



Purity Organic Skincare for Sensitive Skin to the Rescue

Over 50% of women and 40% of men in the UK can suffer from sensitive skin and can find conventional beauty creams too irritating. Purity believes the answer is to stop confusing the skin and to use safe, effective and organic ingredients and chemical-free formulations to help reduce sensitivity. Their affordable range does just that.

Less is more for Sensitive Skin

Purity Organic Skincare is efficacious, using hard-working, sustainably-grown ingredients, few in number and cleverly combined to encourage skin to work as it should. Where possible the same core ingredients run throughout the range to give your skin the simplicity of regime it needs. This makes Purity ideal for sensitive skin easily irritated by complex regimes and complicated ingredient combinations that confuse the skin and prevent it from doing what it is genetically programmed to do.

Purity Organic Skincare has been certified by Ecocert and has undergone a rigorous certification process to prove their credentials to their customers and avoid any confusion. They are free from parabens, GM, silicones, sls and synthetic fragrances and contain no chemical ingredients to avoid irritation to the skin.

Instead they use gentle, effective, skin soothing ingredients throughout the range including Sweet Almond Oil, a superb moisturiser and softener, Aloe Vera which soothes and protects, Coconut to soften and moisturise, Cranberries for their Omega 3,6,9 skin regeneration properties, Ceramide 3 to moisturise and protect and Rose, Oats, Beeswax and Avocado to soothe and condition.

The range comprises Facial Wash, Conditioning Cleansing Lotion, Facial Exfoliator, Facial Moisturiser, Anti-Aging Moisturiser, Regenerating Overnight Moisturiser, Anti-Aging Serum and Mask.



Superdrug & affordable

Purity Organic Skincare is **exclusively in 400 Superdrug stores - the company's first ever certified organic skincare range**. All products are fragrance-free and suitable for sensitive skin. Purity Organic Skincare is an affordable range that can be used everyday, redressing the skin barrier often associated with organic skincare brands. Purity Organic Skincare is priced from **£4.99 to £8.99**

**For further press information, product and imagery please contact Chalk PR:
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Purity Organic Skincare British, intelligent, sustainable and organic. Ecocert certified, with a minimum of 70% of the ingredients processed from organic farming.

NOTES TO EDITORS ON ECOCERT

Ecocert is the leading organic certification organisation in the world, carrying out inspections and certification activities in over 80 countries. Ecocert has become a leading proponent in organic certification throughout the world.

Ecocert Certification requires the following criteria for organic brands:

- 95% min. of plant ingredients certified as Organic on the total of plant ingredients
- 10 % min. of the ingredients certified as Organic on the total of ingredients
 - All certified organic ingredients are grown in the wild / without the use of chemical fertilizers
 - Each stage of the formulation, development and production process must ensure the use of organic materials and processes that are sustainable and respect the environment, including transportation, storage and energy-use. Organic ingredients have to be kept separate from non-organic ingredients to avoid contamination.
 - Formulations must be free from artificial perfumes, colouring agents, anti-oxidants, emollients, oils and fats, silicones, petrochemicals, parabens and preservatives; essential oils included must be 100% pure and natural
 - No ingredients can have been tested on animals

