

STYLE CANADA PRESS CENTRE

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By Bonnie Annis, Moor Spa Public Relations

Organic Claims on Spa Products Often Deceptive

Aug 10, 2009 – Natural. Pure. Organic. Green. Eco-Friendly.

Products with these labels are currently the fastest growing sector in the spa consumables market. However, the definition of these terms is ambiguous or misleading at best, completely false at worst. Putting a spin on product marketing or business practices to describe products as healthy is called greenwashing, and it's a new trend that shows no sign of stopping. It is even possible that more money is spent on advertising some of these products than is devoted to actually making the products truly healthful.

Generally speaking, neither the spa professional nor the consumer is aware that it is only necessary to put partial "natural" or "organic" ingredients into a product to label it as such. Michael Beresford, President of Moor Spa Inc., in Richmond, B.C., Canada, observes that "organic claims are often deceptive in that these products often contain chemical preservatives and other petrochemicals that are anything BUT organic!". Current regulations in the cosmetics and skin care industry do not police the use of the terms "organic" and "natural" on product labeling.

Speaking Sunday, August 30, 2009 at the South African Association of Health and Skincare Professionals (SAAHSP) in Johannesburg, Mr. Beresford aims to clarify the distinction between natural versus synthetic ingredients. "When we performed a complete ingredient audit in 2008, we sought to ensure that all of our ingredients met stringent standards of 'natural source". Through that process, we learned a lot about what belonged in natural skin and body care products, and what clearly didn't." His lecture at the SAAHSP annual convention and trade event will also focus on the therapeutic properties of Austrian Deep Moor, used for healing for hundreds, if not thousands of years.