

# Heal and Hydrate with Certified Organic Seaflora Skincare

by **Suzanne** on September 21, 2009 in **BPA alternatives, Green Products, Just for mom, Local and Organic, Phthalate alternatives, phthalates**

I love a good story. The best stories come from companies that are closing the loop by producing environmentally safe and effective products without chemicals or damage to human health. Enter the main character of this story...**Diane Bernard** who is also known internationally as ‘the seaweed lady’. Diane’s story came to me while visiting **The Grotto Spa** this summer when I learned of ‘the seaweed lady’ a special environmentalist that lives on BC’s West Coast that harvests seaweed and has produced a one-of-a-kind certified organic skincare line called **Seaflora**. It is unique because Diane hand harvests the main ingredient <seaweed> and with her method of using clean cuts there is no damage to the reproductive parts of the seaweed so it continues to grow and flourish. Diane’s ocean ‘garden’ of 250 assorted species of seaweed reflect her strong commitment to sustainable marine environments. Her harvesting techniques and the wild seaweed is 100% USDA and OCIA certified organic. The story only gets better because the **Seaflora skincare line** is packed with vitamins and minerals – you don’t need to worry about toxic ingredients that pollute so many products in the beauty industry today. Diane knew the health benefits of using wild seaweed as the Seaflora core ingredient as it’s been known for centuries to heal and hydrate skin. The surprising twist in this story is how sustainable and fast growing seaweed is in nature – making it a wonderful and truly organic ingredient in a skincare line. An example of the sustainable nature of seaweed is bull kelp. It is the fastest growing plant on the planet. It can grow three to four feet a day during peak time and 120 feet in a season. The beauty industry needs to harness this amazing resource much like the clothing and bedding industry did with bamboo last year. Diane’s example of how to cultivate and harvest her ingredients with such environmental integrity is amazing with it’s authentic purpose from start to finish. Picture below from the **Seaflora site** of Diane pulling bull kelp along the beach.



For a consumer, the certified organic line **Seaflora** is simply wonderful. I've been trying this line for months and love the 'glow' my skin has after using the mud mask. You can feel the difference between a paraben, phthalate, and formaldehyde -free product because your skin is instantly moisturized and clean without the slippery feeling afterwards. My favourite **Sea Flora products** are **Iridaea exfoliator** which is a facial masque combined with ocean mud that makes my skin feel amazing and **Laminaria Body Lotion** for the eczema patches on my ankles. The Seaflora **facial cleanser** line contains certified organic seaweeds, Vitamins A, C, and E to cleanse skin. Did you know that wild seaweeds contain anti-septic and healing properties? So many products in the **Seaflora line** are recommended for rosacea, eczema, sensitive skin types. For woman trying to conceive or already pregnant – the Sea Flora line is an amazing organic solution to avoid synthetic chemicals that effect developing babies. **Seaflora** contains no artificial colours or fragrances, GM ingredients, dioxins, petrochemicals, mineral oils, parabens, imidazolidinyl urea, propylene glycol, hexane, phthalates, sodium lauryl sulfate or sodium laureth sulfate, aluminium or animal derived ingredients. **Seaflora skincare** is perfect for people committed to an organic lifestyle and looking for a truly natural way to rejuvenate and sooth their skin. The line is certified organic in both the US and Canada and this is not as common as you might think. Diane warns that consumers need to be careful as skincare lines claim to be organic or natural can still contain petrochemical, synthetic, and other harmful ingredients. You need to look for USDA or OCIA seals for your assurance before purchasing organic skincare. You can find **Seaflora** available to purchase in many high-end spas across North America or visit the **Seaflora store** and discover a new way to pamper yourself ...sadly without the spa, but happily without the toxic ingredients.



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