

UNMASKING the *beauty* *bandits*



Dr. Baumann's Safe Skin care Line.
BY SAMANTHA WRIGHT

Sometimes what you're getting just isn't what it says on the jar. "Ingredients aren't properly policed in the cosmetic industry," says Ron Franks, president of Dr. Baumann, Cosmetics Canada. Shockingly, many established products contain ingredients that may potentially cause cancer or accelerate the aging process of the skin—counter to their many health claims.

NOT-SO-USUAL SUSPECTS

"As per research at the University of Redding and the Edinburgh Cancer Research Centre, up to 90 per cent of breast cancer tumours are found to contain parabens," Ron notes. "But many cosmetic houses claim that the percentage is so small as to be negligible. However, if there is a safe alternative, why not use it?" Chemical sunscreens interfere with the endocrinal system and male fertility, and many have even been banned in certain European countries. Mineral oils act like plastic wrap on the skin's surface, locking in impurities, and causing premature aging. "For example, Johnson and Johnson have recently come out with an official statement that warns of toxicity in some of their products," Ron cites.

RIDING TO THE RESCUE

So how are Dr. Baumann Cosmetics different? Dr. Baumann has created a line that is 100 per cent compatible with our skin's molecular structure.

The company proudly cites that nature is their role model, but its not just cashing in on the current trend for "natural" cosmetics. "What is 'natural' has never been properly defined by Health Canada," Franks points out. "For instance—tobacco is natural. Cocaine is natural. What's important isn't that the products are 'natural', but that they're compatible with the skin's biological make up."

Maria Roche, a certified esthetician, facialist and skin wellness consultant, owner of Skin Wellness and the national education and training manager for Dr. Baumann Canada, looks to Dr. Baumann Cosmetics as a name she can trust. "I work holistically to find the source of the problem and not just mask it," Roche declares. "As I work with my clients looking into lifestyle, nutrition and skin care, I feel safe using Dr. Baumann since I know it's not only a line that delivers results, but it's also safe and healthy for the body."

TAKING OFF THE MASK

Roche explains that Dr. Baumann Cosmetics is also a leading light in the movement for environmental cosmetics. "'Green' doesn't have a real meaning anymore," she

explains. "To be labelled 'organic' for example, a product must contain at least 95 per cent organically produced ingredients. This means an organic product can contain harmful ingredients like parabens, fragrances and colourants. Dr. Baumann's works to a higher health standard called Bionome, which means no use of oxygen, fragrance, mineral oils, chemical dyes, animal substances, chemical preservatives or chemical sunscreens. Plus products are also free of excess packaging. The packaging budget is used on good quality ingredients!"

INTO THE SUNSET!

So what Dr. Baumann products does Roche recommend? "Professionally, I love the zinc cream (\$59.90) and Horse Chestnut Ampoule (\$59.90), because they calm ANY skin type. It's like a magic eraser for redness (including acne, rosacea and eczema). My clients never leave with a red face. Personally, I love the Skinident Cream Mask (\$150). I use it as a moisturizer at night. I also love Liposome Solarium (\$59.90) as a summer moisturizer and the entire Sun Care line is gorgeous! Anti-aging AND SAFE sun protection? Yes, please!" applauds Roche. ☺

LOOKING FOR DR. BAUMANN COSMETICS?

Visit dr-baumann.ca for a list of retailers near you. A "starter kit" is a great way to explore the line. Buy any moisturizer (\$85) with the Liposome (\$149) and you get a cleanser, toner, eye cream and eye gel as a gift.