



## Pañpuri Certified Organic Ingredients Collection

Conscious Luxury. Exquisitely Organic.

At Pañpuri, our products are formulated using the finest Eastern botanical ingredients available. Our unique formulations of precious botanical treasures of the Eastern world assure the highest quality personal care that our customers have come to expect from us.

Inspired by the Oriental objets d'art of a bygone era, the Pañpuri Organic Cream Wash Bar is delicately crafted to capture the essence of seductive flowers, exotic spices and precious woods of a far-away paradise. Infused with the rarest, purest, natural scents from India to Thailand and the finest, natural and eco-friendly certified organic ingredients, the Organic Cream Wash Bar is both exquisite and distinctive with its power to evoke... cherished memories, summer dreams and poetic inspiration... this gentle, organic wash bar caresses the skin with creamy lather, rich moisture and a sublime scent, leaving your skin freshly cleansed and supremely soft. Each bar is meticulously hand-wrapped to ensure your soap its original quality and long life, preserving the purity and essence of the essential oils and the certified organic ingredients.

At Pañpuri, we strive to create a new art of luxury living, a fine living that is conscious of our environment. We preserve nature's essence in its purest form and make the otherwise-ordinary experience extraordinary. Enter the world of olfactory seduction with Pañpuri and discover a new height of sense purification.

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**For further information, samples and photographs, please contact:**

Pañpuri Press Office

*Bangkok, Thailand*

T: +66 (0) 2256 9088, 2256 9089 ext.111

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## **Tropical Harvests: Key Aroma for the collection**

### **Jasmine**

Native to China and Northern India, Jasmine is one of the most significant flowers in tropical Asia. Jasmine symbolizes purity, respect and well-wishes and is used both as a lay flower as well as in religious ceremonies. The use of this sweet, romantic-smelling flower is deep rooted in Thailand, where they are often strung into exquisite garlands, while Indonesian women weave the flower into their hair. It is also used to add fragrance to water and to soften the skin, as well as to uplift and relax moods. The oil extracted from jasmine flowers is highly prized because the flowers need to be hand-picked before dawn when their aroma is most intense and must be used by the next day.

### **Lemongrass**

Perhaps the signature ingredient in Thai cuisine because of its sharp, fresh, lemony aroma, this grass-like herb has been traditionally used medicinally on skin complaints because of its soothing and antiseptic properties. The essential oil extracted from the herb is uplifting and refreshing. In skincare, the oil is ideal for oily skin, oily hair and tired muscles.

### **Ylang Ylang**

Native to the Philippines and grown all over tropical Asia, ylang ylang is known as “the queen of tropical flowers” and is considered one of the best trees for perfumery work. Oil distilled from its large, fragrant flowers produces an intensely sweet, sensual scent with a creamy top note. In Indonesia, the flowers are spread on the bed of newlyweds on their wedding night. Since ancient times, ylang ylang has been treasured for its anti-depressant and stimulant properties as it soothes nervousness, increases sensuality, improves circulation and relieves skin irritation.

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### **Rosewood & Eucalyptus**

A great oil to steady the mind, Rosewood has a seductive, floral, woody aroma with a slight hint of spiciness. The wood has long been used in the Orient to create sacred religious and art objects. Its oil is ideal for skin care due to its antiseptic and deodorizing properties. Eucalyptus oil is known for its stimulating and cleansing benefits with its clear, sharp, fresh aroma. The Australian Aborigines have long benefited from Eucalyptus trees for medicinal preparations before it was first introduced to Europe in the 18<sup>th</sup> century. Rosewood and Eucalyptus oils create a fresh, warming oil combination that has an effective cleansing, stimulating and deodorizing effects.

### **Wild Lime & Ginger**

Lime tree is native to India. Its fruit produces a therapeutic essential oil that is refreshing and uplifting with a sweet, tangy citrus aroma. The lime essential oil is ideal for acne-prone and oily skin due to its antiseptic and astringent properties. Blended well with citrus oil, ginger has been used as a domestic spice and a remedy for thousands of years in Asia – reference for its use is found in Chinese pharmacopoeias, the Susruta scriptures of Ayurvedic medicine as well as in Sanskrit writings. Applied externally, it eases aching muscles and increases blood circulation. Its oil has a warm, fresh, woody-spicy scent, which helps to clear the head and invigorate the body. Lime and ginger essential oils create an ideal antiseptic and astringent combination that is suitable for all skin types.

### **Mint**

Cultivated since the ancient times in Japan and China, Peppermint and its oil have long been used in the East as a traditional medicine for its aromatic, antiseptic and antibacterial properties. In the West, the ancient Greek mythology told a story of nymph Mentha and the herb was relied on for curing ailments. Today, the refreshing menthol aroma of this virtuous ingredient is popular in modern spa treatments and aromatherapy for its soothing effects.

**The Pañpuri Organic Cream Wash Bar contains 85% certified organic ingredients, which have been certified by Soil Association UK. The remaining concentration contains natural ingredients that may not come from certified organic sources.**

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## About Certified Organic Ingredients

### What is an organic ingredient?

An organic ingredient originates from an organic farm, which excludes the use of synthetic inputs, such as synthetic fertilizers, pesticides, herbicides and genetically modified organisms (GMOs). Methods of organic farming vary. However, organic approaches share common goals and practices. In addition to the exclusion of synthetic agrichemicals, these include:

- Protection of the soil from erosion, nutrient depletion, and structural breakdown,
- Protection of the water sources and marine live system from toxic chemicals and pesticides runoff that contaminate our rivers and oceans,
- Protection of the air from hazardous, airborne pesticides and chemicals commonly used in the agrichemical method,
- Promotion of biodiversity by growing a variety of crops rather than a single crop and outdoor grazing for livestock and poultry.

Organic farming also promotes workplace safety as pesticides create a hazardous work environment. Chemical accidents and the effects of long-term exposure are both well-known risks faced by many farm workers. In addition, toxic pesticides, airborne after spraying and runoff to contaminate groundwater, threaten the safety and livelihood of neighboring communities.

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### **Why are organic ingredients rare?**

Organic ingredients are rare as organic farming is still relatively limited compared to agrichemical farming. This is partly because organic lands must be managed using organic practices for 36 months prior to harvest of the first certified organic crop. This is called the "transition period" when the soil, the water and the farmers adjust to the new system. Insect and weed populations also adjust to the new organic system. Cash flow, technological know-how, governmental support and consumer demand are also amongst other important factors contributing to the limited growth of organic farming in the past. Strict standards and procedures are also required of the farms and manufacturing facilities in order to be certified as organic. The good news is organic agriculture has developed rapidly worldwide in the past few years as preservation of the environment has become a pressing, global concern.

### **Organic vs. Certified Organic**

In a number of countries, including the United States and most of Europe organic farming is defined by law, so that the commercial use of the term organic to describe farming and food products is regulated by the government. Where laws exist, organic certification is available to farms and it is usually illegal for a non-certified farm to call itself or its products organic. To receive an organic certification, the product, its origin and production methods are thoroughly investigated to ensure they are free of chemical inputs.

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## **Top 5 Reasons to Choose Certified Organic Products**

### **1. Certified organic products meet rigorous standards.**

Organic certification assures the public that the certified products have been grown and handled according to strict procedures without toxic chemical inputs. When a product has been Certified Organic by international certification bodies such as The Soil Association UK, Quality Assurance International or ECOCERT, consumers can rest assured that the product, its ingredients and the manufacturer have gone through a thorough investigation.

### **2. Certified organic production reduces health risks.**

Many U.S. EPA (Environmental Protection Agency)-approved pesticides were registered long before extensive research linked these chemicals to cancer and other diseases. Now, the EPA considers 30% of all insecticides, 60% of all herbicides, and 90% of all fungicides as potentially cancer causing. Organic farming keeps harmful chemicals and pesticides out of the food we eat, the beverages we drink and the skin care we use. It also prohibits the use of antibiotics in animal feed, which are routinely used in conventional farming and is known to create dangerous antibiotic-resistant pathogens. Organic farms also benefit the farm workers who face high risk of exposure to chemicals and synthetic pesticides.

### **3. Certified organic farms preserve our water sources.**

The elimination of polluting chemicals and nitrogen leaching, done in combination with soil building, protects and conserves water resources. Organic farming reduces toxic runoff and pollutants that contaminate our water, soil and air.

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#### **4. Certified organic farms protect soil.**

Soil is the foundation of the food chain and the primary focus of organic farming. Topsoil erosion is at its worst stage in history due to our current agricultural practice of chemical intensive, mono-crop farming.

#### **5. Organic agriculture promotes sustainable development and preserves biodiversity.**

The loss of a large variety of species (biodiversity) is one of our most pressing environmental concerns. Organic agriculture respects and promotes a balanced, healthy ecosystem: wildlife is an essential part of a total farm and is encouraged by including forage crops in rotation and by retaining fence rows, wetlands, and other natural areas.

### **About Pañpuri Certified Organic Ingredients Collection**

The Pañpuri Certified Organic Ingredients Collection is created based on our belief here at Pañpuri that the body, the mind and our environment are intricately entwined – that the well-being of our body is directly affected by the well-being of our mind and our surroundings. We are committed to using pure and natural ingredients in our formulations without hurting nature. We believe that enjoying the finer things in life does not have to come at the expense of our environment and communities.

By choosing certified organic ingredients, we want to be an active part in making our environment and our communities better. We hope that through the quality of our products and our commitment to improve the quality of the environment and the community in which we live, we can in some way communicate to those who may have not been aware that each one of us can help to make a difference through the choice we make everyday – from the food we eat to the personal care products we use.

At Pañpuri, the concept of mindful living in harmony with nature is not just a part of what we do, it is our mindset.

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## How to Identify Pañpuri Certified Organic Ingredients Collection

We strive to use the highest concentration of certified organic ingredients possible in our formulations, while also taking into account the availability of raw materials from certified organic sources, the stability and effectiveness of our formulations. We are committed to using the purest, natural ingredients in our products. Suffice to say, as certified organic ingredients become more available and their feasibility has been thoroughly examined, we will replace non-certified organic ingredients with certified organic ones.



The number indicates the percentage of **certified organic** ingredients in the products. This number could vary from product to product. Our goal is to use the highest concentration of certified organic ingredients possible, taking into account the availability of certified organic raw materials and the stability / effectiveness of the formulations.

The Pañpuri Certified Organic Ingredients Collection icon indicates the percentage of certified organic ingredients in our product. The remaining concentration contains natural ingredients that may not come from certified organic sources. Our formulation is free from paraben preservatives, synthetic fragrances and mineral oils. Only a minimum level of gentle preservatives (0.3 to 0.5% maximum; the preservatives we used in our formulations are considered safe and are authorized for use by cosmetic regulators in all countries) may be used to prevent microbiological contamination and to allow products to have a shelf life and be used in everyday conditions. ---

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