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'GREEN' GLAM

Go-beauty lines make their way into the cosmetic market

Monday, August 16, 2010



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The entire world is going 'green'. From food to fashion, everyone is now being more mindful of what they put into their body, as well as onto it.

Jamaica has slowly joined the movement, and now purebeauty by Nettle & Moss has emerged with a selection of premium hair and skin care lines made with certified organic products, beneficial to your hair and your skin.



purebeauty by Nettle & Moss is available in Monarch pharmacy at the Sovereign Centre.



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Nettle and moss are two plants often found in a lot of organic hair brands, and according to a spokesperson from the company: "We wanted to do something different but still true to what the company is about — natural and organic hair and skin care. We're about replacing some of these irritants and chemicals with natural ingredients, because ultimately they (natural ingredients) promote a healthier lifestyle."

Products offered are primarily vegan, natural or organic, or contain mostly plant-based extracts. As a result, they are free of chemicals such as sulphates found in most mainstream brands, and synthetic fillers such as

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petroleum and mineral oil that dry and irritate most hair and skin types.

The purebeauty range gives persons locally an alternative to mainstream hair and skin care products, especially these days, with people moving toward a healthier way of life. Hair care lines include internationally acclaimed brands such as Elucence Beauty and Wellness hair care collection, Jane Carter Solution and Giovanni Cosmetics organic hair care. For the skin, there are Nubian Heritage Natural and Organic products and the iconic Dr Bronner's Magic "All One" Castile liquid and bar soaps.

Since May, purebeauty by Nettle & Moss has been popping up on shelves across Kingston, and now have kiosks displaying the products in Monarch Pharmacy (Sovereign & Barbican), Azmart and Discount Pharmacy (Manor Park). By the end of August the products will be available at all Fontana Pharmacy locations — in Mandeville, Montego Bay and Sav-la-Mar.

With this network already in place, it is only a matter of time before more brands are introduced to the market and Nettle & Moss retail locations open — an undertaking the company hopes will transpire in the near future.



2010's women of substance



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