
Uncovering the hidden truth
behind the ingredients in your
beauty products

Let's
Talk

Dirty

A black circle containing the word "damiva" in white lowercase letters.

damiva

Water

Did you know that water is the most common BAD ingredient in topical products, cosmetics, and lubricants?

You might think "Hey water is not a chemical" but here's the gist: if you put water in a product, bacteria will inevitably grow... Think about how you can create a dough out of the yeast in the air, sugar and water - there are organisms everywhere in our environment.

So when you see there's water in the product, you know already they need to put chemicals in to fight the bacteria that would grow in the product that you want to put on your skin.



And these chemicals are BAD for your health... they are hormone disruptors, and we will go over them one by one in the following emails...

But, back to water...

It's used as a solvent to dissolve ingredients and also as an emulsion for creams and lotions and typically, water will comprise up to 95% of the ingredients in your products.

However, the water itself can be very different from what you think it does. You are using a product for moisturising your skin and think water will help? Think again. Think about how your fingers look after you've been in the tub too long.

If you're using a product for hydration, water will have the opposite effect of drawing moisture out of your skin. All bacteria need water to grow so if your product has water, it has chemical preservatives.

If you are anything like us at Damiva, and your health and feeling good as a woman are important to you, seek 100% all natural skin care and femcare only, and avoid all water-based topical products.

Check out Mae by Damiva, our all natural vaginal moisturizers, containing only these five 100% natural ingredients: Cocoa Butter, Kokum Butter, Sugar, Calendula, and Hamamelis.

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Parabens

Do you know how BAD parabens are for you?

Parabens are very common preservatives that are used to counteract the growth of bacteria, typically in water-based formulations. Parabens are a HUGE problem in beauty because they are used in an estimated 75% to 90% of cosmetic products. Parabens mimic estrogen and are bad hormone disruptors.



So, how bad are parabens?

Parabens are so bad that the European Union has banned parabens. They are so bad that the tiny amount of only 5 to 10 nanograms have shown to promote BREAST CANCER CELLS.

So how much are nanograms, and how much do women take in? 5 nanogram are as little as 0.000005 mg...

1 nanogram is

= 1 billionth of a gram

= mass of 1 human cell

= a grain of rice divided into 25 million parts.

Women are exposed to 50 mg of parabens a day from cosmetics - this is equivalent to 10,000 times the 5 nanogram that can promote growth of breast cancer cells.

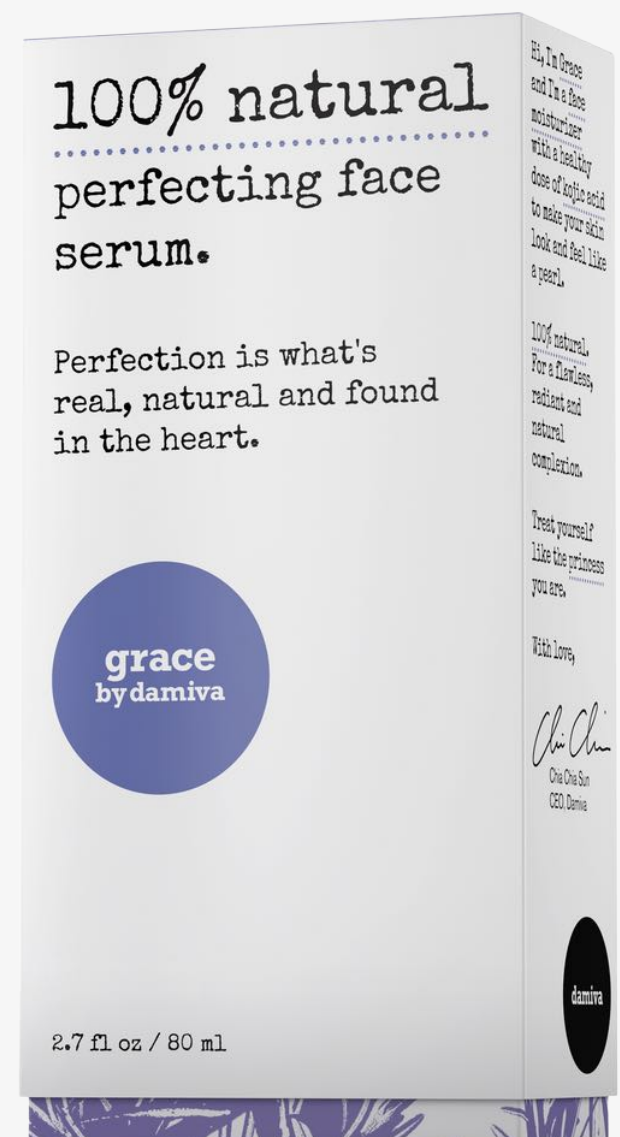
In a lifetime, a woman will have consumed approximately two POUNDS of parabens - through cosmetics. Ever wondered about the high rate of breast cancer? If you know anyone with breast cancer, you may know that they will have been counselled to avoid parabens.

If you are anything like us at Damiva, and you care about your health and feeling good in your skin... seek 100% all natural skin care and femcare only, and avoid all products with parabens.

Have you heard about Grace? She is our anti-aging facial perfecting serum containing 12 all natural plant ingredients: Cocoa Butter, Shea Olein, Kokum Butter, Vitamin E, Hyaluronic Acid, Sunflower Oil, Argan Oil, Borage Oil, Hemp Oil, Kojic acid, Glucosamine, and Rose Oil Absolute.

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Triclosan

Triclosan is a synthetic chemical with antimicrobial properties which destroy or inhibit the growth of microorganisms like bacteria or fungi.

That sounds like a good thing...?

Well... it used to be but then things went the wrong way... When triclosan was first introduced in the early 70's for use in hospitals, it actually was a good thing, as it is crucial to keep medical instruments sterile. However, over the last decade, with the rapid increase in the use of triclosan in products, the chemical is becoming severely OVERUSED...



So, where can Triclosan be found? This chemical is used in a wide variety of household products including soaps, toothpaste, cosmetics, deodorant, personal care products, dish detergent, first-aid, kitchenware, toys, and even workout clothing!

That's a long list when the original intent of Triclosan was just meant to be for the hospital room...

There is good reason to believe that the overuse of products with triclosan has contributed to bacterial resistance in the same way we are cautioned against the use of antibiotics. So basically, it is becoming useless, is almost everywhere, and on top we have negative health impact ...Read on and you will understand the effect it has on your entire body.

The biggest issue is that Triclosan is a known endocrine disruptor and a suspected carcinogen.

And it can bioaccumulate in your fat cells for long periods of time, and is now detectable in human breast milk, blood, and urine samples. So you collect and store more and more Triclosan in your body over time. The use of triclosan is linked to the following effects on human health:

- Abnormal endocrine system/thyroid hormone function
- Weakening of the immune system
- Children exposed to antibacterial products at an early age have an increased chance of developing allergies, asthma and eczema
- Uncontrolled cell growth
- Developmental and reproductive toxicity
- Irritating to eyes and skin
- Toxic to aquatic organisms and the environment as it does not easily degrade

Should you continue to expose yourself to chemicals that can harm your health and make your life really miserable?

If you are anything like the Damiva family, the answer is no and the action is to switch to 100% all natural skin and femcare products, and avoid all products with triclosan.

Found this information new and useful? Share it with friends and family members who may benefit from better health.

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Fragrances

First, try to pronounce some of these ingredients that have been listed on that beautiful, very well designed bottle. Let's see...

BENZOPHENONE 3, BUTYLPHENYL METHYLPROPIONAL, BENZYL SALICYLATE, HYDROXYCITRONELLAL, ETHYLHEXYL METHOXYCINNAMATE, ALPHA-ISOMETHYL IONONE, ETHYLHEXYL SALICYLATE...

How are you doing so far? Fragrance doesn't refer to a chemical, it's actually a loophole that is used to classify 3,999 ingredients. See the International Fragrance Association's ironically named "Transparency List."

It's not just perfumes. Did you know that 75% of fragrances are used in either personal care and the remaining 25% is in household goods?



Fragrance is used as a "scent" to add to or mask the odour of products. It's an industry labelling loophole that enables manufacturers to lump dozens, or even hundreds, of ingredients under "Fragrance." Scandalously, even products that are labelled as "unscented" have fragrance chemicals as this term is allowed to be used if the fragrance is used to mask unpleasant, natural odours.

Many of the ingredients on the IFRA Transparency list have been evaluated as having an adverse effect on health.

They include carcinogens, hormone disruptors, reproductive toxins, and respiratory toxins. Some of these ingredients - such as styrenes and benzenes - are banned in foods however still exist as "fragrance" in products.

Really.... styrene (styrofoam), benzene (gasoline), industrial cleaning and products), glycols (windshield wiper fluid). Mmmm, you really want that on your skin and in your nose, right?

It's likely many of these fragranced products are just cesspools of chemicals.... One study of 140 products (personal care, cleaning, household) that have fragrance chemicals demonstrated that the products each have a multitude of chemicals, with totals ranging from 46 to 229!

All of the ingredients in perfumes have been linked to allergies and irritations of skin, eyes, or lungs, biochemical or cellular level changes, endocrine disruption, organ system toxicity and cancer. In case you are still hesitating, yes - fragrances are bad for you.

Say hello to Mary. She is a 100% natural nipple serum. Mary contains ten 100% all-natural plant ingredients and a room-temperature stable probiotic - called Lactobacilli reuteri.

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Diethylamine (DEA)

Many people love that sudsy texture & feel in shampoos, soaps, cleansers, moisturizers, and sunscreens.... But do you know the icky little secret behind that sudsyness?

It is a chemical called "DEA" (Diethylamine) and its related compounds such as cocamide and lauramide DEA. DEA is used as a scrubber in oil and gas refineries; to remove the sulphur and carbon dioxide odours in the "sour gases." It can cause eye and throat irritation, particularly when mixed with nitrites.



DEA is derived from ammonia, which is a fertilizer and very toxic to humans... do you want a little bit of toxic fertilizer and ammonia in your skin care product?

Now, what do you think of when you hear the word "ammonia"? Probably nothing good. Or maybe you imagine a couple masked scientists mixing dangerous chemicals that shouldn't ever be breathed in or touched without a hazmat suit.

Why all the scare about ammonia? Well, it is very toxic to humans. However, it's also a naturally occurring compound that's essential for plant growth. So, it can't be that bad... right?

Wrong. Ammonia is a natural part of the nitrogen cycle. It's produced by bacteria in the soil and promotes plant growth. So it's no surprise that ammonia is now used to produce major commercial fertilizers for the farming industry. Ammonia also appears in many textile dyes, household cleaners, and personal hygiene products.

Wait... personal hygiene products?

Many personal care products contain a form of ammonia, or a derivative of ammonia like DEA. It's added to shampoos, hair colors, liquid hand soap, and body wash in order to create a thicker lather and make the products themselves thicker and more viscous.

How can you be sure that you are choosing safe, all natural products? If you are anything like us at Damiva, you care about your health, and you will notice that 100% natural products are the way to go. They look, feel, and act differently than what you're used to, and your health and skin will thank you for it.

Have you heard of Helen? She is a 100% natural face serum containing only these ingredients: Cocoa Butter, Shea Olein, Kokum Butter, Sunflower Oil, Argan Oil, Borage Oil, Hemp Oil, Vitamin E, and Hyaluronic Acid.

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Sulphates

When you see labels that say sulfate free, do you wonder if there's something wrong with sulfates as an ingredient? If you answered yes, then you are right....

Using sulfates in your shampoo is like using laundry detergent in your hair.



Shampoo is magic.... How quickly it turns into foam when mixed with water... this is truly a sensual experience. Icky though, the reason for that is for many supermarket shampoos, the inclusion of chemical foaming agents like sodium lauryl sulfate and sodium laureth sulfate.

Sulfates (sometimes written sulphates) , are a category of chemicals. They are the salts of sulphuric acid, which act as detergents. The most popular ones in personal care products being sodium laureth sulphate (SLES) and sodium lauryl sulphate.

Sulfates are the primary chemical used for “lathering” and “foaming” especially in shampoos, cleansers, body washes, and laundry detergents. Sulphates emulsify oils and grease, leave hair and skin with the “squeaky clean” feeling.

HAVOC-ALARM FOR YOUR BODY

Similar to PEGs, the manufacturing process for sulphates results in the carcinogens ethylene dioxide and 1,4-dioxane as contaminants.

Frequent use of products containing sulphates contribute to:

- cell damage
- hormone imbalances, and
- excess stripping away of natural oils
- excess stripping away of hair proteins

This definitely isn't a good thing.

Fortunately, here is an easy and quick way to reduce your level of exposure to sulfates: switch to all natural products that don't contain any chemical preservatives.

Have you heard of Dolly? She is a 100% all natural breast soothing treatment that assists with breast soothing and soreness during menstruation, peri-menopause and other times of hormonal fluctuation.

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Alcohol

What would you suggest to someone who has been searching for a good vaginal moisturiser?

Vodka maybe? We can hear you think “absurd”... right? To, “Why would you use alcohol on your vagina, or even skin? That is and feels very dehydrating, I know that.”

Yes, it is totally absurd. And it is correct: alcohols are dehydrating. This is a mind boggling issue especially for lubricants since lubricants are purchased to lubricate, not to do the opposite.

However, most individuals are using alcohol without knowing - because most cosmetics, shampoos, hair conditioners, cleansers, toners and lubricants DO contain alcohol.



Alcohols can range from harsher, like benzyl alcohol to the “gentler” fatty alcohols such as cetyl alcohol, stearyl alcohol, cetearyl alcohol. However, you can count that at least 1 of these types of alcohols can be found inside the products you use everyday.

They all have the following in common - they create havoc:

- Can strip skin of natural protective oils
- Are drying, irritating and can cause inflammation
- Also are an environmental toxin

As an environmental side note, they are often made from palm oil, an unsustainable oil.

When alcohols are used in high concentrations in these kinds of products, alcohol actually deteriorates your skin's protective barrier which means your skin is no longer effective at keeping moisture in. It also stimulates oil production which could lead to breakouts if your skin already produces too much oil.

Check the labels of your skincare and femcare products and stay away from them if they contain any alcohol. If you are anything like the Damiva family, you will love how the use of 100% all natural products make such a difference and moisturize, not dehydrate.

Back to a good vaginal moisturiser...

Have you heard of Mae? She is our 100% natural vaginal moisturisers, containing only these five all natural ingredients: Cocoa Butter, Kokum Butter, Sugar, Calendula, and Hamamelis.

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Questions? We're here for you, reach out to us on Facebook or Instagram....



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Petrolatum

Would you ever use mineral oil to moisturise your skin. What about your vagina? Or on your child that has a diaper rash? Or as a personal lubricant?

Petrolatum is the “petroleum jelly” that was a popular product way back in the 70’s and 80’s. Now, petrolatum goes often by names such as paraffin oil, mineral oil, and white petrolatum by the brand name, Vaseline.

Petrolatum is a byproduct of oil refining.... Basically a gooey mixture derived from petroleum.

The main concern with Petrolatums is the contamination during refining with polycyclic aromatic hydrocarbons (PAH). These are known to be carcinogenic. One study of women with breast cancer found that higher PAH levels led to 50% increased breast cancer risk.



Petrolatum is a byproduct of oil refining.... Basically a gooey mixture derived from petroleum. The main concern with Petrolatums is the contamination during refining with polycyclic aromatic hydrocarbons (PAH). These are known to be carcinogenic. One study of women with breast cancer found that higher PAH levels led to 50% increased breast cancer risk.

Here lies another BIG problem: How come the North American authorities look away when they should protect consumer health?

What does “sufficient refining process” mean? Can you imagine, that the refining processes for petroleum jelly are not regulated or disclosed in the U.S. or Canada. However the EU requires disclosure of petroleum jelly refining history and non-carcinogenic quality.

And oftentimes, petrolatum is NOT refined in the US, which means it can be contaminated with toxic chemicals that will harm your health

Many personal care products on the market use petrolatum as a barrier ingredient as it creates a water protective barrier. Cosmetic uses include: a moisturizer for dry skin, a protectant for irritated skin, an emollient for rough skin, a lubricant to prevent chafing or blistering, and use as a vehicle for other ingredients. It can be found in processed food products and is often used as a lubricant for machinery.

Again - while the FDA allows the use of petrolatum in both personal care products and food products, the European Union has banned it. And in North America, there is no way for the consumer to know or rely on the safety of this ingredient because of the lack of care and regulation by the authorities.



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Polyethylene Glycol (PEG)

Would you use Windshield Wiper fluid on your skin, as a moisturiser or lubricant? Because that's pretty much what you've been doing if you're not using 100% natural products.

The problem is Polyethylene Glycols (PEGs) : petroleum-derived alcohols derived from ethylene glycol, which is the main ingredient in antifreeze. Related products are propylene glycols.



PEGs are seemingly in every single personal care product out there... Rather than being one ingredient it's actually an entire class of compounds commonly used as emulsifiers, cleansing agents, thickeners, and skin conditioners in cosmetic, hygiene, and lubricant products. PEGs are also used in food as an additive to prevent foaming and by itself as a laxative. PEGs help retain water, permeate, thicken, and soften. Their universal qualities make them popular ingredients to help shampoos and moisturisers achieve that mmmmmhhhhh smooth, creamy consistency.

So what's the issue?

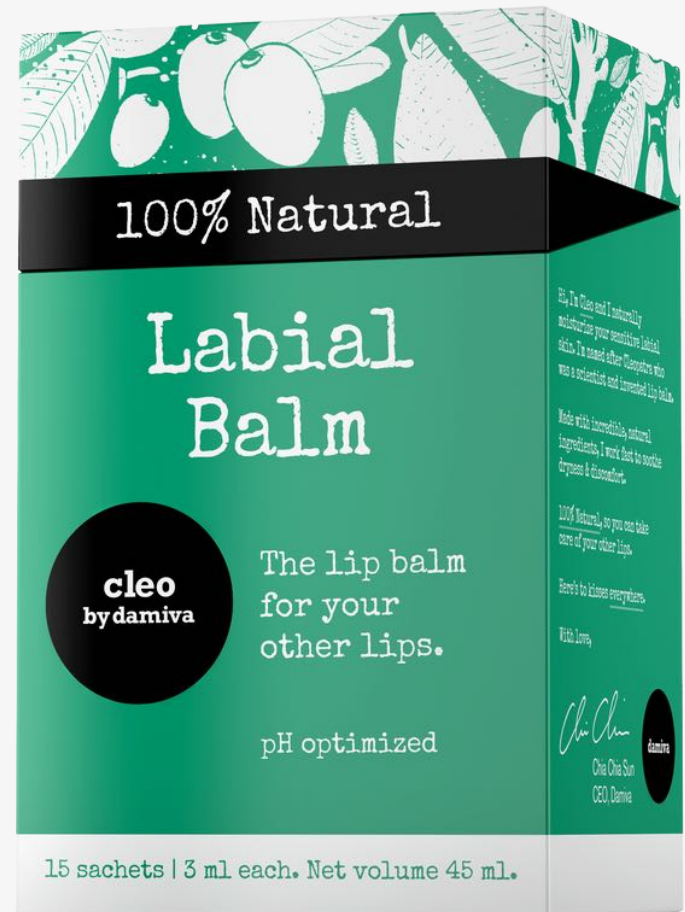
Well, if you don't want to stay from carcinogens, nothing...

PEGs are allergens and developmental toxins. The contaminants that commonly occur in PEG manufacturing are ethylene oxide and 1,4-dioxane, both known to be human carcinogens.



If you are anything like us at Damiva who don't want to put Windshield Wiper fluid on your skin, hair, or intimate body parts, use only products that are 100% all natural.

Check out` Cleo, the first 100% all natural labial moisturiser, containing only these ingredients: Cocoa Butter, Shea Olein, Kokum Butter, Sunflower Oil, Argan Oil, Borage Oil, Hemp Oil, Vitamin E, and Hyaluronic Acid.



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The Bad B's

There are bad preservatives... and then there are the even worse preservatives....BAH !! You may think... almost right; it is BHA and BHT. Both can put your endocrine system on the line.

BHA and BHT are antioxidants used as preservatives and the two are often used together. Many types of foods as a food additive - chips, preserved meat, and fatty foods. It's also used as a preservative in lipstick and moisturisers.

These synthetic antioxidants help preserve and remove "rancidity" particularly from fatty containing foods and products. It's also used as a common preservative in animal feed, rubber and petroleum products.

The full names are Butylated hydroxyanisole (BHA) and butylated hydroxytoluene (BHT).



BHA is an endocrine disruptor as classified by the European Union and has been banned by the state of California as a preservative. It can:

- Lower testosterone
- Lower the thyroid hormone thyroxin
- May have developmental effects
- May be a human carcinogen

BHT may also be an endocrine disruptor and possibly induce developmental delay however there are fewer studies on BHT.

A study of BHA in animals demonstrated safety in some species (dog, fish, chickens, pigs) although not in cats, who cannot tolerate BHA.

So.... if it's not good for your cat, would you wonder whether it should be good for you? And would you wonder how the two chemicals preserve your skin... After all, they are wonderful at preserving rubber and petroleum....

Summarising, BHA IS very bad and BHT is less studied but bad for cats; they are often used together; and now it is up to you to decide - if you are unwilling to compromise your health and be a guinea pig - opt for all natural products instead. They don't contain this stuff.

Have you heard of Angie?
She is a 100% natural hand treatment with only these nine ingredients: Cocoa Butter, Shea Olein, Kokum Butter, Sunflower Oil, Argan Oil, Borage Oil, Apricot Oil, Vitamin E, Sucrose Cocoate, and Hyaluronic Acid.



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The Bad Plastic "B"s

What if we told you that the plastic water bottle you're drinking from is responsible for your hormonal imbalance?

Read on and meet the best known harmful chemical in making plastics, BPA, and its ugly cousins BPS, BPF and BPB.



There are a few things you really need to understand.

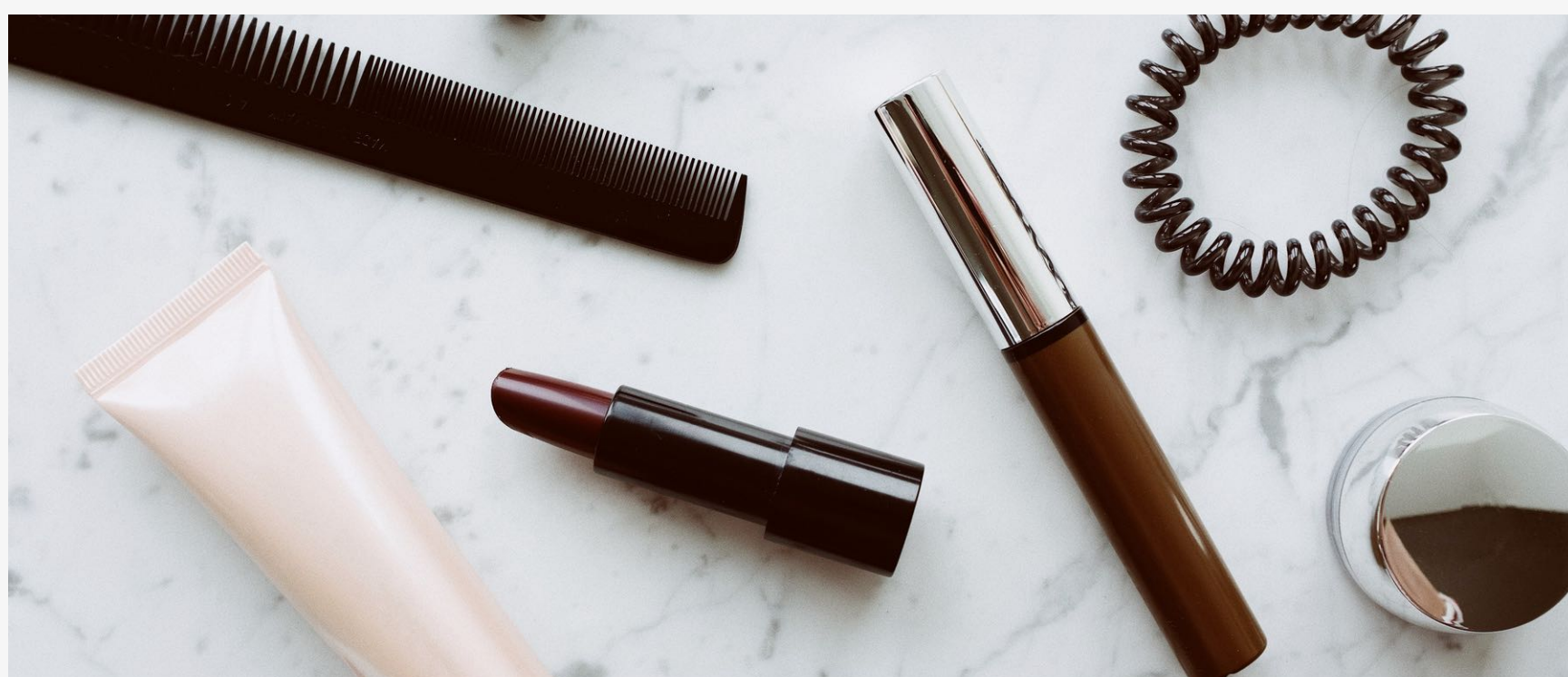
Number 1: STAY AWAY FROM THEM.

Number 2: BPA (Bisphenol) has been used for 60 years for is the best known "harmful" chemical used in making plastic. The cousins, are bisphenol derivatives including bisphenol B, bisphenol S, and bisphenol F and act similarly.

Number 3: They are all terrible for your health.

- BPA is an endocrine disruptor that mimics estrogen.
- It is a huge cause for hormonal imbalances found in the body,
- BPA can negatively affect many aspects of both male and female fertility. How many couples are trying to get pregnant but cannot...
- BPA can harm aquatic organisms
- BPA can harm plant growth

In 2012, FDA banned BPA in baby bottles. Up to 93% of Americans have detectable levels of BPA in urine. The reason is that these chemicals are everywhere. The harmful effects occur when BPA leaches out of plastic containers used for food, beverages and personal care products, e.g. plastic containers, water bottles, lining of canned foods and cosmetic tubes.



Did you know BPA is also a building block of polycarbonate plastic? This is a tough, transparent plastic used for a multitude of purposes including construction (windows), eyewear / lenses, phones and electronic components. It's one of the highest volume chemicals produced worldwide, approximately 4 million tonnes yearly.

So, put down that plastic water bottle and start to make simple lifestyle choices to help bring your hormones back to balance.

And don't forget to check out our 100% natural products for women, which come in a non-toxic packaging.

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Phthalates

The chemical enemy #1..... multifactorial, ubiquitous... with pervasive presence and effects.

It is commonly used in nail polish, soaps, shampoos, hair and even in polyvinyl chloride plastic (PVC) to make it flexible. Other PVC applications include: glue, vinyl flooring, rain coats, food storage containers and medical tubing..... Used to create a “hard flexibility” for nail polish and it helps extend scent in fragrances.

But do you know what this chemical enemy #1 actually does to your body? It leads to:

- obesity & insulin resistance
- impaired fertility, e.g reduced sperm count
- early puberty in girls
- defects in male fetuses
- toxic to wildlife and environment
- liver and kidney failure in young children



The reason is that this chemical enemy #1 acts against certain hormones - in more precise, scientific words: it is an endocrine disruptor that is anti-androgenic.

So what is this chemical enemy #1 in your products.... ? It is Phthalate. Phthalates refer to a chemical group that includes: 1. Diethyl phthalate used in most fragrance (DEP), 2. Dibutyl phthalate used for nail polish hardening or plasticizing.

Phthalates are very dangerous to your health, and they are almost everywhere.

For example, a shower curtain almost always contains these chemicals. They are also used in the plastic of baby toys, which obviously is a real concern as most toys will at some point find their way into a baby's mouth. It doesn't stop there though. Phthalates are also used in many cosmetics, including skin products, hair products, and perfumes.

Did you know that....

- women of reproductive age have the highest levels (age 20 to 40) and women in general have higher phthalate levels than men?
- Large-scale population studies are showing that young children (infants, toddlers) have higher levels of urinary phthalate metabolites than teens and adults in the US?
- It is the same stuff as linoleum vinyl tile and glue in most of your cosmetic and femcare products?

An important issue is that likely leaching from plastic into diet, followed by contaminated indoor air, is accounting for most likely sources of exposure, then personal care products.

What can you do about this issue? Well, if your health and well-being is as important to you as it is for us at Damiva, choose at least all natural feminine care and cosmetic products that are truly all natural and do not contain ANY chemicals (they are all bad) disrupting your body's natural flow.



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ALWAYS
100%
NATURAL

All of our products are made with
100% All-Natural Ingredients.



All of our products are free from
chemicals.



All of our products are **Water-Free.**



All of our products are **Phthalate & Paraben Free.**



All of our products are come in non-
toxic packaging.



All of our products are formulated for
every skin type.



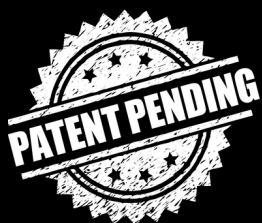
All of our products are **100% Cruelty-Free.**



All of our products are **Vegan.**



All of our products are **Gluten-Free**



All of our product ingredients are
Patented.



All of our products are formulated for
women, by women.



All of our products are made in the
USA.

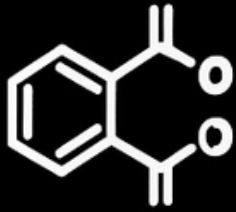
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**CHEMICAL
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**PHTHALATE &
PARABEN FREE**

**NON
TOXIC
PACKAGING**



**ALL SKIN
TYPES**



VEGAN



**GLUTEN
FREE**



**SCAN ME
FOR 10%
OFF AND
LAB TESTS**



MADE IN THE USA

INGREDIENTS

Oleic acid (sunflower oil),
cannabis sativa (hemp)
seed oil, argania spinosa
(argan) kernel oil,
butyrospermum parkii
(shea) oil, borago
officinalis (borage) seed
oil, theobroma cacao
(cocoa) seed butter,
garcinia indica (kokum)
seed butter, tocopherol
(vitamin E), magnesium
chloride, lactobacillus
reuteri.

Each box of Mary
contains 80ml of
product. Store at 68° to
77° F (20° to 25° C).

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