

A CELEBRATION OF NATURE, WELLBEING & SKINCARE

SUMMER 2022

# The Floragist

A QUARTERLY MAGAZINE BY FLORAGY NATURAL SKINCARE

EDITION 6

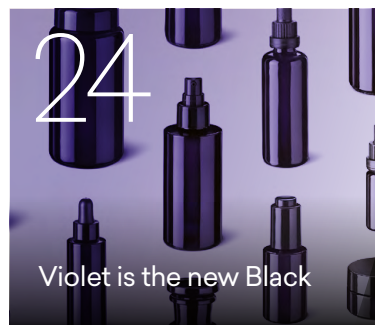
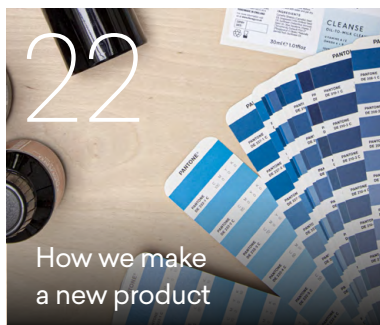
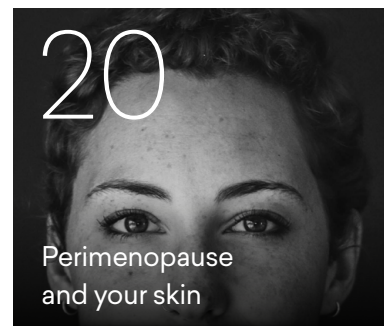
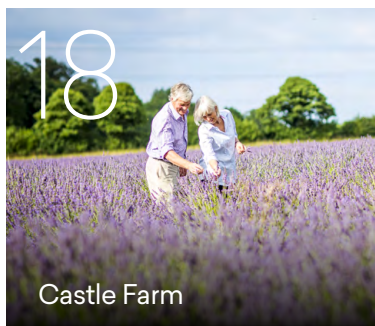
## THE *Blooming* SUMMER EDITION

Packed with helpful  
skincare tips, life-  
style advice and some  
cracking little extras  
just for you Floragers


“SOME OF THE BEST MEMORIES ARE MADE IN FLIP-FLOPS.” — KELLIE ELMORE



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**FRONT COVER:** Alexey Kuzma, Stocksy **PHOTOGRAPHY:** p9 & p30 Brenda Rosete  
**EDITED & WRITTEN:** Louisa Tidy **DESIGN & ART DIRECTION:** Paul Tidy  
**ADDITIONAL PHOTOGRAPHY:** p3 by Louisa Bedford  
**SPECIAL THANKS TO:** Bethany Birch and Alex Capadose for their wonderful articles  
and Castle Farm for the lovely pictures and information.



A WORD FROM THE FLORAGIST

# SUMMER'S IN FULL SWING

We're loving the warmer days and balmy nights here at Floragy HQ. We're embracing summer in a major way and want to share a few of our favourite articles, recipes and small businesses in this bumper edition of The Floragist.

This is our 6th edition and it's a big one! Read on to find out more about summer skin, our sustainability efforts, sensitive skin and how we're really loving Face Yoga!

A special thank you to Bethany and Alex for contributing fabulous articles to this edition, we hope you all enjoy! X

*Louisa x*

# HOLIDAY SKINCARE

Travelling is definitely one of the highlights of my life. I love to go on holiday and explore different countries but one of the not so great things is the skin issues I tend to get whenever I travel.

**D**ry, recycled cabin air, humidity, temperature, sun exposure and let's not forget the often stressful dash to the airport and pre-packing prep, which can throw our skin out of sync leading to redness, breakouts, dryness and irritation which is why it's just as important to keep your skincare routine in place when you're abroad.

## MOISTURISE, MOISTURISE, MOISTURISE

The key is to keep your skin hydrated and moisturised. Have you ever thought 'Why do I need to take skincare products on the plane with me, what a waste of hand baggage space - it's only a 2 hour flight!'

*Trust me, you need skincare products on a plane.*

Your skin will be super dry from the air in the cabin which is where a good moisturiser and facial mist come into play. Make sure your skin is cleansed before applying then spritz away, this will ensure your skin gets the moisture it needs. Being in a dry environment can mean that our skin overproduces oil which can also cause breakouts, so this step is a crucial one.

Drinking plenty of water also applies here, 6-8 glasses per day will keep you hydrated and your skin supple for the duration of your trip.

## FACTOR IN YOUR SPF

Invest in a decent SPF, this is not to be underestimated! SPFs not only protect your skin but they also hydrate it. Always use an SPF of factor 30+ on your face (even in the winter) to protect from premature ageing and harmful UV rays. There are so many on the market to cater for all skin types and issues so do your research and find the perfect one before you travel.

Even when you're abroad make sure you double cleanse. Thoroughly cleansing your skin will remove SPF, dead skin cells and excess oil particularly if you're in a hot climate followed by a super serum and face oil to keep all of that goodness in.

For those of you who need to do the impossible and fit your skincare routine into a small plastic bag 20cm x 15cm in your hand luggage, you need to be ruthless! Stick with the basics; Cleanser, SPF, Moisturiser and Facial Mist. But remember you can always do a supermarket sweep around Boots in the airport if you get desperate.

And for those of you who are more organised our Travel Mini Set is perfect for those trips away with everything you need for great summer skin!

## POST HOLIDAY GLOW

Once you're back in the comfort of your own home it can feel like that holiday glow disappears instantly. I find my skin dries out and can appear flakey without a good moisturiser. To make your skin appear radiant for longer you should avoid using any scrubs instead opting for a cloth to gently exfoliate the skin. Remember to hydrate, hydrate, hydrate! Using a good moisturiser or body oil will keep your skin nourished while you change climates. *Oh and don't forget...apply SPF!*

## TO SUMMARISE

- ✓ Drink plenty of water 6-8 glasses per day
- ✓ Apply SPF regularly, factor 30+
- ✓ Use a face mist for extra hydration
- ✓ Double cleanse daily to remove traces of SPF
- ✓ Moisturise, moisturise, moisturise!

Perfect summer skin



# WHEN IN PALMA

The atmospheric old town of Palma sits on the island of Majorca alongside a palm fringed bay. This beautiful town with cobbled streets and sun drenched squares make this the go to destination for those seeking a laid back, chic break brimming with culture and the buzz of stylish restaurants and markets. We're sharing our top places to eat, sleep, drink and visit in this enchanting medieval town.

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## WHERE TO STAY

### GLORIA DE SANT JAUME HOTEL

Located on a quiet cobbled street this boutique 5 star hotel offers 5 star service in luxurious surroundings. The fourteen bedrooms of this 16th century manor house has been beautifully restored with contemporary furnishings to provide a retreat from the hustle and bustle of Palma's streets below. Complete with a rooftop swimming pool and underground spa this really is one of Palma's hidden gems. <https://www.gloriasantjaume.com>

### CA'N CIRERA

This gothic urban hotel is situated in the heart of the old town next to the cathedral with breathtaking views. Steeped in history this 19 bedroom country house has restored the original features using local materials to preserve the building's heritage. The perfect base to explore all that Palma has to offer. <https://www.hotelcancirera.com/en>

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## WHERE TO EAT

### BAR DIA

This great little tapas bar offers very reasonably priced food and good portions. You'll find mostly locals here and tourists who are fortunate enough to have stumbled upon this bustling eatery. It has an extensive menu of typical Mallorcan tapas which you can enjoy at the bar watching the waiters serve up platefuls of food or at one of the simple rustic tables with a street view perfect for people watching.

### BOTANIC

Known for its 'plant forward' dining, Botanic offers an impressive menu of largely organically, locally sourced produce. Although predominantly vegetarian this award winning restaurant does not leave you wanting. The reasonably priced seven course tasting menu at €50 per person delivers a culinary journey which does not disappoint. The interior is styled with stunning plants displayed on the walls and ceiling, beautifully lit as if you were in a secret garden. <https://eatbotanic.com>

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## WHERE TO DRINK

### 49 STEPS SKYLounge

Overlooking the ocean and the cathedral, this panoramic lounge bar is in the heart of the trendy downtown area of Palma. Enjoy Japanese fusion dishes, a selection of cocktails and wines seated on one of the comfy sofas with views of the sunset. A popular place to meet after work this bar offers relaxed vibes with a soundtrack to match. <https://49stepsmallorca.com>

### CLANDESTINO COCKTAIL CLUB

This discreet, cozy, cool bar tucked away in a cobbled side street offers a homely, candlelit ambience with smoochy jazz on the playlist. We love that the barmen recommend what you should drink - the perfect hosts!

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## PLACES TO SHOP

### PASSEIG DEL BORN

You can't beat a tree lined boulevard especially when it's as beautiful as Passeig del Born. Known as 'the golden mile' this graceful avenue is flanked by stunning architecture and an array of premium and high street retailers such as Zara Home, Louis Vuitton and Hugo Boss. This isn't your average shopping street as between the shops are galleries, cafes and tapas bars set in converted mansions and stately buildings commanding attention from passers by.

### PAS D'EN QUINT

Also known as the "the street of silly stairs" this area of Palma is a maze of steps and little streets packed with all sorts of shops. Stroll around the boutiques offering clothes, souvenirs and homeware or visit one of the oldest sweet shops 'La Pajarita' who have been making chocolate and confectionary since 1872; there's something for everyone in this part of the town.

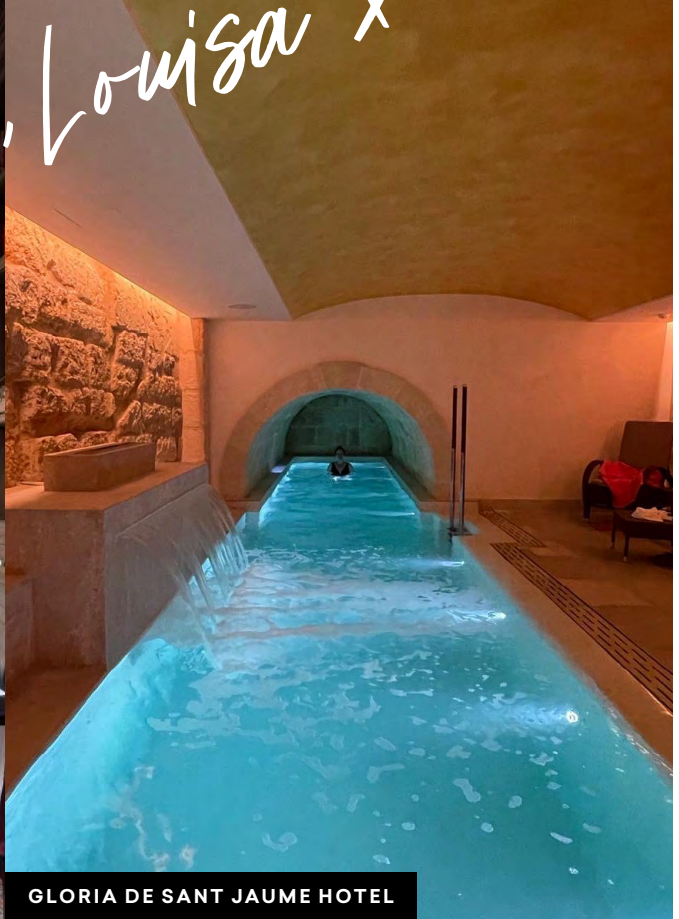


49 STEPS

Palma  
From  
with love, Louisa x



BOTANIC



GLORIA DE SANT JAUME HOTEL

# WHAT IS SENSITIVE SKIN?

Sensitive skin comes in all shapes and sizes; from irritated red skin to breakouts and dryness it's often difficult to identify skincare products and ingredients that are ok to use for sensitive skin. Persistent skin issues are classed as sensitive skin and hormones, allergies to ingredients, ageing and genetics all come into play as factors. So how do you know if you have sensitivity?

## DO YOU HAVE ANY OF THESE CONDITIONS?

- Regular reactions to products which cause redness
- Stinging after applying products
- Dry patches which could be a sign of eczema or dermatitis
- Itching skin
- Broken veins (small capillaries)
- Rashes or raised patches of skin

All of these symptoms are attributed to sensitivity. Those with a thinner, damaged skin barrier are more prone and should avoid things such as washing your face in hot water, using fragranced products, strong active ingredients such as AHA's and should instead adopt a simpler skincare routine.

## DAILY SKINCARE ROUTINE FOR SENSITIVE SKIN

Instead of a ten step skincare routine, try to minimise the products you use and also avoid products with 30 ingredients as you only need a few good quality ingredients to really deliver what you need. The absolute basics are as follows;

**Cleanse** - use a gentle cleanser morning and evening such as a balm or cream formulation which is unfragranced and not drying to the skin. Use lukewarm water and not hot water if you need to.

**Moisturise** - use a good quality moisturiser morning and evening and let it sink in before step 3.

**Lock in** - a facial oil will do wonders to help protect your skin's barrier and keep the moisture in your skin.

## WHAT INGREDIENTS ARE GOOD FOR SENSITIVE SKIN?

Plant based and naturally derived ingredients are ones to look for when searching for products which will be beneficial for your skin. Antioxidants and enzymes from fruits, plants and seeds are commonly used in naturally derived formulas as they are a gentler option for the skin.

More recently AHA's, retinoids and other acids have been making waves in the skincare industry as 'must have' ingredients but often overuse or a lack of information on how to use them have caused damage, bad reactions and skin sensitivity. Looking for plant based alternatives can help to get your skin back on track.

## LESS IS MORE

Keeping the skin's barrier healthy is the number one priority. Using products with too many potent and unnecessary ingredients or following an overly complicated skincare routine can cause damage. Nurturing and treating your skin with respect will pay off in the long term. So if you're struggling with sensitive skin, start by stripping back the products you use and really look into the types of ingredients you should be using. Your skin will thank you for it.





Floragy  
CALM  
FACE OIL  
SENSITIVE  
VITAMINS B / C / E  
OMEGA 3 / 6  
UNSCENTED

*Calm*

# THE FLOWER FARM AT DENSTROUDE

The Flower Farm Denstroude is a small family owned flower growing business based in Denstroude which is perfectly situated between Whitstable, Canterbury and Faversham. They grow a stunning array of seasonal British flowers throughout April – October, you really must visit them if you can.

**T**hey opt for a organic way of growing and utilise the "No dig" method of gardening to ensure they are always adding back to the land and not taking. It is important to them as a young business, to encourage a sustainable way of growing to ensure they are constantly giving back to nature.

They are open for pick your own throughout our growing season with buckets starting at £20, this is a great way to switch off from the world and emmerse yourself in the beauty of nature.

They also cater for weddings and celebrations and pick your own is a great and affordable way to customise any occasion.



## USEFUL INFORMATION *i*

### OPENING HOURS\*

Saturday 10am - 4pm  
Sunday 10am - 3pm  
Wednesday 10am - 1pm

### INSTAGRAM

@The\_Flower\_farm\_denstroude

### FACEBOOK

The Flower Farm Denstroude

### EMAIL

theflowerfarmdenstroude@hotmail.com

\* they can take appointments for larger quantities such as weddings.

Blooming wonderful



# CAULIFLOWER RICE SALAD

It's a Middle Eastern inspired salad that uses raw cauliflower as a base instead of grains. It's a winner, in our opinion. Even if you are not a massive fan of cauliflower give it a go as you can't really taste it much. Spices, herbs and pomegranate seeds provide an ample distraction for you, cauliflower haters, out there! This salad is healthy, filling, sweet and sour with a good deal of crunch. It's certainly going to be a permanent fixture on my healthy lunch options list.

## INGREDIENTS

- 1 medium head of cauliflower
- 2 tbsp olive oil
- 3 medium garlic cloves, very finely chopped
- 6 ripe apricots, cut into quarters
- 10 cm of leek, the green part sliced
- ½ large pomegranate, seeds out
- large handful of almonds or almond flakes
- large handful of fresh mint
- large handful of fresh parsley
- 1½ cups of cooked chickpeas (for a more filling salad)
- 1½ tsp Sumac
- 1½ tsp Baharat\*
- Salt

## DRESSING

- 2 tbsp walnut oil or extra virgin olive oil
- 1 tbsp freshly squeezed orange juice
- 1 tbsp fresh lemon juice

## METHOD

1. Wash cauliflower, dry with a paper towel and divide into large florets. Place in a food processor and blitz until its texture resembles couscous.

2. Heat up 2 tbsp of oil in a large frying pan. Once the oil becomes hot, sauté garlic until soft and fragrant.
3. Add baharat spice to the garlic and fry it off gently for a minute, stirring the whole time.
4. Add all of the cauliflower rice, season with sumac and salt, and more baharat if needed. Fry on a low heat for 1-2 minutes, just to soften the cauliflower rice a little bit.
5. In a small bowl, whisk together oil, orange and lemon juice.
6. Heat up a griddle pan. Brush cut sides of apricots with a tiny bit of olive oil and place them cut side down on a hot griddle pan until lightly charred, place on the other cut side until the other side is done. Take off the pan and set aside to cool.
7. Heat up a small frying pan and lightly toast almond flakes or chopped almonds on it. Keep an eye on them as they burn easily.
8. Once done with the almonds, brush leek slices with a bit of oil and char them lightly on both sides. Take off the pan and season with a bit of salt.
9. Mix cauliflower rice with herbs, toasted almonds, pomegranate seeds, charred leeks and chickpeas (if using). Mix in the dressing and then dot with charred apricots.





## *Chef Notes*

\*Baharat is an aromatic and slightly peppery Middle Eastern spice blend. As with most spice blends there are many versions of it, but it usually contains cinnamon, cumin, paprika, black pepper, cayenne pepper, nutmeg, cardamom and cloves. If you don't have the spice blend just use a combination of these spices, but do so with caution.

# BLUE HEALTH

## THE BENEFITS OF BEING BY THE SEA

The summer season is inevitably synonymous with time spent by the coast. There seems to be a universal magnetic attraction to the sea, its reliable beauty and calming effects forever luring us in. The water has been a muse for artists and creatives for centuries; the waves encourage you closer, facilitating afternoons spent riding the thrills on a board or cutting through its glassy surface with your oars rhythms. The ocean's dynamic flow, scents, sounds and scenes break through the fast-paced tempo of daily life providing a dependable therapeutic space.



There are plenty of science-backed benefits that support our enticement to the beach. With a wealth of evidence reinforcing the mind, body and soul benefits that time spent at the sea provides. Science states that there's more to our natural attraction to the ocean than its humble aesthetics, bold movements and roaring noise. From easing your anxiety to alleviating physical symptoms such as hay-fever, being by the sea does wonders for your physical and mental wellbeing. Wading through the list of benefits, we've summarised the best of the bunch below...

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### SPEND TIME IMMERSSED IN NATURE

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Have you ever spent time at the beach, and noticed that you feel calmer and happier? There may be a scientific reason for your enhanced mood. There have been a number of studies conducted to analyse the benefits the sea has on our personal wellbeing. Spending time immersed in nature, specifically the sea serves as a great reminder to be mindful and remain present. The ocean's hypnotic state and lulling sound is easy for the mind to process, encouraging it to ease into a meditative state - similar to that experienced when practising yoga - which does wonders for your mental health.

This study also complements the theory that being surrounded by the ocean and immersed within its environment encourages our use of "soft attention", which we rarely use in our day-to-day lives.

Spending time in the simple-natural surroundings of the beach helps to restore our minds and the soothing crash of the waves helps to de-stress us and consequently has the potential to boost our immune systems.

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### BALANCE OUT YOUR SEROTONIN

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The calming and anxiety-reducing effect that the sea provides can also be accredited to the magnesium and sodium rich sea air. Some other properties that can be traced in the sea air are calcium, chloride and sulphate. Studies have also found that the moving water of the sea generates negative ions in the air, which counteract positive ions. Negative ions are very beneficial to the human body and have a positive effect on your overall well being. If you've ever left the beach feeling happier, feeling more alert and de-stressed then this could be a result of these negative ions in the air. They do an excellent job at increasing the rate at which your body can absorb oxygen and help to balance out your serotonin levels.

Positive ions, on the contrary, are said to be harmful to the human body. An excess of positive ions can make you feel drained, tired and lethargic. There are plenty of benefits of being in areas with high-levels of negative ions. There negative ions can be found in abundance in nature, such as at the beach, waterfalls or mountains. Time spent in these locations helps to re-balance the over-exposure of positive ions caused by electronics such as mobile devices and computers.



Not only is the sea good for our mental health and wellbeing but it also has several physical attributes. An ocean swim has positive effects on the mental wellbeing but we should also be sure not to overlook the physical benefits of swimming in the sea; as it gets the body moving and can be a great form of exercise. Similarly, a walk beside the sea ticks both boxes as you're getting active and breathing in the sea air, as would more strenuous water activities and sports such as wakeboarding, kayaking, wind-surfing and paddle-boarding. This increased physical activity, often associated with time spent at the sea, is also beneficial for catching some easy zzz's come nighttime.

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#### ENHANCED SLEEP

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If you're finding yourself struggling to sleep at night then a trip to the beach may just be your next alternative to Kalms or a good mug of Horlicks. Often free of toxins and pollutants, the sea air is often cleaner than that of cities and towns. The fresher air typically includes more oxygen and after a day spent inhaling the clean, oxygen-saturated air you're far more likely to enjoy a quality night's sleep. In addition to enhanced sleep, the sea air has also been said to help clear sinuses, alleviate symptoms of hay fever and the common cold and relieve respiratory problems such as asthma.

A dip in the sea-water has been shown to do wonders for the skin. Packed with an array of vitamins and minerals, such as magnesium, and potassium, the sea is a great healer for many skin conditions. Whilst spending time in the ocean, the healing process of infections or cuts on the body is increased. Sea water is also a weak antiseptic, and some studies have shown that the sea water can help ease some people's symptoms of eczema and psoriasis. (It's always advisable to conduct your own research or consult a medical professional).

With its impressive positive properties and steadfast therapeutic benefits, the ocean is a wonderfully wild natural healer. With its bounty of benefits, is it any wonder that we're all so drawn to the sea? So, perhaps it's time to add a trip to the coast to your summertime agenda, whether you fancy a seaside picnic or afternoon spent SUP'ing or swimming, you'll be reaping the benefits with each moment spent wrapped in the water's enchantment.

Follow Bethany on Instagram [@bethany\\_birch](#) or [@wavemedia.uk](#) and for copywriting, content creation and all social media services visit her lovely website at [www.its-wavemedia.com](http://www.its-wavemedia.com)

# MEET THE FACIALIST

*Lizzie Westlake*

We've teamed up with expert facialist and face yoga teacher Lizzie, to show you some simple exercises to help improve definition, reduce tension and promote healthy, glowing skin. Face Yoga is a series of exercises and stretches which strengthen the muscles in the face. Regular massage encourages blood circulation to increase oxygen supply which in turn stimulates collagen and elastin production to leave your complexion brighter, firmer and more plump. Below are a few exercises for you to try.

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## FACE YOGA EXERCISES

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### NECK LYMPH DRAINAGE

This feather light movement will help to reduce puffiness in the face and eye area.



### JAWLINE TONING

A quick and easy exercise to help tone and improve definition around the jaw area.



### EYE AREA BRIGHTENING

This morning exercise refreshes eyes, reduces puffiness and helps to brighten the skin around the eye area.



### STRESS REDUCTION

To reduce stress, headaches, migraines and help improve dark circles apply gentle pressure to this acupressure point.



## ABOUT LIZZIE

As a certified holistic facialist and face yoga teacher, Lizzie's facial treatments and face yoga classes are a fusion of her knowledge and passion for skincare together with face massage, exercises, acupressure, breathing techniques and relaxation. Inspired by her Mum's love of skincare, she first trained in beauty therapy in her 20's and went on to become Spa Manager of the UK's leading Ayurvedic Spa before returning to holistic treatments in 2015. Lizzie develops and refines her skills continually so she can work intuitively with her clients to help them feel and look their very best.

Follow Lizzie on Instagram  
@lizziewfacialist or to book a  
facial visit her website here:  
[www.lizziewfacialist.com](http://www.lizziewfacialist.com)



# CASTLE FARM

Castle Farm is our family farm based near the pretty village of Shoreham in West Kent. The Alexander Family have been farming in the Darent Valley since 1892 when James Alexander brought down 17 milking cows on the train from Ayrshire in Scotland.

Today, the farm is managed by William and Caroline Alexander, with involvement from each of their children, Lorna, Thomas and Crispin, and supported by the hard-working Castle Farm team. Through the years a large variety of crops have been grown on this land including; the Savoy Cabbage, Plums, Lucerne, Parsnips, Marrows, Potatoes and of course, Apples and Hops, which we still grow today!

The Lavender enterprise began in 1998, to produce essential oils. We are now the largest Lavender farm in the UK growing over 100 acres of the fragrant purple flower!

## ABOUT CASTLE FARM LAVENDER

Over 100 acres of Lavender are grown at Castle Farm – making us the largest Lavender grower in the UK.

If the rows were joined end to end, the total length would stretch 125 miles, from here to Bristol!

In the spring all the Lavender rows are weeded by hand – a big job! In summer, we hand cut over 30,000 bunches of our beautiful ‘Folgate’ Lavender variety for sale as fresh or dried bunches. By picking at exactly the right time, and kiln-drying the bunches, we can preserve the dark blue colour.

Most of our Lavender crop is machine-harvested and distilled on the farm to extract precious essential oils, for use in fine perfumes, toiletries, scented household products, candles and relaxing aromatherapy.

The quantity of oil in the plants varies hugely each year and is dependent on weather conditions from April to July. More oil is produced in hot, dry seasons.

## HOW IS LAVENDER OIL HARVESTED?

Lavender grows wild in many Mediterranean regions, often in dry conditions. The plant cells naturally manufacture oil, which helps to reduce water evaporation from the leaves.

In late July, flowers and stems are cut by a specialist machine and blown into a trailer. At the distillery, these flowers are heated with high pressure steam.

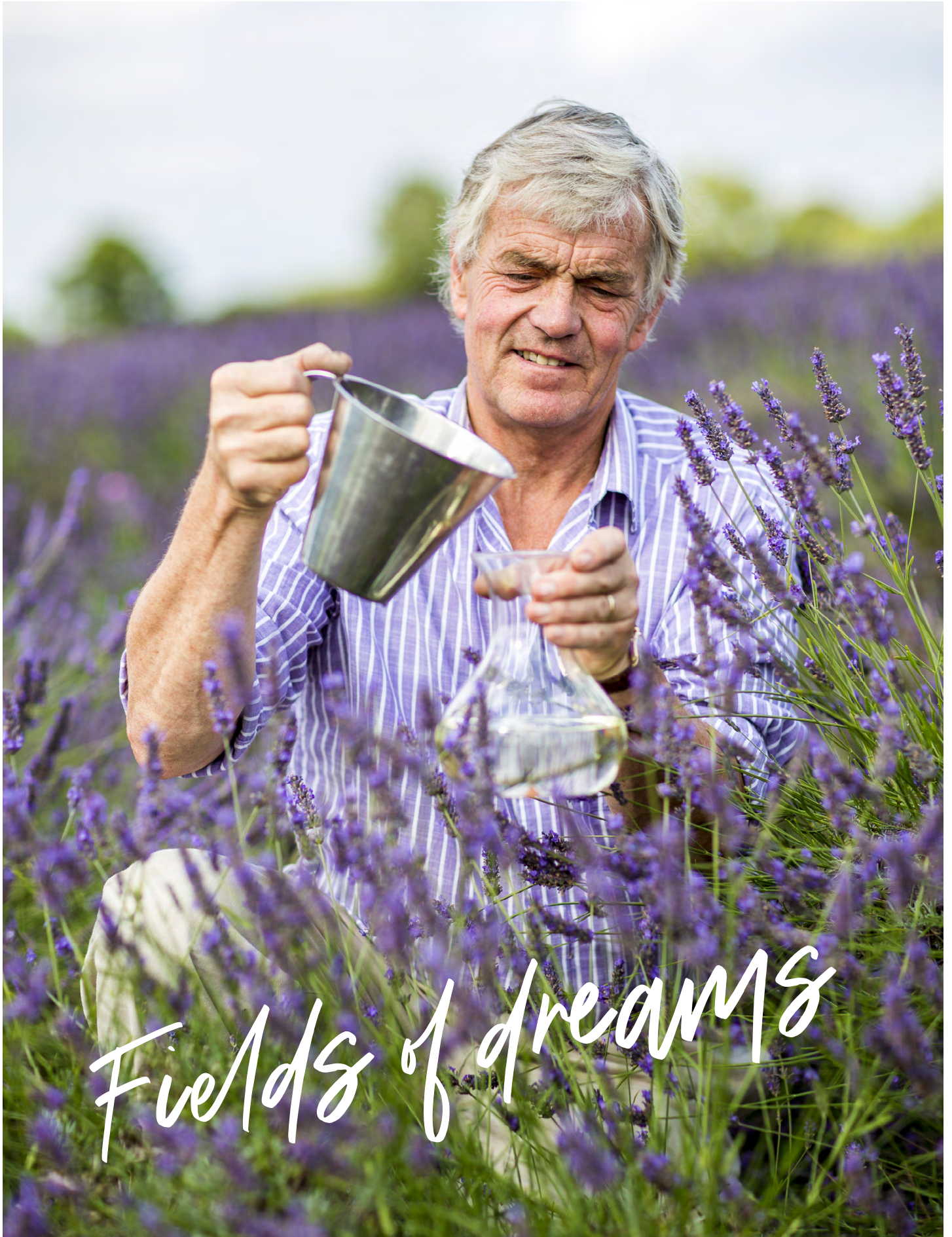
The cells expand, burst and release the oil into the steam, which is collected and cooled to condense back to water – now carrying the oil.

As it settles, the oil floats on the water and can be collected.

The remaining water holds the subtle fragrance, and this ‘Lavender Water’ can be used as an ingredient in lotions and creams as well as being perfect for spraying on linen when ironing.



Pure Lavender Oil from Castle Farm can be found in our No.3 Smoothing Hair Oil, Restore Body Oil and Nurture Intensive Face Oil.



*Fields of dreams*

# PERIMENOPAUSE AND YOUR SKIN

Many women face the unknown when approaching perimenopause age. Only recently is this previously unspoken topic more visible in the media, on social channels and being addressed by women in positions of authority - and it's about time too!

**F**or too long women have suffered with pain, embarrassment and uncertainty about how their bodies, emotions and skin change during this transformative time in their lives. We've still got a long way to go in understanding the extent to which the perimenopause can be debilitating for a lot of women and how specific skin concerns such as adult acne, rosacea and sensitivity can affect confidence.

More and more skincare brands have jumped into creating products for perimenopausal skin, is this necessary or just a way to monetise? And what types of ingredients and products can help?

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## PRODUCTS TO USE DURING PERIMENOPAUSE

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As Estrogen levels drop skin can become dry and sometimes it feels like wrinkles appear virtually overnight! Redness from impromptu sweats, rosacea and breakouts can all be experienced around this time. For some, seemingly 'balanced' skin can transform into problem skin. If androgen levels are relatively high in comparison to falling estrogen this can even cause acne for some.

As we age our collagen and elastin in the skin start to reduce which is only exacerbated at this time of our lives. According to leading dermatologists using products with ingredients which replenish moisture and boost collagen production are key. Hyaluronic acid and Squalane are fantastic ingredients for hydrating the skin and are already found in the body, both of which are readily available in various products on the market. (including a few of our ones)

Antioxidants are equally as important, vitamin C and anything with omega-3 fatty acids will do wonders for your complexion and also for strengthening the skin's barrier.

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## WHAT SKINCARE ROUTINE SHOULD I FOLLOW?

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If you notice changes to your skin it's a good idea to use gentle products to start with. Avoid harsh soap based cleansers and switch to a balm, cream or oil based one to prevent stripping moisture from the skin (yes, even if you are suffering from breakouts). Use a serum with actives such as antioxidants to give an extra boost and then apply an SPF of 30+ every morning! Without fail! Follow with a moisturiser to provide hydration then an oil to seal in. At night, you may find you need a richer moisturiser to prevent skin feeling tight, irritated or flaky and you will absolutely notice the difference!

Let's also not forget about using a moisturiser on the rest of our bodies! As similarly, the skin on our bodies will also become noticeably drier or more irritated during this transition.

Perimenopause can be an unsettling time for many but let's be kind to ourselves and seek help and advice where we can. Skin changes during this time are common so please speak to a dermatologist if you have cause for concern. There are some brilliant products on the market and you may find you need to switch out some of your existing ones if you experience skin sensitivity, remember 'keep it simple'.



HYALURONIC  
ACID AND  
SQUALANE  
ARE REALLY  
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INGREDIENTS  
FOR  
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BODY

# HOW WE MAKE A NEW PRODUCT

Many people have asked us 'how do we create our products', how do we make them, how do we register the product, who tests them, how does the design process work? We thought it would be enlightening to answer these questions in a rather convenient article...

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## WHERE DOES IT ALL START

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So it all starts with a problem, one that needs a solution, whether it be a particular skin condition that needs addressing or a particular request from our valuable customers. While we carefully and considerably build the range we always look at the bigger picture and where a new product will effectively fit in, is it what people want?

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## TESTING, TESTING, TESTING

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So once we have an idea of what we want to create we go into product development overdrive, we formulate dozens of versions of the same product each using different combinations of ingredients until we whittle it down to a few contenders. We then go into a rigorous testing phase where we use the products on ourselves and then at least 20 other people all with a broad range of skin conditions. We then accumulate feedback and begin to refine and perfect the product. Once we're happy, and our customers are too, we move to the next phase, creative...

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## DESIGN + CREATIVE MAGIC

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So we have a product, all primed and raring to be unleashed, but what do we call it? We often start with a competitor analysis and strategic research to see if we can own a unique name, this usually isn't possible, but we try regardless. Once the name has been chosen we then decide on the bottle type, colour palette and information

needed for the label. Once this is approved (by us) we then send these off to our printers to manufacture a small batch for colour testing. We then present colour label options to our customers who then help us decide the final look and feel, so ultimately everyone is happy.

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## REGISTERING THE PRODUCT

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Whilst all the fun creative process is happening the product is undergoing chemical analysis from a cosmetic testing company, who undertake stability testing and produce a safety assessment report, which then enables us to legally distribute the product in the UK. Without the report the product could be harmful if it hasn't been verified as safe by the laboratory. All of our products undergo this beforehand and are all registered on the UK Cosmetics Portal. So rest assured everything is thoroughly tested, by experts.

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## THE PRODUCT RELEASE

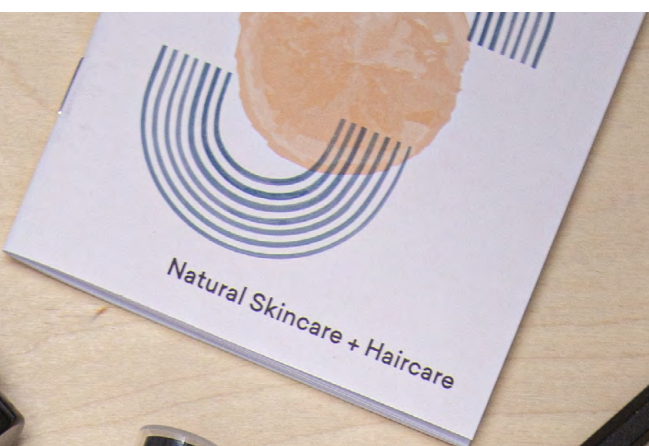
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Once the product has been approved for sale and release we set about planning a launch idea to best suit the USP of the product. We send it off to our fantastic photographer to work her magic, and then it's ready to be set free to you, our Floragers.

***Watch this space.... we have a new product on it's way, and it's fabulous!***

What formula are we going to use?

What type of pump do we need?



What's the product name?

What bottle are we going to use?



What info goes onto the label?

What colour are we going to use?  
How does it fit in?



What ingredients are best for this product, how can we be different?  
Does it have a USP?



# VIOLET IS THE NEW BLACK

When you're outside on a clear day, you'll see the sun. The golden glowing sun, the bringer of light, warmth and all life on Earth. All the plants, all the animals and of course, all of us. The sun gives life, but also radiates harmful rays that can dry out, damage, degrade and decay.

## VIOLET GLASS, THE PERFECT FILTER FOR SUNRAY'S

There's only one kind of glass in the world that filters the sun's rays perfectly. Allowing the beneficial rays in, while keeping the harmful rays out. Miron violet glass jars protect, prolong and enhance natural products.

## FIVE TYPES OF GLASS

To really understand how this "miracle" is possible, let's look a little deeper into the science. Basically, the sun's rays include visible light, ultraviolet light, and infrared radiation. Clear, amber and green glass allow all the rays through, including the rays that will damage your product. While at the other end of the spectrum, black, or very dark glass, allows none of the rays to pass through, including those that are actually good for your product.

## A NATURAL BARRIER

MIRON's violet glass also acts as a natural barrier for energy stored within the product itself, keeping it all inside. This prolongs the natural quality of the product. In scientific tests, when compared to other glass, plastic or aluminum packaging, MIRON's violet glass has up to four times better storage quality. **Four times!** And without using preservatives. The longer shelf life and the possibility to reuse and recycle, makes MIRON glass the sustainable choice.

## BIOPHOTONS AND BIOPHOTONIC GLASS

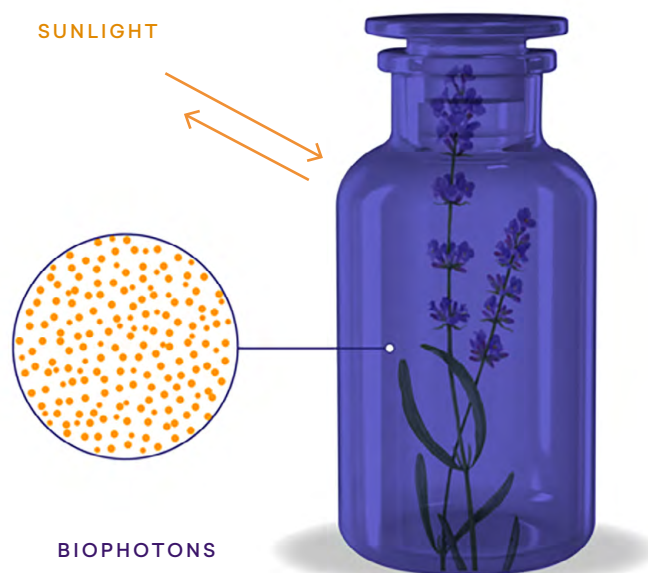
You've probably never heard of biophotons. They are invisible light particles generated by almost all living cells. Which means that you are in fact absorbing and emitting millions of biophotons at this very moment.

## WHAT ARE THESE BIOPHOTONS DOING?

That's an excellent question, one that over 40 scientific groups worldwide are working on. Some of the results so far are possibly ground-breaking. There is growing evidence proving that absorbing biophotons **increases vitality, prevents disease** and even **slows down the ageing process**. In other words, the more biophotons you absorb, the better it is for your health and well-being.

## BIOPHOTONIC GLASS

Biophotonic glass protects the biophotonic activity of natural products. Preventing the loss of biophotons, withholding their natural goodness, and making preservatives unnecessary. This is no small thing, since many products with preservatives have no bioenergetic value whatsoever. And therefore, are of no value to you or your body at all.







enhance natural products. • Miron violet glass jars protect, prolong and

For more information visit [www.mironglass.com](http://www.mironglass.com)

# NUTRITION FOR HEALTHY SKIN

Our skin can alert us to imbalances or illness in our bodies at an early stage. What we eat can improve our skin health from the inside out, so clear skin begins with eating a healthy, balanced diet. One of the biggest challenges for our skin is when we eat an inflammatory diet which can cause gut permeability, having an impact on sex hormones, contributing to skin concerns.

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## HOW CAN WE SUPPORT THE INTEGRITY OF OUR SKIN?

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### PROTEIN

Dietary protein contains amino acids that contribute to the structure of our skin. Protein is one of the key building blocks of skin tissue.

**Tip:** the general rule of thumb is to have 0.8-1 grams of protein per kg of body weight per day. So if you weigh 60kg, this would mean eating between 48 – 60 grams of protein per day.

**Include:** meat, poultry, seafood, eggs, live yogurt, beans, pulses, nuts and seeds.

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### LIPIDS AND OMEGA 3

Optimise healthy fats in the diet. They are crucial to the structure and function of the skin and help to keep it moisturised. Omega-3 has anti-inflammatory properties which can also be beneficial to skin health.

**Include:** olive oil, avocado, nuts and seeds (walnuts, pecans, pumpkin seeds, almonds, flax seeds, chia seeds), oily fish (salmon, mackerel, anchovies, herring, trout, sardines and pilchards).

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### EAT THE RAINBOW

antioxidants in colourful fruit and veg play a key role in reversing oxidative damage and inflammation in the skin.

**Tip:** eat a plant based food from each of these colours daily: green / red / purple / yellow / orange and white.

### VITAMIN C

This vitamin is essential for collagen production, helping to provide structure to the skin. It is also an antioxidant and is involved in keeping skin clear.

**Include:** citrus fruits, strawberries, kiwis, peppers, tomatoes, broccoli, leafy greens

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### VITAMIN E

Vitamin E protects the skin as it is a powerful antioxidant and helps with cell turnover.

**Include:** nuts and seeds, leafy green vegetables, seafood.

**Tip:** Vitamin E is absorbed better when combined with Vitamin C.

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### VITAMIN A

This vitamin is another antioxidant and is also needed for cell growth and turnover which helps with healing the skin, preventing breakouts and promoting natural moisturising.

**Include:** liver (avoid when pregnant), eggs, salmon, green leafy vegetables, carrots, peppers, sweet potato, apricot, mango.

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### B-VITAMINS

A lack of B-vitamins can lead to inflamed or dry skin, rashes and cracks in the skin at the corners of the mouth.

**Include:** whole grains, nuts and seeds, meat, poultry, seafood, eggs, broccoli, asparagus, peas, sprouts, leafy greens.

Vitamin E protects the skin as it is a powerful antioxidant and helps with cell turnover.





Alex  
Capadose

## ZINC

Zinc plays an important role in wound healing and has anti-inflammatory properties. It is also needed for protein synthesis.

**Include:** red meat, oysters, crab and lobster, poultry, beans, nuts & seeds, whole grains.

**Green tea / Matcha:** Green tea has been shown to improve skin health. Compounds found in green tea may reduce inflammation, speed up wound healing and slow down the production of skin cells.

**Tip:** Opt for ceremonial grade organic matcha for optimum health benefits.

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## FIBRE

Essential for elimination. If our bodies aren't correctly eliminating toxins, they can build up in the body, leading to inflammation which can cause noticeable changes in the skin.

**Include:** fruits and veggies (with peel on), nuts and seeds including chia and flax seeds, legumes, beans, lentils and peas, whole grains.

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## PRO AND PREBIOTICS

These can improve the health of your gut, which has a big impact on our overall health and therefore skin.

**Include:** kefir, kimchi, sauerkraut, miso, kombucha live yogurt (probiotics), and chicory, artichoke, garlic, onions, asparagus, oats, flax seeds, seaweed (prebiotics)

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## WATER

Water helps to flush out toxins that can show in the skin, it can help to prevent breakouts and helps to keep moisture in the skin.

**Tip:** drink 2 litres of water a day

Eating a generally balanced diet, full of colour and variety and limiting sugar, trans fats and alcohol can all contribute to beautiful skin. If you would like more information or have a particular skin concern that you would like some advice on, please get in touch with Alex Capadose Nutrition.

**Instagram:** @alexcapadosenutrition

<https://www.alexcapadosenutrition.com>

# FLORAGY NEWS

Sharing our news with all of you is one of our favourite things to do! After many attempts and trials we are happy to announce we will be releasing a cleanser before Christmas this year. We've had a lot of requests for a while now so we've been hard at work perfecting the formula. This isn't any old cleanser, it's an 'oil to milk' cleanser so the texture is beautiful! It's had incredible feedback in trials. Watch this space for the pre-order date!

We've also been looking into other naturally derived ingredients which can help us make more advanced formulations, whether that be enhanced texture or efficacy so that we can start work on a moisturiser (yes a moisturiser!).

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## NEW STOCKIST

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We are now stocked in Thrive in Chester (hello to our Northern friends), which is a sustainable store where you can buy organic produce, skincare, clothing and furniture from a collection of small independent brands.

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## POP UP ALERT

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Finally, we will be featured as part of 'Stories Behind Things', a pop up shop centred around sustainability, consumption and the climate in East London. Stories Behind Things will be at The Ace Hotel in Shoreditch where you can pick up items from other like minded brands (we're there from 5th-21st August).

***There's lots more exciting news to come for next year too, watch this space...***





PURELY NATURAL



Floragy