

# The Power of Indigenous Canadian Ingredients for Healthy Skin!

BY SHERINA JAMAL



**Sherina Jamal** is the founder of Ancient Secrets Inc and began the company in 1995. The focus of her company is to provide quality product and education to both industry professionals and the general public.

Her professional experience in the skin care industry has spanned over ten years, and she continues to share her knowledge through informative articles, seminars and courses. Sherina has offered her seminars at local and international spa conferences, for and her articles have been published in prestigious magazines such as; Spa Canada, Skin Inc, Dermoscope, Alive and others. She speaks and writes on subjects relating to natural skin care, effective formulations and spa treatments, anti-aging and wellness. Sherina was the recipient of the Young Entrepreneur award in 1998 from the Chamber of Commerce where she was recognized for her achievements with Ancient Secrets. Her passion continues to involve taking steps to ensure the positive growth of the Canadian spa industry as a whole. She is directly involved with research and product development along with her team of experts to create therapeutic products using unique natural ingredients. In 2004, Sherina launched the Age Effective Body Care Line to the spa industry. The line is one of the first and only spa products to be created with Canadian indigenous ingredients along with powerful anti-oxidants and other anti-aging actives for result oriented face and body care. Most recently, Sherina has added three new products to her line that have been created with Lavender & Soy for the body.

The Age Effective Body Care Line is being distributed in Canada by Stogryn Sales 1-800-661-7025.  
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To access some of the richest and most efficacious ingredients in the world for skin care, we don't have to look to far. The pristine waters and coastline of our magnificent country is where these have existed for hundreds of thousands of years. Some of these active's include; Canadian glacial clay, Pacific seaweeds, mineral sea salts and plant essences. This article will focus on the unique benefits of Glacial Clay and Pacific Seaweed and why they are beneficial for the skin.

Being a natural skin care product developer and educator, I have been involved in researching unique active ingredients for many years from various parts of the world. I became aware of the Glacial Clay and Pacific Seaweed several years ago and began working with my team on researching their properties and experimenting with them in cosmetic preparations. In using and testing the effect of Glacial clay and Pacific seaweed in complete cosmetic formulation, we have received positive results that prove their many documented benefits.

## *Formation & Use of Canadian Glacial Clay & Pacific Seaweeds:*

These remarkable actives and their powerful properties can be better understood by looking back to how they were formed.

Glaciers coving the land at higher elevations began to melt due to changes in climate after the ice age. The Geological Survey Commission Web site explains that this "melt water" created landforms or depressions that also contained various types of sediment or "drift" collected during the migration of the glacial water and ice. Some of the largest deposits of this clay are found in British Columbia. Upon analyzing this clay, it was found to contain rich earth elements, marine actives, micronutrients, and vitamins. Also it was determined that the clay was made up of super fine particles making it colloidal in nature.

A colloidal clay refers to one that contains particles fine enough to penetrate deep into the inner layer of the skin. There are few true colloidal clays the world and this is why our own Canadian clay is superior to many others used for skin care. Due to the large surface area of the particles and the fact that they are ionic, the clay is much more reactive than others. Canadian Glacial Clay has been proven to be one ingredient that addresses issues such as removal of toxins, improvement in circulation, healing of skin conditions such as acne and reduction of muscle pain and inflammation.

## *Fresh Pacific Seaweeds:*

There is a wide range of beneficial seaweeds that grow in the Canadian Pacific Ocean and have shown to offer a numerous benefits to the skin. Seaweeds in general are composed of vital micronutrients and have the ability to renew and revitalize the skin when applied topically and also ingested. One such seaweed that I have had the opportunity to work with that is found exclusively in the Pacific waters is *Macrocystis Intergrifolia Pacific Kelp*. This unique kelp is one of the tallest and fastest growing kelp plants and due to this, once the tips are removed through harvesting they will grow back within 2-3 days. In this way, harvesting of this particular seaweed plant does not disrupt the ecosystem. The seaweed is composed of rich essential micronutrients such as; zinc, potassium, magnesium, iron and others along with naturally occurring vitamins that help to replenish lost nutrients in the skin, improve skin tone, clarity and purify on a deeper level. The *Intergrifolia kelp* grows in ocean beads and is hand harvested. In order to maintain 100% of the seaweeds nutritional value we work with our experienced harvesters to ensure that the seaweed is hand harvested directly from the source of where it grows and is cold pressed. Cold pressing is one



of the only methods that can provide the seaweed in a form useable in a variety of cosmetic formulas where it's range of vitamins and mineral have not been depleted.

*Canadian Marine Based treatments for your spa:*

Current information from ISPA, indicates that an increased number of spa/resort goers are seeking spa experiences that incorporate indigenous therapeutic treatments and therefore the use of Canadian ingredient based products and treatments in our local spas are on the uprise. American based spas are also now realizing the benefits of our Canadian ingredients and incorporating them into their spa menu as well.

Offering a pure Canadian based treatment in your spa provides your clients a unique experience that is not only pampering but addresses specific concerns on an internal and external level. Used in advanced formulations that also includes; additional anti-oxidants, powerful anti-aging actives and essential oils along with these remarkable Canadian ingredients, can provide a powerful product that can surpass the benefits of many other marine based products on the market.

With aging comes poor circulation, internal inflammation, lack of nutrients, dehydration and more. Exposure to the harsh environment causes built up of toxins which can lead to poor health internally and aging skin. Canadian

Glacial Clay and Pacific Seaweeds, have been proven to be two ingredients that addresses these issues, while promoting total body well-being. Ingredients that go beyond just topical care such as these are nature's gift for optimal aging & a long term health!

For information on where to experience the ultimate Canadian spa treatments contact us at: 1-888-796-0589

Sherina Jamal, is the founder of Ancient Secrets Inc. and developer of the Age Effective Indigenous Body Care Line. She is an established writer and educator in the industry on the subjects of natural skin care, active ingredients, spa treatments, anti-aging, wellness and other related topics. Sherina is passionate about working with other industry professional to ensure that a certain standard of quality product and education is always a priority.

Sherina will be speaking at the upcoming Esthetique Spa International Conference Feb 19th & 20th 2006. Topic the Anti-aging Benefits from the Rich Canadian Coastline.

Meet Sherina and receive a complimentary Canadian based treatment at Booth #1300 & 1301 (under Stogryn Sales).

For more information contact  
www.ancientsecrets.ca .

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