

natural beauty

Hannaford is committed to offering a wide variety of products that promote a healthy lifestyle. Natural lotions, shampoos, soaps, and body oils are all examples of products that are made with only the finest and most effective ingredients nature has to offer. The manufacturers have taken great care to produce these products without unnecessary artificial colors, chemical additives or animal testing while keeping the beauty of our planet in mind.



www.hannaford.com



*"It is time to get
back to basics,
time to go back to
nature and ourselves."*

Author Unknown

back-to-basics beauty...

We believe the key to wellness is not only putting the purest ingredients into your body, but onto it as well. Your skin is your body's largest organ, a delicate shield protecting you from head to toe. Approximately 60% of what's put onto your skin is absorbed into your body - a good reason to pay a little attention to the ingredients in that lotion you apply every day. At Hannaford, you'll discover hundreds of natural skin care items made from nourishing plant oils, natural botanicals, and pure essential oils that help keep your body looking and feeling its best. Throughout this guide, we'll look at some of the common ingredients in skin care products so you can decide what's most essential for you.



essential oils

Essential oils are the highly concentrated pure botanical essences of plants - most familiar to us as nature's scents. Essential oils affect us both through our sense of smell and by absorption through the skin to support the wellness of body, mind and spirit. The molecular structure of these oils is so close to the fluids and oils in our own skin, we have a natural affinity for them.

Aromatherapy

Essential oils can be diffused into the air, added to bath water, or sprayed from mister bottles to promote aromatherapy benefits. Aromatherapy or "treatment using scents" is a commonly used holistic practice for achieving a healthy body and mind.


For the skin

Because of their high concentration, essential oils are often diluted in a skin care oil so they can be safely applied to the skin. By placing two or three drops of essential oils in a skin care oil, you can create an aromatherapy massage oil or skin-conditioning treatment. Avocado, almond, and apricot kernel oils are especially good for dry skin, while grape seed is perfect for oily complexions. You'll also find essential oils listed as key ingredients in all of the natural beauty care products at Hannaford.

*"Let us permit nature
to have her way.
She understands
her business better
than we do."*

Michel de Montaigne



A close-up photograph of several lavender flower spikes. The flowers are a vibrant purple color and are arranged in dense, elongated clusters. The background is a soft, out-of-focus green, suggesting a garden or field setting. The lighting is natural, highlighting the texture of the petals and the green stems.

*"To be overcome by the
fragrance of flowers is a
delectable form of defeat."*

Beverley Nichols

common essentials

Most essential oils have antibacterial qualities and varying physical and emotional effects such as stimulation, relaxation, pain relief and healing.

Let us introduce you to some of the most common essential oils and their benefits:

Basil (sweet) - spicy and herbaceous

inhaled: a stimulant, helps sharpen senses, eases headaches

on skin: a good skin toner

caution: may irritate sensitive skin

Bergamot - fresh, fruity scent

inhaled: soothing, reduces stress

on skin: antiseptic, anti-inflammatory, skin balancer

caution: avoid if pregnant or an epileptic, avoid use in sun

Cedarwood - slightly sharp, woody and sweet aroma

inhaled: relieves stress and anxiety

on skin: heals skin rashes, clears blemishes

caution: avoid if pregnant

Chamomile - sweet, apple-like aroma

inhaled: relaxing and soothing, eases tension

on skin: soothes muscles

Clary Sage - sweet, with musk and wine-like nuances

inhaled: balancing, warm and welcoming

on skin: soothes muscles

caution: avoid if pregnant or an epileptic

Eucalyptus - fresh, penetrating scent

inhaled: helps clear breathing passages

on skin: helps heal burns and wounds

caution: avoid if pregnant or an epileptic

Frankincense - sweet, balsamic aroma

inhaled: clears lungs, strengthens immune system

on skin: good for aging skin

Geranium - rose-like aroma with minty undertones

inhaled: reduces stress

on skin: a cleanser, improves skin circulation

caution: avoid if pregnant

Jasmine - full, rich floral aroma

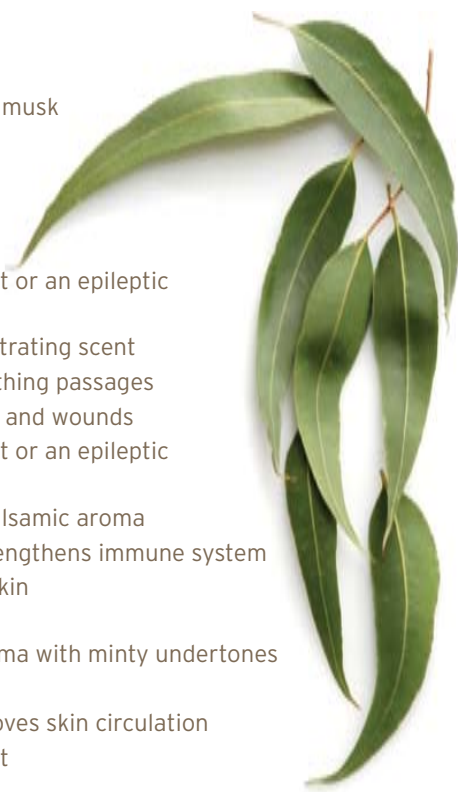
inhaled: relaxing, relieves headaches, calming

on skin: treats acne, burns and wounds, insect bites

Lavender - sweet, floral, powdery scent

inhaled: calming, balancing, promotes restful sleep

on skin: treats acne, burns and wounds, insect bites



Peppermint - fresh, minty fragrance

inhaled: eases stomach ailments and headaches

on skin: relieves itching from sunburn

caution: avoid if pregnant or an epileptic

Rose Oil - rich, flowery aroma

inhaled: soothes nerves, eases tension

on skin: valuable for dry, sensitive or aging skin, diminishes redness from enlarged capillaries

Rosemary - invigorating, piney scent

inhaled: eases headaches

on skin: good astringent, relieves dandruff

caution: avoid if pregnant or an epileptic

Sandalwood - woody and floral, rich and sweet

inhaled: aids sleep, releases anxiety

on skin: relieves itching and irritation

Tea Tree - pleasant, spicy nutmeg aroma

inhaled: helps relieve sinusitis

on skin: anti-inflammatory, use on burns, sores, warts and athlete's foot, dandruff treatment

Ylang-Ylang - rich floral scent, intense yet delicate

inhaled: sedative, good for high blood pressure and insomnia, promotes calm muscles

on skin: rub on scalp to stimulate hair growth

beneficial botanicals

For centuries, pure botanicals, natural vitamins, and minerals have been used to enhance health and beauty. These ingredients work with the body's natural rhythm and chemistry, making them highly effective. Here we introduce you to some of the most common ingredients, some of the best nature has to offer, and their benefits.

Allantoin - from comfrey root, healing, soothing, anti-irritant, stimulates healthy tissue formation, promotes healing, protects and softens

Almond Oil - smooths and softens the skin, relieves itching and irritation

Aloe Vera - renowned for its skin-healing and softening properties, this cactus gel is known to soothe acne, eczema, and burns

Apricot Kernel Oil - rich in olein, used for its gentle, softening action on the skin

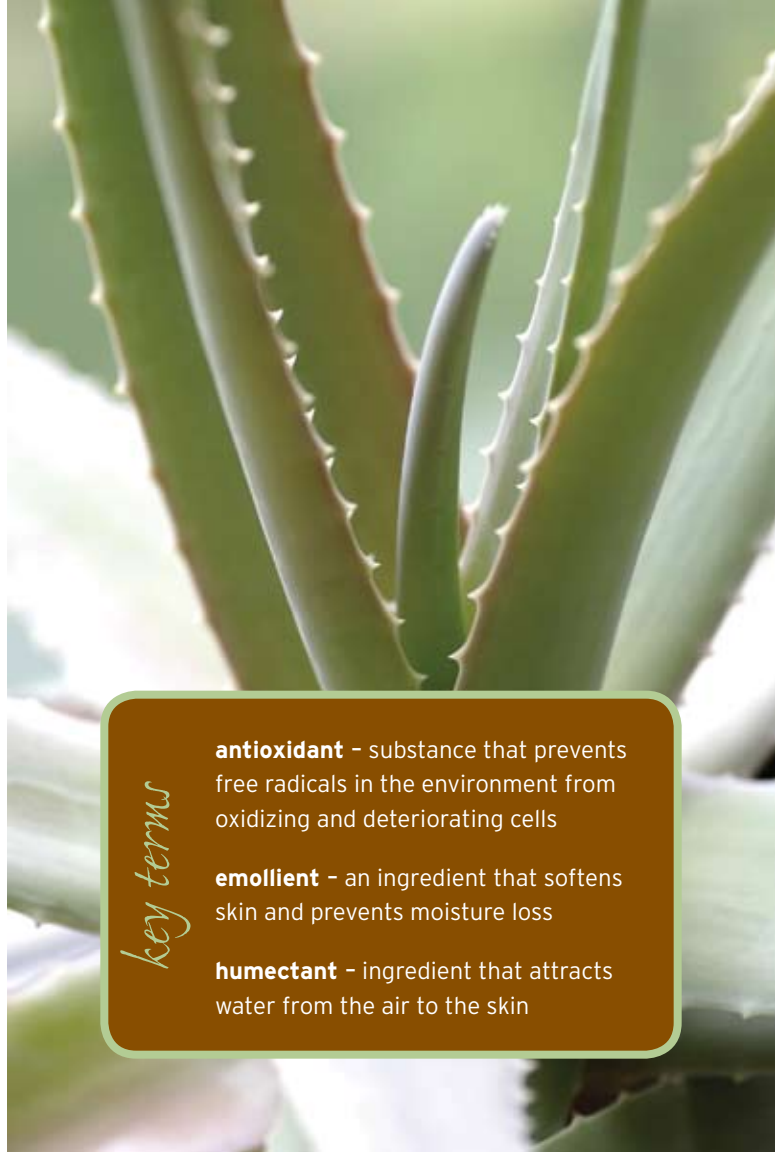
Arnica - herbal extract, anti-inflammatory, promotes circulation, useful for sprains, bruises and wounds

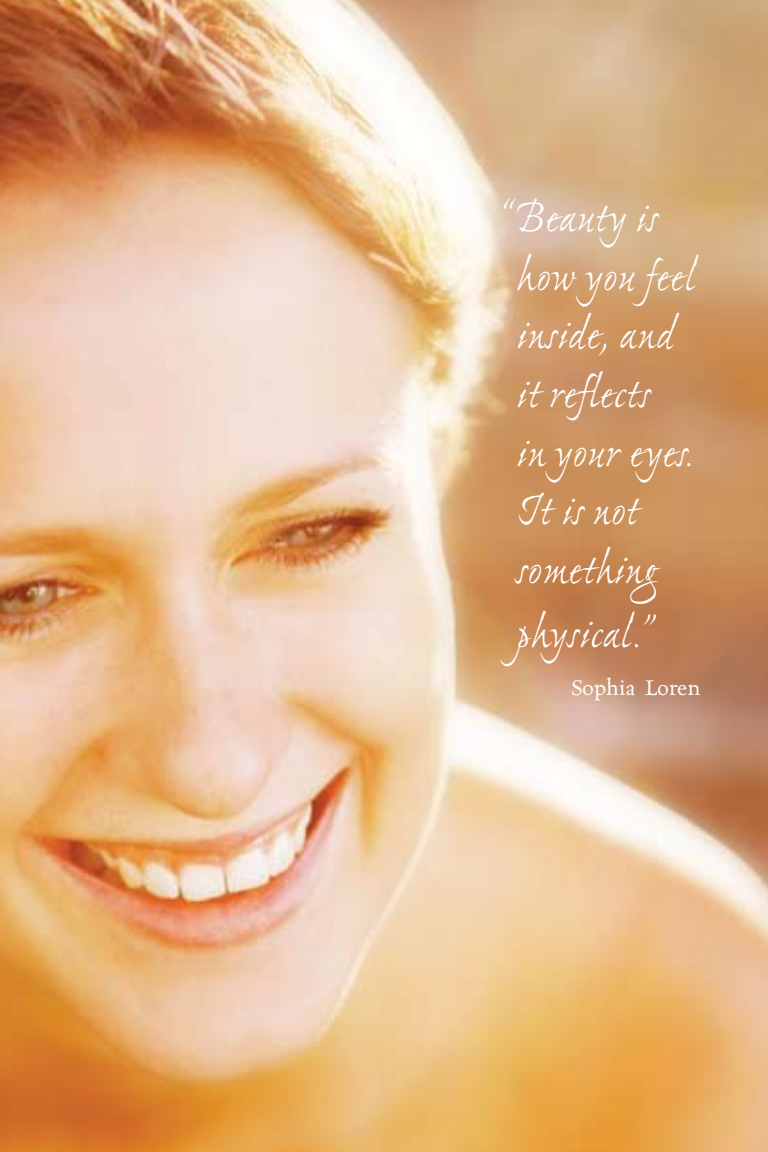
key terms

antioxidant - substance that prevents free radicals in the environment from oxidizing and deteriorating cells

emollient - an ingredient that softens skin and prevents moisture loss

humectant - ingredient that attracts water from the air to the skin





*"Beauty is
how you feel
inside, and
it reflects
in your eyes.
It is not
something
physical."*

Sophia Loren

Beeswax - purified wax from the honeycomb, has antioxidant properties and is a natural emulsifier

Bisabolol - from chamomile, anti-inflammatory, antibacterial, helps soothe and repair tissue

Borage Oil - a plant oil; moisturizes dry, damaged skin, stimulates skin cell rejuvenation, rich in minerals

Calendula - rich in essential oils, calendula soothes inflammations, helps heal skin and fights infections

Carrot Seed Oil - rich in vitamin A, a natural antioxidant, and aromatic and stimulating oils, carrot juice is a terrific skin softener, promotes the formation of new cells and stimulates sebum production

Citric Acid - extract from citrus fruit, natural pH adjuster, antioxidant, astringent, toner

Cholecalciferol - contains vitamin D, antioxidant, helps retain even skin color

Cocoa Butter - solid fat extracted from the cocoa plant, emollient, moisturizing, soothing

Cocoa Oil - nature's wonder emollient; high in vitamin F, essential fatty acids that are perfect for moisturizing skin and hair

Coenzyme Q-10 (CoQ10) - an enzyme activator and antioxidant, helps to boost skin regeneration and repair while preventing free-radical damage caused by the sun and environmental elements

Comfrey - a soothing herb recognized for its medicinal value, good for aging or dry, sensitive skin

Cucumber - astringent; soothing, cooling cucumber juice attracts and holds moisture to hydrate, balance and tone skin, and tighten pores

Dandelion - a powerhouse herb packed with antioxidant vitamins A and C, as well as calcium and potassium, key minerals for healthy skin; increases skin's strength and suppleness, clears up acne and eczema

Ester C - form of vitamin C used for anti-aging, stimulates collagen production, rebuilds damaged skin

Fennel - natural cleanser and purifier, it boosts circulation, helping the body to remove toxins; improves skin tone

Fenugreek - a renowned beauty aid which promotes hair growth and a healthy scalp as well as a clear complexion, also an excellent cleanser and anti-irritant which alleviates puffiness and scaliness

Green Tea - antioxidant; can prevent DNA damage to skin, soothing, anti-inflammatory

Honey - a wonderful humectant and emollient, helps prevent wrinkles

Horse Chestnut - increases blood circulation, astringent, anti-inflammatory, may help reduce the appearance of varicose veins

Horsetail - high in the mineral silica and the amino acid cystine, which helps strengthen hair and nails

Jojoba - similar to the skin's natural oil, thought to be nature's most effective moisturizer, healing, excellent scalp treatment, mild for sensitive skin

Juniper Berries - oil from these berries is purifying, reduces inflammation, reduces pain, and is also thought to reduce cellulite deposits

Lemongrass - skin balancer, astringent, cleanser; effective for controlling oily skin, toning, refreshing



Olive Oil - excellent moisturizer; attracts external moisture and holds it close to skin, creating a breathable barrier which prevents loss of internal moisture

Panthenol - vitamin B complex important for human tissues, used in hair products and emollients

Red Clover - an antibiotic; purifying, useful for skin sores, acne, healing for sore throats


Shikakai - from the fruit of the shikakai tree, a gentle hair cleanser whose astringent qualities make it very effective but non-stripping; promotes hair growth and eliminates dandruff

Tartaric Acid - a type of glycolic acid from apples and grapes; promotes texture and tone of skin

Wheatgerm Oil - a source of vitamin E, an antioxidant and emollient which alleviates skin itching and eruptions, helping skin regain health and suppleness

Witch Hazel - an astringent that tightens the skin, soothes inflammation, cleanses and exfoliates

Yarrow - a wound healer, opens the pores to allow toxins to escape, tonic for skin and hair, a powerful virus inhibitor



"And forget not that the earth delights to feel your bare feet and the winds long to play with your hair."

Kahlil Gibran



save face

Keeping your skin healthy and beautiful starts from the inside out. Here are a few simple tips to help prevent damage and keep your skin glowing:

drink, please - Healthy skin requires water, and lots of it - 64 oz. a day is a good place to start. Good hydration maintains firm, smooth, beautiful skin.

feed your face - Eating a well-balanced, whole food diet is key to healthy skin. Look for items rich in beta carotene, vitamin A and essential fatty acids.

keep it natural - Studies show that eating highly processed foods and refined sugars can cause impurities in the body which may lead to blemishes.

toss the tobacco - Smoking is known to age skin prematurely and add pucker lines.

screen the sun - UV rays cause 90% of wrinkles and may cause skin cancer. Use a sunscreen with an SPF of 15 or higher on exposed skin when spending any time outdoors, even on cloudy days.

relax - Stress can lead to pimples and frown lines.

skin & hair solutions

condition	look for	ingredients	results
oily skin and visible pores	astringent ingredients that penetrate quickly and speed the healing of blemishes	witch hazel, jojoba oil, rosemary	skin looks refreshed without adding oils
sun damage and signs of aging	natural antioxidants, which protect and nourish skin cells	vitamin A, vitamin C, vitamin E	protects skin from drying effects of the sun
dry, stressed skin	natural plant oils with vitamins A and E that are easily absorbed by the skin	olive, almond, apricot, borage oils	improvement in moisture retention of the skin
lack of radiance, uneven skin tone	exfoliates with natural alpha hydroxy acids that smooth the skin	citric acid, fennel, tartaric acid	enhanced creation of new skin cells and sloughing off of old
frizzy or oily hair	natural shampoos made with nourishing ingredients that cleanse without stripping	rosemary, peppermint, jojoba, vitamin E, tea tree, panthenol	rejuvenating, creates fullness for oily hair, adds elasticity
damaged hair	conditioners that rebalance the pH of your hair and scalp	vitamins and proteins, green tea, olive oil	strengthens hair shaft, prevents dryness
hair lacks volume	products with plant extracts that support hair follicles	panthenol, aloe vera, rosemary	adds volume and texture

skip the synthetics

When choosing skin care products, watch for these synthetic ingredients that may stress the skin and do more harm than good:

Parabens - Methyl, Propyl, Butyl and Ethyl, used as preservatives to extend shelf life, may cause allergic reactions and skin rashes

Diethanolamine (DEA), Triethanolamine (TEA) - foaming agents that may cause allergic reactions, eye irritation, and dryness of hair and skin

Diazolidinyl Urea - used as a preservative, can cause contact dermatitis

Sodium Lauryl Sulfate - a cleaning agent used in shampoos to create lather, may cause irritation by stripping protective lipids from scalp

Petroleum - mineral oil derivative that can clog pores

PVP/VA Copolymer - a petroleum-derived chemical used in hair products that may cause damage to lungs if inhaled

