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The Global Skin Disease Epidemic...

The scandal revealed

500% increase in Children’s Skin Problems...
Environmental crisis...

In the developed world during the 20th Century there was an alarming rise in skin ailments and allergic conditions such as eczema, and the rate of this deterioration has increased markedly in the past 5-10 years. [1]

These facts would appear to contradict the obvious fact that over this same time period we have supposedly become wealthier and better fed, coupled with a huge growth in access to medical treatments and technologies.

So what are the environmental causes that lie behind this puzzling data? It would be wrong and “bad science” to simplify the causes, as usually there are nearly always several environmental factors at play.

However there are an increasing number of studies which have linked these health issues to additives in both food and cosmetics.[1]
‘Junk’ Cosmetics...
The truth about ingredients...

Just as Junk Food is so called because of all the additives, the same applies to cosmetics. And also similar to food, these additives only really become dangerous with repeated and frequent use. Body cleaning products (face washes, body washes, shower gels, etc) are prime examples of cosmetic products that are used every day, so the skin is getting covered in chemical additives on a worryingly frequent basis.

However, whereas the problems of additives in food are well documented (even up to Jamie Oliver and his Turkey Twizzlers!) the issue with cosmetics has been neglected.

Why? Conspiracy theorists will say that just as the big food manufacturers threw large amounts of money into promoting their message and preventing the concerns about Junk food additives being heard, the same is true of the huge cosmetics’ multinationals.
And there is a large amount of truth in this argument, as a cosy alliance between these industry giants ie the pharmaceutical industry and a medical profession that is obsessed with doling out drugs as the solution to all health problems, has kept the siren voices about the industry down.

But just as the food multinationals couldn’t keep people fooled forever, so it is with the cosmetics industry. People are starting to question what exactly they are being encouraged to cover their bodies with. [1]

‘Junk’ Cosmetic Skin
A new syndrome..?

Most commonly used skin care products and ingredients create and/or exacerbate the conditions they claim to cure.

The introduction of 20th Century cosmetic products has led to the alteration of the skin’s natural condition and the break down of its defences.

A weakened skin ‘barrier’ ultimately leads to allergic reactions and infections, and most worryingly, it is young skin that is most vulnerable.

Healthy ‘natural’ skin keeps the resident bacterial flora (‘good bacteria’) attached to the skin, whereas damaged skin promotes their dispersal from the skin and leads to pathogenic bacterial and fungal growth.
The main problems with standard skin care products are:

- they alter the skin’s natural condition.
- they alter the skin’s pH.
- they strip the skin of its natural oil and moisture with harsh or potentially toxic ingredients.
- they change the skin’s electrolyte balance.
- they use harsh, synthetic ingredients (e.g. soaps, preservatives and SLS/SLES), many of which are irritants and potentially carcinogenic.
- they use chemicals and additives which can cause allergic reactions and skin irritation.
- they usually target symptoms rather than causes.

Some ‘approved’ synthetic ingredients in common use are potentially very dangerous to long term health.

As an example, the Environmental Working Group has data indicating that hormone disrupting chemicals are finding their way from cosmetics into teenage girls. Testing the blood and urine of 20 teenagers, the EWG found 16 chemicals that may disrupt hormone levels. The girls in the sample were no strangers to personal care and used an average of more than 16 products per day. [1]
The Natural Cosmetics Deception
Dishonest Labelling...

The industry has responded to the increasing demand for additive-free cosmetics by inventing a new deception: “Natural” cosmetics. For the most part these are cosmetic products full of the normal additives but with a few natural ingredients included.

Some even make claims like "97% Natural" - this is clearly absurd as less that 1% of some synthetic products can cause severe damage, so 2-3% of any synthetic product is really bad news!

Others in the so-called natural brigade claim 100% natural because they include “Naturally Derived” ingredients: this is basically the process of the chemical alteration of natural substances - this includes every synthetic chemical ever made!

Another trick they use is “nature identical”. This is the process of manufacturing in the laboratory an obscure substance found in nature, and then including it in their ‘Natural’ finished product.

Moreover they have given themselves the illusion of respectability by setting up "Natural Standards" Organisations that would certify them as “natural”! [2]
The fact is that a product is either completely natural (and needs to honestly label itself as such) or it isn’t.

As a result of this, JooMo® intend to re-define the cosmetics industry and bring in a set of new EU wide honest labelling standards.

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**Solving the Skin Disease Epidemic...**

*How SaponinJ™ repairs the skin...*

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* SaponinJ™...

(For a more detailed description of the background to the SaponinJ™ development in, read ‘Linda’s Story’... [3] )

SaponinJ™ is a unique proprietary skin repair system that enables the skin to return to its natural state and create a healthy skin environment to prevent ailments. It is active in all JooMo® skin care products.

A 100% truly natural formulation, SaponinJ™ consists of a specially balanced formula of Saponins, Essential Oils, Sea Salt, Natural Sugars, Natural pH modifiers, Natural Anti-Oxidants, Natural Softeners & Emollients.

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It also absorbs impurities (helps acne and blemishes), doesn’t clog pores, is an excellent cleanser & moisturiser, improves skin texture and smoothness, and leaves the skin silky soft and supple.

As a result of this formulation, SaponinJ™ works to treat existing skin ailments and rebuild and repair the damage caused by a lifetime of using synthetic products. [1]

Achieving the Impossible...
‘greatest technological breakthrough in Skin Health for over 100 years’.

There was a simple solution to this crisis in skin condition: develop a non-chemical truly natural product that restored the skin to its natural environment - and so repair the damage caused by normal skin care products and their additives.

However, the industry “experts” said this couldn’t be achieved, and so JooMo® got researchers and teams from some of the UK’s top Universities to test various combinations of natural ingredients to see if this hypothesis was correct.
The first challenge was to specify the combination of ingredients that would work together to return the skin to its intended state, but the main hurdle was to ensure that the active system remained stable over a long period of time.

After many months of research, the ‘eureka’ moment came when it was realised that by getting all the active ingredients to work together in synergy rather than individually, the impact was greater than the sum of their parts. A far more effective and stable system resulted, and SaponinJ™ was born...

JooMo® had achieved the impossible and developed a completely natural, safe and highly effective formulation – something the largest cosmetic businesses with their huge R&D budgets had failed to do!
Revealed: The Groundbreaking Science...
The secret of how SaponinJ™ repairs the skin.....

‘Good’ Skin Bacteria...
Founders of skin health company JooMo® are very first to move science of gut health to the skin.

Using the parallel of a healthy gut environment, JooMo® have unlocked the secret of healthy skin by focusing on the hidden, microbial world of the skin surface. Trillions of microbes, mostly helpful, need to exist on it in a symbiotic relationship to maintain the health of the skin and protect it against disease causing pathogens.

Your ‘Natural’ skin is a barrier to infection and allergic reactions. SaponinJ™ gets the body/skin to revert to its natural state through pH balancing, oil & moisture
regulation, electrolyte (salt) balancing and skin cell regeneration. This produces the correct environment for natural healing mechanisms, and the skin, therefore, cures problems gradually by itself.

One of these mechanisms is that the ‘Natural’ skin environment keeps the resident bacterial flora (‘good bacteria’) attached to the skin, whereas damaged skin promotes their dispersal from the skin and leads to pathogenic bacterial and fungal growth. [1]

The SaponinJ™ formulation destroys pathogenic microbes (ie. infection causing bacteria), but encourages the growth of desirable microorganisms (by creating the ideal environment for them to flourish), and these then look after and protect your skin.

**Microbiota Immune Response Regulation (MIRR)™ technology...**

*Secret cutting-edge research behind the ‘greatest technological breakthrough in Skin Health for over 100 years’.*

MIRR Technology, used in every JooMo® Skin Health product, is based on State-of-the-art Microbiological & Immunological research in this area, and protects the skin against the destructive work of harmful synthetic chemicals and opportunistic pathogenic microbes.

**MIRR technology** is the game changing science behind the World’s FIRST EVER 100% Truly Natural Face Wash with its ability to empower, NOT change, the skin’s natural environment.
Based on State-of-the-art Microbiological & Immunological research, MIRR technology is the secret behind SaponinJ™ and its ability to protect against the destructive work of harmful synthetic chemicals and opportunistic pathogenic microbes.

A 100% truly natural solution that focuses on empowering, not changing, the skin’s natural environment, it aims to strike another nail into the coffin of the ‘natural’ cosmetics industry described by JooMo as ‘deceitful’.

( more information on MIRR: www.JooMo.coop/mirr/ )

Further Reading:


References:


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