

CAN'T-MISS LAUNCH: Enso Beauty—100% USDA-Certified Organic Skin Care—Uses Indian Gooseberry (Instead of Water)

We're excited to introduce to you a new natural/organic skincare line that will definitely get you talking (and thinking)!

HOLLYWOOD, Fla. ([PRWEB](#)) July 18, 2018 -- Enso Beauty (www.ensobeautyco.com) is an organic skincare collection that's 100% USDA Certified Organic—EVERY ingredient, EVERY product, EVERY package.

Founded by husband-and-wife team Philip and Adria “Leila” Andrews, Enso Beauty was created when nothing would help Leila’s painful skin sensitivity—not even reputable natural skincare brands found at health-food markets and green beauty stores.

So what gives?

Most natural beauty formulas contain SOME natural/organic ingredients, but contain natural ingredients that are irritating to skin, like wintergreen. Or there are hidden chemicals buried in the ingredients lists.

By creating a 100% USDA Certified Organic line, Enso Beauty guarantees every ingredient and every product in their collection is safe from pesticides and toxins

All ingredients and the processes with which they are handled meet strict quality controls.

WHAT ELSE MAKES ENSO BEAUTY DIFFERENT? INGREDIENT TREND: INDIAN GOOSEBERRY

The first ingredient in most serums and moisturizers is water or aloe vera. Water can comprise up to 90% of skincare formulations.

Enso Beauty uses Indian Gooseberry (a.k.a. amla), a powerful anti-aging extract as its first ingredient in their:

- Amla Antioxidant C Serum
- Amla Repair C Balm
- Amla Revitalizing C Eye Cream
- Amla Sensitive Skin Cleanser
- The Amla Antioxidant C Mist contains rose flower water, witch hazel extract then amla extract.

[\(To view the entire collection, click here.\)](#)

Amla is an important medicinal plant in the traditional Indian system of Ayurvedic medicine. Its skin benefits are as follows:

Amla helps revive collagen-depleted skin:

One study found that amla extract helped increased production of collagen, the essential protein you need for elastic, firm and youthful skin.

Amla contains more Vitamin C power than common fruits, like oranges.

In another study, out of 36 fruits including mango, researchers found ascorbic acid (vitamin C) was highest in gooseberry (445 mg/100 g),

Amla bursts with loads of other nutrients to help cleanse and unclog pores.

Amla berries are also a great source of other nutrients, like calcium, phosphorus, carotene and vitamin B. It's also widely credited with its ability to cleanse, moisturize and minimize the appearance of large pores.

With all these benefits, why use water? Drench skin in one of Ayurveda's most powerful fruits instead.

If you're interested in interviewing the founders, hi-res images or samples, please contact Philip Andrews at info@ensobeautyco.com.

Mentioned Studies:

<https://www.ncbi.nlm.nih.gov/pubmed/18588964>

<https://www.ncbi.nlm.nih.gov/pubmed/17558726>



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