recutita Extract (German Chamomile)**

**Ingredient classification:** Naturally derived plant extract.

**Used in:** Sensitive Moisturiser and Sensitive Shampoo.

**Function:** This oil contains large amounts of a compound called Azulene and it is this that is responsible for a large portion of Chamomile's world-renowned skin healing properties. Chamomile pure essential oil is a potent anti-inflammatory and anti-allergen, with strong healing properties, making it ideal as a treatment for wounds, rashes, eczema, or any hypersensitive skin condition.

## **Citric Acid**

**Ingredient classification:** Naturally derived acid.

**Used in:** Sensitive Shampoo & Sensitive Conditioner.

**Function:** This is a pure, clear, crystalline powder made from citrus fruits, and we use it to adjust and balance pH levels in some of our products.

## **Clotrimazole**

**Ingredient classification:** Synthetic fungicide.

**Used in:** Sensitive Conditioner.

**Function:** We use this to prevent the growth of several types of fungi. It works by preventing membranes that surround fungal cells from forming, and some forms of eczema have been shown to be stimulated to grow by these fungi.

## **Coco-Betaine**

**Ingredient classification:** Naturally derived surfactant.

**Used in:** Sensitive Cleanser.

**Function:** Derived from coconut, this surfactant works as a mild cleansing agent, reducing the surface tension of a liquid, allowing it to spread and clean more easily. We use it because it helps mix water with oil and dirt meaning they can be easily rinsed away leaving skin clean. It has a pH that provides a mild germicide effect making it a very effective, gentle cleansing agent.

## **Cooamidopropyl Betaine**

**Ingredient classification:** Semi-synthetic surfactant.

**Used in:** Sensitive Shampoo.

**Function:** This is derived from coconut oil and Dimethylaminopropylamine and is a very gentle cleansing agent that helps stabilise foaming properties. We use it instead of harsher, more irritating cleansing agents such as Sodium Lauryl Sulphate. It also helps thicken our shampoo plus its antibiotic effects and anti-static properties make it very useful in conditioning hair.

# senzimi

Honest + Sensitive

## **Coco-Glucoside**

**Ingredient classification:** Natural derived surfactant.

**Used in:** Sensitive Cleanser and Sensitive Shampoo.

**Function:** This is a coconut derived surfactant, foaming agent, conditioner and emulsifier. We combine it with Glyceryl Oleate to make one of the least irritating and mildest cleansing agents available.

## **Cucumis Sativa (Cucumber Extract)**

**Ingredient classification:** Naturally derived plant extract.

**Used in:** Sensitive Moisturiser.

**Function:** We use this extract mainly for its cooling and soothing properties, but it also has good antioxidant and natural moisturising properties. Cucumber extract is full of vitamin C that helps shield the skin from pollution due to freely suspended particles in the air. It is also a natural astringent that rejuvenates and revitalises the skin and provides some relief from acne outbreaks and skin irritation.

## **Dehydroacetic acid**

**Ingredient classification:** Synthetically produced preservative.

**Used in:** All products in range.

**Function:** Used as a fungicide and bactericide and therefore a preservative, it works by killing off and preventing the growth of microorganisms that contribute to a product's decay.

## **Dimethyl Sulphone**

**Ingredient classification:** Naturally derived sulfur compound.

**Used in:** Sensitive Moisturiser.

**Function:** Methyl sulfone is a natural Sulphur compound found in many foods. It is used to treat many inflammatory disorders and musculoskeletal pain. We use it here for its excellent analgesic and anti-inflammatory properties.

## **Dimethicone.**

**Ingredient classification:** Synthetic silicon oil.

**Used in:** Sensitive Moisturiser.

**Function:** This remarkable ingredient has numerous applications that range from treating contact dermatitis to reducing the redness associated with rosacea. We use it mainly to condition hair as it prevents water loss and leaves hair shiny and smooth.

## **Dimethicone PEG-8 Meadowfoamate**

**Ingredient classification:** Semi-synthetic emollient.

**Used in:** Sensitive Moisturiser.

**Function:** This is a combination of fatty acid from the natural triglyceride Meadow Foam seed (please see Limnanthes Alba) and silicone from Dimethicone (see above). It is a proven emollient and conditioning ingredient that repairs and strengthens hair, leaving it smooth and untangled.

## **Foeniculum Vulgare Fruit Extract (sweet -Fennel)**

**Ingredient classification:** Naturally derived plant oil.

**Used in:** Sensitive Moisturiser & Sensitive Shampoo.

**Function:** Sweet Fennel is a powerful diuretic and detoxifier and good therefore at draining tissues of excess fluids and toxins. We use it here specifically for its anti-inflammatory and toning properties that help tighten and strengthen the elasticity of connective tissues present in the skin.

## **Glycerin, Vegetable**

**Ingredient classification:** Naturally derived emollient and humectant.

**Used in:** Sensitive Shampoo, Sensitive Cleanser & Sensitive Moisturiser

**Function:** This is derived from olive oil. Glycerin is a good emollient (softener) and humectant (attracts and binds moisture). It serves to keep lotions and creams from drying out and hardening whilst leaving the skin moist and soft. It actively draws water from the air into the skin.

# senzimi

Honest + Sensitive

## **Glyceryl Stearate**

**Ingredient classification:** Natural derived fatty acid.

**Used in:** Sensitive Conditioner & Sensitive Cleanser.

**Function:** This is derived from palm kernel or vegetable oil. Glyceryl stearate acts as an emulsifier improving texture to creams and lotions. It also leaves the skin soft and smooth and penetrates the skin easily, helping keeping it hydrated.

## **Glyceryl Oleate**

**Ingredient classification:** Naturally derived surfactant.

**Used in:** Sensitive Shampoo & Sensitive Cleanser.

**Function:** Glyceryl Oleate is derived from sunflower oil and when combined with Coco-Glucoside forms a cleansing agent that is extremely mild and rinses away quickly.

## **Helianthus annus seed oil (Sunflower seed oil)**

**Ingredient classification:** natural seed oil.

**Used in:** Sensitive Cleanser.

**Function:** This ingredient is a useful emollient bringing a great feel to lotions and creams. It's also full of triglycerides that help strengthen skin structure. It is also packed with antioxidants which help fight against the skin aging process.

## **Hydrogenated Olive Oil**

**Ingredient classification:** Naturally derived olive wax.

**Used in:** Sensitive Moisturiser.

**Functions:** Hydrogenate olive oil slows down the loss of water from the skin by forming a barrier on the skin's surface. We use it in combination with two other fantastic highly refined Olive based ingredients; Olea Eurppaea and Olea Europaea Fruit Unsaponifiables, to provide the best performing properties the olive can offer.

## **Hydrolyzed wheat protein**

**Ingredient classification:** Naturally derived water-soluble protein.

**Used in:** Sensitive Shampoo.

**Function:** It helps attract and retain moisture and coats porous and damaged areas helping to strengthen and mend hair fibre.

## **Humulus Lupulus Extract (Hops)**

**Ingredient classification:** Naturally derived plant extract.

**Used in:** Sensitive Moisturiser and Sensitive Shampoo.

**Function:** This extract has soothing qualities and provides antioxidant and antibacterial benefits. It also helps strengthen hair.

## **Hydrogenated Palm Glycerides Citrate**

**Ingredient classification:** Naturally derived hardened vegetable oil

**Used in:** Sensitive Cleanser

**Function:** This is derived from palm oil, glycerin and citric acid. It is used to emulsify and provide consistency to lotions.

## **Lavandula Angustifolia oil (Lavender)**

**Ingredient classification:** Naturally derived essential oil.

**Used in:** All product in range.

**Function:** Lavender has potent cell regeneration and repair capabilities. Its active components work to increase cellular activity and prevent cell death. It is powerfully antiseptic, anti-bacterial and anti-fungal, and also works to regulate the production of sebum.

# senzimi

Honest + Sensitive

## **Limnanthes Alba Seed oil (Meadow foam oil)**

**Ingredients classification:** Naturally derived seed oil.

**Used in:** Sensitive Conditioner.

**Function:** Meadowfoam oil is one of the most stable oils, and will actually extend the shelf life of less stable ingredients. When applied to the skin, it forms a moisture barrier, assisting the skin with preventing moisture loss. We use it here for its ability to add shine and moisturise hair as well as repairing dry or damaged hair.

## **Lauryl Glucoside**

**Ingredients classification:** Naturally derived surfactant.

**Used in:** Sensitive Cleanser and Sensitive Shampoo.

**Function:** Lauryl glucoside is a 100% plant-derived mild cleanser. It is significantly milder on the skin than its more commonly used cousin, Decyl glucoside. We use this in combination with Sodium Cocoamphoacetate, Sodium Cocoyl Glutamate, Sodium Lauryl Glucose Carboxylate to provide a cleansing system that is natural and free from the harsher chemicals found in most synthetic cleansing ingredients.

## **Lonicera Caprofolium Flower Extract (Honeysuckle)**

**Ingredient classification:** Naturally derived preservative.

**Used in:** All products in range.

**Function:** This is a conditioning ingredient that has been found to have preservative qualities. This combined with Lonicera Japonica Flower Extract (Japanese Honeysuckle) makes up the primary preservative system for all our ingredients. This ingredient is a source of natural parabens which scientists argue are chemically different from their synthetic cousins. We are undecided on this issue at the moment, but feel it is important to draw your attention to it all the same.

## **Lonicera Japonica Flower Extract (Japanese Honeysuckle)**

**Ingredient classification:** Naturally derived preservative.

**Used in:** All products in range.

**Function:** This is a conditioning ingredient that has been found to have preservative qualities. Combined with Lonicera Caprofolium Flower Extract (Honeysuckle) this makes up the primary preservative system for all our ingredients. This ingredient is a source of natural parabens which scientists argue are chemically different from their synthetic cousins. As with the above, we are undecided on this issue at the moment, but feel it is important to draw your attention to it all the same.

## **Mannitol**

**Ingredient classification:** Naturally derived plant salt.

**Used in:** Sensitive Moisturiser.

**Function:** Used to bind ingredients together and reduce the odour of stronger smelling ingredients. It also helps reduce the loss of moisture from the skin.

## **Melia Azadirachta Leaf Extract (Neem)**

**Ingredient classification:** Naturally derived plant extract.

**Used in:** Sensitive Shampoo.

**Function:** This ingredient has been used in Ayurvedic (traditional Indian) medicine for around 4000 years! We use it here for its ability to relieve dry and itchy scalp, dandruff, and the symptoms of scalp psoriasis. It also leaves hair silky, shiny and stronger.

## **Mellisa Officinalis Leaf Extract (Lemon Balm)**

**Ingredient classification:** Naturally derived plant extract.

**Used in:** Sensitive Shampoo & Sensitive Moisturiser.

**Function:** Melissa or Lemon balm oil is traditionally used for cleansing and nourishing skin. It has been found to be anti-inflammatory and antibacterial and also tones and detoxifies the scalp whilst regulating oiliness.

# senzimi

Honest + Sensitive

## **Olea Europaea (Olive oil) Fruit Unsaponifiables**

**Ingredient classification:** Naturally derived refined wax.

**Used in:** Sensitive Moisturiser.

**Function:** This is a natural component of olive oil that delivers superior moisturising benefits to the skin. It is also the part of the olive that contains Squalane that is very closely related in structure to human sebum. It has great protecting properties and is used to help with eczema and dermatitis. We use it in combination with two other fantastic highly refined olive based ingredients; Hydrogenated Olive Oil and Olea Europaea, to provide the best performing properties the olive can offer.

## **Olea europaea (Olive oil)**

**Ingredient classification:** Natural pressed oil.

**Used in:** Sensitive Moisturiser.

**Function:** Olive oil is a natural emollient and contains high levels of antioxidants including tyrosol, which helps to prevent free radical formation in the skin. Olive oil is good for rheumatic conditions and inflamed dry skin. It relieves itching and helps the synthesis of substances like collagen and elastin. We use it in combination with two other fantastic highly refined olive based ingredients; Hydrogenated olive oil and Olea Europaea Fruit Unsaponifiables to provide the best performing properties the olive can offer.

## **Oryza Sativa (Rice Bran oil)**

**Ingredient classification:** Naturally derived plant oil.

**Used in:** Sensitive Conditioner.

**Function:** This has been used in Japan for centuries as a gentle natural exfoliant and moisturiser. It is an oil rich in vitamin E that also protects elastin and collagen in the skin. We use it in our conditioner to add sheen and moisture.

## **Panthenol**

**Ingredient classification:** Naturally derived Vitamin.

**Product used in:** Sensitive Conditioner.

**Function:** This is derived from rice husks and is a penetrating moisturiser that absorbs easily into the skin and hair. It is commonly known as pro-vitamin B5 and repairs damaged hair by filling in cracks in the hair shaft and strengthening hair. It also hydrates hair, making it appear thicker.

## **Pelargonium Graveolens Flower Oil (Geranium)**

**Ingredient classification:** Naturally derived plant oil.

**Used in:** Sensitive Conditioner.

**Function:** Geranium oil has many functions and properties. It is an astringent and antiseptic, and makes an excellent skin care treatment for acne, eczema and other skin inflammations. It also adjusts the oil balance in oily and dry skin.

## **PEG 40 Hydrogenated Castor Oil**

**Ingredient classification:** Semi synthetic vegetable oil.

**Used in:** Sensitive Cleanser.

**Function:** This is a soothing oil with excellent moisturising qualities that easily penetrates into the skin leaving it smooth and supple.

## **PEG- 100 stearate**

**Ingredient classification:** Naturally derived fatty acid.

**Used in:** Sensitive Conditioner.

**Function:** We use this ingredient as an emollient, emulsifier and a moisturiser. However PEG Stearates in general are also used as cleansing agents that rinse dirt and grease away easily.

## **Phenoxyethanol**

**Ingredient classification:** Synthetic preservative

**Used in:** Sensitive Moisturiser and Sensitive Shampoo.

**Function:** This is a widely used preservative ingredient that kills bacteria and stabilises formulas. It is one of only a few preservatives that does not release formaldehyde.

# senzimi

Honest + Sensitive

## **Potassium Sorbate**

**Ingredient classification:** Naturally derived fungicide.

**Used in:** Sensitive Shampoo & Sensitive Moisturiser.

**Function:** Potassium sorbate dissolves in water to form Sorbic acid, which is effective against yeasts, moulds, and selected bacteria, which is why we use it as a preservative.

## **Retinyl Palmitate (Vitamin A)**

**Ingredient classification:** Semi-synthetic antioxidant.

**Used in:** Sensitive Moisturiser & Sensitive Conditioner.

**Function:** This is a form of Vitamin A and aids the removal of free radicals from cells. It has also been shown to encourage collagen production in the dermis, causing the middle layers in the skin to plump out and efficiently retain moisture.

## **Rosa Canina Fruit Oil (Rosehip oil)**

**Ingredient classification:** Natural plant oil.

**Used in:** Sensitive Moisturiser.

**Function:** High in vitamin A it helps fight skin infections such as acne, pimples and boils. If used regularly, it is good at reducing the physical affects of existing noticeable photo-aging damage, hyper-pigmentation and scarring. As well as a great skin healer, rosehip oil is a fantastic moisturiser and is compatible with all skin types. It will direct moisture to dry areas of your skin while avoiding over saturating normal areas.

## **Simmondsia chinensis Seed Oil (Jojoba)**

**Ingredient classification:** naturally derived plant wax.

**Used in:** Sensitive Cleanser.

**Function:** Jojoba oil's structure is remarkably similar to that of human sebum, making it very easily absorbed. It leaves skin soft, supple and smooth. It has the ability to help heal acne-prone skin, and has significant inherent UV ray protection. Jojoba oil has been shown to effectively reduce superficial facial lines and provide lasting skin softness. It has recently been shown to be effective in treating many types of psoriasis and skin itches.

## **Sodium Ascorbyl phosphate (Vitamin A)**

**Ingredient classification:** Naturally derived anti-oxidant.

**Used in:** Sensitive Moisturiser.

**Function:** This stable form of Vitamin C is a powerful anti-oxidant that helps destroy aggressive oxidizing agents and radicals in the skin. These are formed in the skin as a result environmental exposure, particularly intensive exposure to sunlight. Sodium ascorbyl phosphate is pro-Vitamin C and it releases Vitamin C in the skin. It is used instead of Vitamin C (ascorbic acid) due to its far superior stability. It promotes skin elasticity by enhancing collagen formation.

## **Sodium Cocoamphoacetate**

**Ingredient classification:** Naturally derived Surfactant.

**Product used in:** Sensitive Shampoo and Sensitive Cleanser.

**Function:** This is a coconut oil-derived surfactant that assists in gentle cleaning. It also enhances the appearance of hair by increasing body and helps repair hair that is physically damaged. Sodium Cocoamphoacetate is often used in sensitive skin products because of its mild and non-irritating properties. We use this in combination with Lauryl Glucoside, Sodium Cocoyl Glutamate, Sodium Lauryl Glucose Carboxylate to provide a cleansing system that is natural and free from the harsher chemicals found in many synthetic cleansing ingredients.

# senzimi

Honest + Sensitive

## **Sodium Cocoyl Glutamate**

**Ingredient classification:** Naturally derived Surfactant.

**Product used in:** Sensitive Shampoo & Sensitive Cleanser.

**Function:** This is another extremely mild, gently foaming surfactant derived from coconut. We use this in combination with Sodium Cocoamphoacetate, Lauryl Glucoside and Sodium Lauryl Glucose Carboxylate to provide a cleansing system that is natural and free from the harsher chemicals found in most synthetic cleansing products.

## **Sodium chloride**

**Ingredient classification:** Natural common salt.

**Used in:** Sensitive Shampoo & Sensitive Cleanser.

**Function:** Common salt has many application is cosmetics. It can be used as a product thickener, astringent anti-inflammatory inflammation and an antiseptic.

## **Sodium citrate**

**Ingredient classification:** Naturally derived acid.

**Used in:** Sensitive Moisturiser.

**Function:** Used as an acidity regulator to adjust pH.

## **Sodium hydroxide**

**Ingredient classification:** natural derived alkali.

**Used in:** Sensitive Support Day Cream.

**Function:** Used as an alkali regulator to adjust pH.

## **Sodium Lauryl Glucose Carboxylate**

**Ingredient classification:** Naturally derived Surfactant.

**Used in:** Sensitive Shampoo and Sensitive Cleanser.

**Function:** This makes up the final foaming cleansing ingredient we use in our products. Like the other surfactants used, it is gentle, non-toxic and used as a replacement for harsher cleansing agents. This too is derived from coconut. We use this in combination with Sodium Cocoamphoacetate, Lauryl Glucoside, Sodium and Cocoyl Glutamate to provide a cleansing system that is natural and free from the harsher chemicals found in most synthetic cleansing ingredients.

## **Sorbitan olivate**

**Ingredient classification:** Naturally derived fatty acid.

**Product used in:** Sensitive Shampoo.

**Function:** Naturally produced from olive oil fatty acids and Sorbitol, we use it to stabilise product ingredients.

## **Stearic acid**

**Ingredient classification:** Naturally derived fatty acid.

**Used in:** Sensitive Cleanser.

**Function:** Stearic acid can be found in many vegetable oils. It works well as an emollient and emulsifier.

## **Squalane (from olive oil)**

**Ingredient classification:** Natural derived from olives.

**Used in:** Sensitive Moisturiser.

**Function:** Olive squalene is invaluable when it comes to skin regeneration because of its close resemblance to human sebum. It is highly conditioning, bringing relief to dry and chapped skin. This conditioning property makes it a fantastic oil to use on conditions such as eczema and dermatitis. Squalane contains the skin's most important protective lipid and which naturally declines in the skin as we go into adulthood.

# senzimi

Honest + Sensitive

## **Tocopherol (Vitamin E)**

**Ingredient classification:** Naturally derived antioxidant.

**Used in:** Sensitive Cleanser & Sensitive Moisturiser.

**Function:** As an antioxidant it defends the skin. It also assists in reducing scars and promoting healing. Tocopheryl acetate is a stable form of vitamin E extracted from soybeans. Dermatologists recommend vitamin E for a large number of skin diseases and sensitivities. Vitamin E works to soften skin and reduce the appearance of facial lines and wrinkles.

## **Triticum vulgare germ oil (wheat Germ )**

**Ingredient classification:** Naturally derived plant oil.

**Used in:** Sensitive Conditioner.

**Function:** Wheat Germ Oil is very high in Vitamin E. It is also rich in vitamins A and D, lecithin, proteins and unsaturated fatty acids, making it highly skin compatible and nourishing. We use it to help prevent moisture loss from scalp and hair.

## **Urea**

**Ingredient classification:** Naturally derived pH balancer.

**Product used in:** Sensitive Shampoo and Sensitive Moisturiser.

**Function:** Urea helps minimise the change in the pH balance of our products when other ingredients are added to that product. We also use it because it increases the water content of the top layers of the skin.

## **Viscum Album Leaf Extract**

**Ingredient classification:** Naturally derived plant extract.

**Product used in:** Sensitive Shampoo and Sensitive Moisturiser.

**Function:** We use this extract for its soothing properties on sensitive skin and scalp.