



## Second Nature News!

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### Hello Ladies,

Welcome to the Spring edition of our newsletter – the days are finally getting that little bit longer and the ‘big freeze’ is now thankfully just a distant memory!

Many of us feel the need at the start of a new year, and especially as the days grow longer to have a good spring clean in the house, but have you ever thought of spring-cleaning your beauty products and routine? In this issue of the newsletter we’ll help you to do just that.

The first step in a beauty spring clean is to think about the shelf life of the products in your bathroom cabinet and makeup bag. This might seem a little odd – after all we are more used to associating ‘use by’ dates with food aren’t we? However, just like foodstuffs, cosmetics and toiletries are made of organic, i.e. living substances and can therefore support bacterial growth. The vast majority of toiletries today do contain preservatives, but as there has been a move towards ‘natural’ cosmetics some ranges are being produced that do not contain sufficient preservatives to prevent bacterial growth. Bugs love to grow and multiply particularly in creamy emollients, especially when stored in warm steamy bathrooms. Products that are most at risk of contamination are those whose first ingredient is listed as ‘aqua’ – in other words water. A recent study conducted by a dermatological team in Sheffield, analysing moisturisers that were insufficiently preserved, found that 44% were contaminated with bacteria.

Of course the way a product is packaged can encourage bacterial growth – having to dip fingers into a product in order to apply encourages more bacterial growth than anything else. Often we forget to wash our hands before application and any bacteria from our fingers is easily transferred to our precious lotions and potions. Not a pretty thought, is it!

In the last few years many improvements have been made as far as the laws surrounding cosmetic labelling are concerned, and legally manufacturers must not only clearly list the ingredients of a product, but also the use by life of a product. The date a product will be safe

and effective from the point of opening is displayed by this small symbol: known as the PAO or period after opening.



The number relates to the number of months the product will be safe and effective from the date of opening. It’s worth marking the date you opened a product somewhere on the label in marker pen as it’s easy to lose track of the date of the first use, rendering the symbol information useless! On certain labels the information is listed as an expiry date i.e. ‘use by May 2010’.

Makeup too is vulnerable to contamination and much of that is down to how we store and transport our cosmetics – let’s be honest girls, who hasn’t owned a thoroughly dodgy looking makeup bag full to the brim of ancient mascaras, dried up lippys and shadows and powders with broken and missing lids! We know it’s tempting to hang onto old favourites or sentimental items – Lynne’s Mum owned a fabulous Biba eyeshadow for the best part of 30 years but do your skin a favour and have a look at the contents of your make-up bag, drawer or cabinet and get rid of anything that’s an antique, in a broken container or missing a lid! . Sharpen pencils before and after each use to avoid contamination and bin any mascara that are over 6 months old – anything used around the eyes is particularly susceptible to bacterial contamination and can therefore transfer to the eyes.

The following is a list of the recommended guidelines to the expiration dates of cosmetics and toiletries. It’s by no means exhaustive however and the best advice is if in doubt, throw it out. Bin anything that has changed in consistency, separated, or looks or smells odd.

Liquid and cream foundation – 2 years  
Concealer – 2 years  
Powder – 2 years  
Mascara – 6 months  
Lipstick – 12 to 18 months  
Lip and eye pencils – 12 to 18 months  
Eye shadow – 2 years  
Powder blush – 2 years  
Cream blush – 2 years

Moisturiser – 2 years in general, refer to the manufacturers symbol  
Eye cream – 6 months  
Sunscreen – 2 years – although often less

Remember as well that cosmetics are only as good as the tools used to apply them so don’t forget to look after your brushes and sponges. Store them properly either in a clean brush roll or upright in a glass or cup and keep them clean! Clean all brushes at least every month by washing in lukewarm water and gentle shampoo. Never immerse the brush head in water as hair is glued to the base and even the best brush will fall apart with this sort of treatment. Squeeze out any excess water gently and let the brush dry with the bristles hanging off a counter – standing a brush upright will encourage water to drain into the head, again destroying the bristles. Makeup sponges should be regularly washed and dried thoroughly before use to keep them fresh and safe to use.

After all that spring cleaning and decluttering give yourself a pat on the back and make your way to Second Nature for some shiny new effective products from our Algothorm skincare range and Lily Lolo Mineral makeup. We’re always on hand to give you the very best advice on how to care for yourself from top to toe!

As the days grow long we’ve plenty of offers to keep you looking and feeling beautiful all the way to summer. March kicks off with Marvellous Mum, a lovely way to say thanks to that very special person – your Mum. Treat her, or yourself to this indulgent treatment consisting of an amazing aromatherapy back neck and shoulder massage, followed by a divine one hour Algothorm facial. Beat the April showers with April’s offer – No Sun, No problem, a fantastic ‘can’t tell it from the real thing’ Fake Bake tan along with perfectly painted fingers or toes. May sees Small wonders arrive – treat yourself to a mini facial and file and polish (fingers or toes) and get ready to greet the summer well groomed and gorgeous!

Have a beautiful spring,  
Best wishes,  
Lynne, Janet and Rebecca

Read on to find out how you can win a lipgloss

# What's New at Second Nature?

## Just for fun Win a lipgloss!

Hidden in around our newsletter are five tiny versions of our logo – the oak leaf and acorn. If you are amongst the first five readers to tell us correctly where the logos are hidden you will receive a Lily Lolo Mineral Lip gloss absolutely free when you answer this tiebreaker question!

What make of eye shadow did Lynne's Mum have for 30 years?

Start searching now and phone us or pop in to tell us your answer but hurry before someone beats you to it!

## Say hello to Chance

For over a year now Second Nature has been proud to support both Children In Need and The International Fund for Animal Welfare. We now have an addition to our family in the shape of Chance, a 10-year-old collie cross who lives at Dogs Trust, West Calder. We are thrilled to sponsor Chance and delighted to support this excellent charity that care for dogs that may otherwise have been put to sleep. We believe that it's important to support those less fortunate than ourselves whom we share this planet with whether be they two or four legged.

## Ask The Experts

### *I am considering waxing, but how often will I have to have it done?*

Re-growth after waxing really depends on the speed of an individual's hair growth, and that can be different for everybody. As a rough guide however, the average is between 4-6 weeks. Regular waxers do find that re-growth feels finer than after shaving (the hairs are not being sliced so therefore don't feel 'sharp') and over time can become patchy.

### *I don't wear a lot of makeup, but would like to start experimenting. Where do I start?*

If you are unsure or just not confident applying make-up and experimenting with colour – don't worry we can help! We offer a free colour match service to help you pick the right colours to suit you and we can also provide an hour-long make-up lesson for just £25.00, where you will receive expert advice and learn application tips.

We use Lily Lolo mineral make-up which is quick and easy to apply and gives natural, flawless coverage which is incredibly long lasting.

The range of colours is fantastic and there really is something to suit everybody. Prices start from as little as £5.00 for eye colours to just £12.00 for foundations, making Lily Lolo affordable for all!

## Monthly Offers

### Marvellous Mum

Say thank you to your Mum this Mothers Day by treating her (or yourself!) to our Marvellous Mum package.

An amazing aromatherapy back, neck and shoulder massage followed by an amazing Algoterm facial.

Just £35.00

Offer only available for March so book now!



### No sun – no problem

Beat the April showers – treat yourself to the most natural looking safe tan using Fake Bake.

Complete the look with a file and polish (choose either hands or feet).

Just £30.00

Offer only available for the month of April so book now!

### Small Wonders

It's the little things that count!

Treat yourself to the small wonders that make a big difference – a mini facial followed by a file and polish for perfectly groomed fingers or toes.

Just £20.00

Offer only available for the month of May so book now!

## Recommend a friend

Please fill in this coupon and ask your friend to bring it with them on their first visit to us. Your friend will receive her 10% discount at her first treatment. Your 10% discount will be applied automatically on your next visit to us.

## Recommend a friend

Current Customers Name: 

My Friends Name is:

Date: