

INTERVIEW

Seven questions on all aspects of natural cosmetics
In an interview with Dr. Neuhoff, we sort out all the key issues

Hanover, October 2020 – Concerning the Day of Natural Cosmetics on 23 November, we shed light on this megatrend and ask Dr. Henrike Neuhoff, Head of the Research Division at lavera Naturkosmetik, about why natural cosmetics are the better choice, what their full range of capabilities are, and what people need to consider when switching over to them.

1. lavera Naturkosmetik relies exclusively on certified natural cosmetics? Why is that so important for the skin?

Here, natural ingredients, such as oils, lipids, and waxes, are used in the products. This includes sunflower oil, jojoba oil, argan oil, as well as shea butter or also cocoa butter from controlled organic cultivation. Not to mention natural proteins, amino acids, minerals, vitamins and plant extracts and active ingredients such as avocado, aloe vera, quinoa, chia seeds, ginger, chamomile, matcha or fermented hyaluronic acids, Q10 and much more. These natural ingredients have many functions. Olive oil, for example, has anti-inflammatory properties, and promotes the elasticity and suppleness of the skin. Depending upon the plant, various skin-enhancing properties exist, i.e. moisturising, anti-inflammatory, sebum-regulating, astringent, calming, antioxidant etc. This means that these natural ingredients not only provide sustainable care to the skin, but they also give additional positive support and deliver to the skin some valuable substances that it may lack to maintain an intact skin layer and cell membrane. This allows the skin to regenerate well naturally.

Topic: SWITCHING OVER

2. Why is it that skin irritations may temporarily occur during the switchover to natural cosmetics?

The skin must first become accustomed to the care switchover, as conventional creams, for example, contain solvents, fragrances and preservatives, which accumulate in the stratum corneum of the skin. When switching over, it becomes evident that the skin was previously not sustainably cared for and tended to be chronically undernourished. Care deficits of the past become visible and palpable. Because in conventional products, silicones form a film-like layer over the skin, filling in wrinkles and pores. Once the skin is covered by a film, it cannot breathe, and it forgets how to heal itself. Instead of synthetic substances, certified natural cosmetic products use natural plant-based oils, which do not linger on the skin surface, but instead are absorbed by the skin, sustainably nourishing it. Starving skin cells are revitalised and the skin learns how to regenerate itself.

Topic: PRICE

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3. How does lavera manage to offer the cream at a reasonable price, despite the high-quality ingredients?

The vision of managing director and founder Thomas Haase was and is to offer highly effective natural cosmetics for everyone – we cannot reveal exactly how we do it, as that is our business secret ;). But one advantage, to be sure, is the fact that we make everything in-house. From the production of the R&D extracts, right down to bottling, everything is 'made by lavera'.

4. Why are natural cosmetics occasionally more expensive than conventional cosmetics?

The reason for this is that natural substances and ingredients from controlled organic cultivation are normally considerably more expensive than traditional ingredients. That is also the case when buying "normal fruit" versus fruit from controlled organic cultivation.

Topic: Effectiveness

5. How do you actually produce effective cosmetics, given that due to the strict natural cosmetic guidelines, you can use only roughly one-tenth of the raw materials used in conventional cosmetics?

On the one hand, the effectiveness of natural cosmetics comes from the targeted use of selected ingredients, e.g. moisturising oils from controlled organic cultivation, natural emulsifiers such as lecithin, natural thickening agents like cellulose or guar gum. On the other hand, however, they are made from the formulation of natural substances, e.g. natural Q10 or hyaluronic acid, both of which are derived from natural fermentation. Comprehensive knowledge of natural active ingredients is essential for the production of effective natural cosmetics: the proper composition and the quality of the active ingredients and other substances, which go into the overall effectiveness of the recipe.

6. Do the active ingredients even get to the areas where they are supposed to work?

Oh, yes, they do indeed – the natural hyaluronic acids contained in many of our products are available, for example, in various chain lengths and molecular weights. The short-chained molecules are smaller and can enter the dermis, whereas the long-chained molecules nourish the upper skin layer, the epidermis. How well active ingredients are absorbed by the skin depends overall on the formulation. Natural lecithins, for example, can very easily penetrate the skin and be used to carry other active ingredients with them. These processes are also facilitated by natural unsaturated fatty acids, such as oleic and linoleic acids, which improve the absorption of active ingredients in the skin, in order for them to achieve their intended effects.

7. How can the effectiveness of natural cosmetics be proven? Do the same test guidelines apply to natural cosmetics as for conventional cosmetics?

The same guidelines apply to certified natural cosmetics as for conventional cosmetics, i.e. all claims that are stated on the product packaging must also be documented. Here, certified natural cosmetics are equivalent to conventional products in terms of their effectiveness. Sometimes, they are even more advanced, as evidenced by the high approval rating by test subjects.

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Beauty, wholesomeness, effectiveness – our recipe for success since 1987

Since the creation of the Laverana company and "lavera" brand in 1987, it was the aim of the management, to combine wholesomeness, effectiveness and beauty with one another and to fulfil all care needs. For over 30 years now, we have been offering our customers 100% natural, ageless beauty care with the aim of creating lasting change in the beauty world. Everything comes from a single source in the region of Hanover, from the product idea to the shipment of finished products. Some 250 lavera products are available in 40 countries – **certified natural cosmetics – lavera. Natural. Effective. Beautiful.**

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