

## Affordable & Sustainable Beauty

### Intelligent, effective ingredients deliver beautiful skin

Purity Organic Skincare is a British brand, conceived and created to bring intelligent, sustainable and organic beauty to each and every one of us. Purity Organic Skincare is Ecocert certified, with 98% of the ingredients of natural origin and an average of 82% of the ingredients processed from organic farming.

#### Credible certification

Purity Organic Skincare chose to work with Ecocert and undergo their rigorous certification process, to prove their credentials to their customers and avoid any confusion. Given the lack of legislation within the beauty industry, the intelligent approach is to say that "if it is not certified organic, then it is not proven to be organic".

#### Trust

Purity Organic Skincare is transparent regarding its ingredient policy and its brand philosophy encourages you to make informed choices about your skincare.

#### Superdrug & affordable

Purity Organic Skincare launches **exclusively in 400 Superdrug stores nationwide in June 2009 - 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 "elitist" barrier often associated with organic skincare brands. Purity Organic Skincare is priced from **£4.99 to £8.99.**

#### Less is more

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 and to ensure affordability.

Purity Organic Skincare is free from parabens, GM or petroleum-derived ingredients, silicones, SLS and synthetic fragrances. Purity Organic Skincare contains no chemical ingredients to avoid irritation to the skin.

The modern, premium packaging is fully recyclable. Purity Organic Skincare is made in Devon, Britain. Purity Organic Skincare cares about the environment, making informed decisions and encourages its customers to care and debate too via its interactive website

[www.purityorganicskincare.com](http://www.purityorganicskincare.com).



**Purity Organic Skincare key ingredients include:**

Sweet Almond Oil, a superb moisturiser and softener, Aloe Vera to soothe and protect, Coconut to soften and moisturise, Cranberries for their Omega 3,6,9 properties, Ceramide 3 to moisturise and protect, Rose, Oats, Beeswax and Avocado to soothe and condition.

**Purity Organic Skincare Range**

We suggest the range can be simply divided into the following morning and evening routines, or re-configured to suit your individual skincare needs.



**Purity Organic Skincare Facial Wash 150ml, £4.99  
98% natural; 70% organic**

A blend of softening, moisture retaining and conditioning Sweet Almond Oil, Aloe Vera and Glycerine is combined within a

gentle Coconut and sugar-based foam to cleanse, soothe and protect skin. Added Citric acid controls skins PH levels.

The Aloe Vera is sourced in the Dominican Republic and the Sweet Almond Oil from Spain. Massage gently onto the face and rinse off with warm water. Follow with Purity Organic Skincare Facial Exfoliator as needed and a Purity Organic Skincare Moisturiser.



**Purity Organic Skincare Facial Exfoliator 100ml, £5.99 -  
98% natural; 89% organic**

A deep pore cleanser uses rounded, ground coconut shell to exfoliate within a blend of softening, moisturising retaining and conditioning Coconut Oil, Sweet

Almond Oil, Glycerine and Aloe Vera to leave your skin cleaner, softer and brighter. Added Xanthan Gum thickens and stabilises.

The Coconut is sourced from the French Republic. Gently massage into dampened skin, using circular movements and rinse thoroughly with warm water. Follow with Purity Organic Skincare Facial Moisturiser.



**Purity Organic Skincare Facial Moisturiser 50ml,  
£5.99 - 98% natural; 85% organic**

A light whipped-mousse moisturiser with a blend of moisturising, softening and moisture-retaining Coconut Oil, Sweet Almond Oil,

Shea Butter, and anti-oxidant Vitamin E which helps condition the skin, leaving it soft and balanced. Added Beeswax soothes, softens and protects the skin.

The Shea Butter is sourced from West Africa, the Vitamin E sourced from the UK. Apply liberally and massage into face and neck using upwards strokes.

**Purity Organic Skincare Anti-Aging Moisturiser 50ml, £7.99  
98% natural, 75% organic**



A powerful moisturiser to improve and protect the skin, rich in Cranberry Seed Oil, with Omega 3, 6 and 9 the essential fatty acids your skin needs to help prevent ageing. Also contains Rosehip Seed Oil, renowned for its powerful skin-conditioning and restorative

properties and Vitamin E as a protecting antioxidant. Ceramide 3 limits the loss of water from the skin and Rose Flower Water acts as a skin toner. These hard-working ingredients are blended in Sweet Almond Oil, Shea Butter, Beeswax, and Aloe Vera and combine to boost the skin's own functions and help prevent premature aging.

The Cranberry Seed Oil is sourced in the USA; the Rose Flower Water is sourced from the Middle East. Apply liberally and massage into face and neck.



**Purity Organic Skincare  
Conditioning Cleansing Lotion**  
150ml, £4.99  
98% natural; 83% organic

An effective skin conditioning cleanser with a blend of clever ingredients which effectively break down and gently remove the day's grime and make-up. Special ingredients combine with the softening, moisture retaining and conditioning Sweet Almond Oil, Aloe Vera and Glycerine base: Oats condition and restore, Amino Acids help skin to absorb moisture, Avocado Oil conditions the skin, and Euphrasia and Rose Water tones the skin.

The Oat Kernel Flour is sourced in Sweden; the Avocado Oil is sourced from South Africa. Massage a thin layer onto the face and either rinse with water or remove with damp cotton wool. Follow with Purity Organic Skincare Anti-Aging Serum and/or Overnight Moisturiser.



**Purity Organic Skincare  
Regenerating Overnight  
Moisturiser 50ml, £7.99**  
98% natural; 76% organic

A deep, repairing and healing cream. Sweet Almond Oil, Beeswax and Aloe Vera soften and protect the skin. Ceramide 3 reinforces the moisture barrier of the skin and improves long term moisturisation, protecting against sustained daytime environmental damage. Added Vitamin E improves the skin's health, leaving it restored, regenerated and ready to face another day.

The Beeswax is sourced from France. Apply liberally and massage into face and neck.



**Purity Organic Skincare  
Anti-Aging Serum and Mask**  
50ml, £8.99  
98% natural; 95% organic

A powerful treatment to boost your skin's natural regeneration process. Sweet Almond Oil and Aloe Vera combine with Cranberry Seed Oil, rich in Omega 3, 6 and 9, to help repair the skin and assist with moisture retention. Rose Water tones the skin and antioxidant Vitamin E improves and protects the look and the feel of the skin.

Apply a thick layer, avoiding the eye area, leave on for 10 minutes and either rinse off with warm water or leave on the skin overnight for an extra intensive boost.

For further information contact  
Emma Elliott  
Nicola Drake-Brockman  
Chalk PR - T: 020 7622 5560  
emma@chalkpr.co.uk  
nicola@chalkpr.co.uk

Superdrug press office contact:  
Jenny Hill  
ZPR - T: 020 7896 3404  
jenny@z-pr.com

**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 ingredients must be grown organically 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