



"I WOULD RECOMMEND THIS PRODUCT TO THOSE WHO WISH THEY HAD PERFECT SKIN..."
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Press release

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7th June 2016

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REVEALED: Next Generation Preservative Free Formulation.

British skin health pioneers lead the way toward a safer and healthier cosmetics industry.

The Twins: this is the JooMo Generation...  



An industry first, JooMo Ltd have revealed the secret behind their unique preservative free natural products.

Up until now, the need to pass a series of stability and microbiological tests before they can be legally sold in any EU countries has been a primary reason for the failure of the industry as a whole to produce products that are both safe and natural. Powerful synthetic preservatives have needed to be added to all water based products in order to pass these EU regulations.

The EU defines a list of 'allowed' preservatives and the maximum quantities each product can have: this list includes chemicals such as parabens, sorbates, benzoates and Methylisothiazolinone (MI).

The health dangers of many of these harsh synthetic preservatives have been much discussed – including links to allergies, eczema, hormonal disruption and cancers – and have become an integral part of the whole discussion about the regular application of synthetic chemicals on the skin.

By using a completely natural integrated stability system called SaponinJ™, JooMo have become the first company to be able to offer a genuinely 100% natural product that does away with the need to use any synthetic preservatives, and yet has passed all the rigorous tests and safety assessments required by the EU.

Without any harsh, dangerous synthetic preservatives, JooMo have been able to develop EU authorised products with a guaranteed shelf life of at least 1 year.

The health benefits of offering such a product go further than just eliminating the need to cover our skin with chemical irritants: JooMo's proprietary SaponinJ™ system encourages the re-building of the skin's natural defences, including the re-establishment of 'good' skin bacteria and other symbiotic microbes.

Sam Wallen Russell, JooMo Ltd. co-founder and Technical Director explains the environmental background:

"Preservatives are one of the key causes of the 500% increase in skin health problems in the developed world since the skin care industry began."

"Synthetic products strip the skin of everything, including the 'good' bacteria and important essential oils, drastically changing the skin's natural environment and breaking down its defences and immunity to disease."

Despite being told it was impossible, JooMo Ltd. were the first company in the world to create a 100% Truly Natural Face Wash. It focuses on empowering, not changing, the skin's natural environment, protecting it against the destructive work of harmful synthetic chemicals and opportunistic pathogenic microbes.

– ENDS –

For more information please [Contact Us](#) or Email Linda Russell: info@JooMo.coop

Notes to Editors

JooMo Ltd

Motivated by the scandal of the developed world's skin health crisis with a 500% increase in childhood skin problems (eczema, allergies, acne, etc), JooMo have invented and developed the World's First Ever 100% Truly natural face wash. Appalled at the dishonesty of the so-called 'natural' cosmetics industry, Linda Russell, Nick Wallen and their twin sons Sam & Kit used this industry redefining technology to co-found Award Winning British success story JooMo Ltd.

www.JooMo.coop

JooMo Foundation

The 'Liberal Awakening'

...the Disestablishment of the Ruling Class

www.JooMo.org.uk

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