

So many people wait until there is a health crisis before they make a positive change in their lives...

### **Why wait??**

Fortunately, there is a growing awareness about the negative effects of the products we use to clean our homes; a recognition that the water we drink contains additives that are not necessarily good for our health; and the products that we use for skin and hair care are in many cases doing the opposite.

Cleaning products are widely used and with the recent marketing push to use an anti-bacterial cleaner for everything in our lives, we are polluting our homes and the environment more and more. Many cleaning products contain ammonia which has suspected links to cancer; calcium hypochloride which is an eye, nose, throat and lung irritant; and VOC's (volatile organic compounds) which are irritants to the nose, throat, lung and skin, as well as causing headaches (Bijlsma, 2006).

Our water contains chlorine (which wipes out the good and bad microorganisms in the gastrointestinal tract, as well as in the water itself); fluoride to strengthen our teeth, yet when ingested, is harmful to your body (causing arthritis, hypothyroidism, and birth defects) (Statham, 2006); as well as many more.

Skin and hair care products are also fraught with harmful substances. We use sodium laureth sulphate to lather our shampoos, soaps, and bubble baths, yet it is an eye and skin irritant and is linked to allergies. Many hair care products contain dimethicone (which is silicone!) to coat your hair and give it a smooth and shiny appearance. However, dimethicone is a skin irritant, is linked to allergies and caused tumours and mutations in the animals that it was tested on. We also use toothpastes which contain triclosan which is a skin irritant, causes allergic reactions and is toxic



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when ingested. Antiperspirants contain aluminium which can cause birth defects and infections of the hair follicles (Statham 2006).

We use air "fresheners", perfumes, skin care products, cleaning products, scented candles and the like, all of which contain "fragrance". Fragrance is a cocktail of many chemicals and causes skin pigmentation variation, dizziness, vomiting, headaches; it is linked to cancer and irritates the skin, mucous membranes and lungs (Curran, 2006).

Don't despair, because there are many alternatives. **Brighter Paths is a local small business that seeks to introduce you to the positive products that are available.** Products that are natural and do not cause harm to either you and your family or the environment.

☆ The **Pi Mag Water System** – a bench-top filter that filters out many "nasties", and re-energises the water prior to consumption. The taste of the water is unbelievably good!

☆ **Brighter Paths Natural Oils** range (100% pure essential oils in sweet almond oil base) for skin, hair, men and deodorants.

☆ **MiEssence** range of cosmetics, hair and skin care products that are made from certified organic and natural ingredients that are beneficial to you.

☆ **Herbon** products for cleaning – including for the dishwasher.

Brighter Paths also offers **information sessions** so you can learn more about the products that you use, and can then make informed decisions about what you want to use.

**Lucinda Curran, Brighter Paths**

MA; BA; Dip T;

Cert IVs in Small Business Management,  
Workplace Assessment and Training,  
Feng Shui, Chinese Massage, Massage;  
Reiki Master

***Brighter Paths - motivating for success!***

(Independent Rep for MiEssence)

Phone: 0431 820 166

PO Box 119 Chelsea VIC 3196

info@brighterpaths.com.au

www.brighterpaths.com.au