

**Learn How To Have Beautiful  
Soft Skin Naturally  
Without Spending Hundreds Of  
Dollars On Toxic Skin Care Products  
That Do Not Work.**



**By Queen Mumbi**

*Earth's Purest Natural Products*



*Naturality*  
*Earth's Purest Natural Products*



*It feels sooooo good!*

# Earth's Purest Natural Products



Naturality was innovated by Queen Mumbi because she identified with a growing need for products that not only touted the “natural” identification but wanted to go a step further by making the Naturality brand using only non-toxic/non-hazardous raw materials.



Our flagship product, **Yahweh Shine Mist**, was manufactured to be a hair and scalp oil moisturizer. Naturality chose to use extra virgin olive oil as the base component because of its therapeutic qualities. Extra Virgin Olive Oil (EVOO) is unrefined versus olive oil, which goes through a chemical refining process that removes desirable properties and characteristics. The human body easily absorbs EVOO. This means that the body absorbs the good ingredients such as vitamin E and phenols, which have anti-oxidizing properties and prevent the oxidization of fatty tissue. When used on the hair and scalp, EVOO is a deep conditioner and dandruff controller. EVOO softens the skin and can smooth wrinkles. Whether applied to face or body, EVOO will penetrate deep into the skin and provide a long-lasting shield of moisture to keep skin smooth and supple. Used as a daily moisturizer, it is best applied to damp skin, when water can help reduce any feeling of greasiness. Naturality uses extra virgin olive oil as a compliment for its many enduring properties.

Because of the many ways our creative customers have used Yahweh Shine Mist, we now market it as a multi-use oil – for hair, body, a massage oil and a burning oil.

Natuality manufactures a loc butter and hair and body crèmes using pure African Shea butter as a base ingredient.



We wanted a product that would be safe for all skin types and hair strengths, infant to elder. Our crèmes get a resounding, “*It feels so good!*” whenever anyone applies them. The loc butter is a professional favorite providing just the right viscosity for handling and a superb hold for locs of varied hair strengths.



Natuality uses 100% pure African Shea butter made from the nut of the African Shea tree. Moisturizing and healing benefits of unrefined Shea

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butter: Unrefined Shea butter contains an abundance of healing ingredients, including vitamins, minerals, proteins and a unique fatty acid profile, and is a superior active moisturizer. Unlike petroleum based moisturizers, Shea butter actually restores the skin's natural elasticity. Shea butter enables your skin to absorb moisture from the air, and as a result, it becomes softer and stays moisturized for longer. In addition, Shea butter has natural sunscreen properties and anti-inflammatory agents.

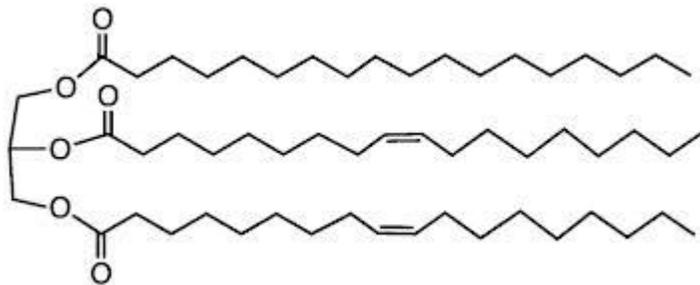
Because of its amazing properties, Shea butter is an excellent ingredient for soaps, lotions and creams. Perhaps it is most effective when applied to the skin in its pure state. Regular users of pure, unrefined Shea butter notice softer, smoother, healthier skin. Shea butter has also been shown to help with skin conditions and ailments such as extreme dryness, psoriasis, eczema, dermatitis, skin allergies, fungal infections, blemishes, wrinkles, stretch marks, scars, scrapes, and more.



Only pure, unrefined Shea butter has the true healing and moisturizing properties of Shea butter. Most Shea butter available to the general public outside West Africa is white and odorless, in other words it has been "refined" to remove the natural scent and color of natural Shea butter. In the process, the majority of the effective agents are also removed. In addition, refined Shea butter has usually been extracted from the Shea kernels with hexane or other petroleum solvents. The extracted oil is boiled to drive off the toxic solvents, and then refined, bleached, and deodorized, which involves heating it to over 400°F and the use of harsh chemicals, such as sodium hydroxide. Shea butter extracted in this manner still contains some undesirable solvent residues, and its healing values are significantly reduced. Antioxidants or preservatives such as BHA (butylated hydroxyanisole) or BHT (butylated hydroxytoluene) may be added as well. The end result is

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an odorless, white butter that may be aesthetically appealing, but lacks the true moisturizing, healing, and nutritive properties of true traditional Shea butter. In addition, refined Shea butter is often hard and grainy, not smooth and creamy like pure, unrefined Shea butter. All that can be said for refined Shea butter is that it has an extended shelf life, a white, uniform color, and no odor.



Shea butter is edible and used in food preparation in Africa.

Another staple ingredient that Naturality is happy to compliment its brand is **Vegetable Glycerin**. Vegetable glycerin is the result of a sophisticated extraction method called hydrolysis, with the final product being

Vegetable glycerin is also used as a component in medical products such as tinctures, as a substitute for alcohol.

referred to as vegetable glycerin. This system is based on the fats and oils of a raw product (typically palm or coconut) that are then split into crude glycerol fats, under the combined action of water (hydro), temperature and

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pressure (lysis). Vegetable glycerin is a clear, odorless viscous liquid. It is used as a compliment in Naturality products because it is a natural source ingredient with emollient properties which can soften and soothe the skin and assists the outer epidermis to retain moisture. It is one of the most popular additives today.



The basic chemical structure of vegetable glycerin is made up of three hydrogen atoms, three carbon atoms and three hydroxyl groups, which form hydrogen bonds with water. Pure glycerin is distilled after a process of keeping vegetable oils under pressure at temperatures exceeding 400 degrees F. The final product has the consistency of syrup and it has no color and odor. The composition of vegetable glycerin is resistant to freezing.

Cosmetic and medical benefits of vegetable glycerin is associated with anti-aging benefits, as its moisturizing properties help skin remain young and healthy, according to the book "The New Encyclopedia of Vitamins, Minerals, Supplements and Herbs." It is an ingredient of a range of moisturizers and it helps draw oxygen into the skin, which slows the aging

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process. Glycerin has antibacterial and hypoallergenic properties that are helpful in the treatment of acne. It is a frequent component of cosmetics products including shampoo, soap and toothpastes. Medical uses of vegetable glycerin include topical remedies for skin problems, according to Medical News Today. Some of the conditions where glycerin proves helpful include cuts, rashes, psoriasis and burns.



Naturality crèmes are formulated with 100% pure African Shea butter as a base, then we compliment with vegetable glycerin and a fragrance (Cranberry, Lemon, Vanilla, Patchouli, Mango, or Coconut) or essential oil (Lavender and Coconut & Aloe Vera).



Our locing butter is also rooted in 100% pure African Shea butter and complimented with the perfect blend of ingredients - including Tea Tree and Lemongrass essential oils and raw honey - making it an industry favorite.

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**Essential oils** are nature's powerful anti-viral weapons. Science is beginning to acknowledge the value of the healing substances found in essential oils. Clinical research has shown that essential oils are highly anti-viral and anti-infectious. The reason essential oils are so effective at killing bacteria and even viruses is because of the chemical constituents that make up essential oils. One essential oil can have anywhere from 200-800 chemical constituents.

The powerful medicinal value of essential oils has been known for centuries. In fact, essential oils were considered more valuable than gold by ancient cultures due to their phenomenal healing properties. Because of the properties to maintain or regain health, the value of essential plant oils for medicinal use goes back to antiquity. The Romans had their knowledge of essential oils from the Greeks, who in turn had received it from the Egyptians. The antiseptic effect of a blend of essential oils - including lavender, among others - purifies the air of harmful disease-causing bacteria.

Naturality realized the value of essential plant oils when developing our brand. **Tea tree** (*Melaleuca alternifolia*) essential oil is an important antibacterial and antifungal agent. It is an ideal essential plant oil for our brand, and we use it in our loxing butter. **Lemongrass** (*Cymbopogon Citratus*) is known as a beneficial herb that addresses skin

issues. This highly fragrant grass, with zesty, strong and lemony undertones is naturally astringent, minimizing pores and balancing surface oil to firm skin.

Naturality and our customers love this fragrance as a compliment in our loc butter.

Honey has natural calming properties. It is naturally antiseptic, antibacterial, antifungal and antiviral weapons. Science is beginning to acknowledge the value of the healing substances found in essential oils. Clinical research has shown that essential oils are highly anti-viral and anti-infectious. The reason essential oils are so effective at killing bacteria and even viruses is because of the chemical constituents that make up essential oils. One essential oil can have anywhere from 200-800 chemical constituents.

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Naturality and our customers love this fragrant essential oil as a compliment in our loc butter. Honey has natural calming properties. It is naturally antiseptic,



antibacterial, antifungal and antiviral. Naturality uses honey as a compliment for these therapeutic properties as well as its excellent hold property in our Locing butter.

**Aloe Vera** (*Aloe Barbadensis Miller*) may be grown in your garden or home, and that is what we do here at Naturality. We extract the pulp from the leaves and put it in



our formulations. Naturality's Healing with Coconut and Aloe Vera was formulated based on the therapeutic properties the Aloe Vera herb is known for.

Used by the ancient Egyptians nearly 2000 years ago for its medicinal purposes, e.g., burns, wounds, scars, and beautifying the skin, the herb was so highly revered that it is depicted in their hieroglyphs. **Coconut** essential oil is becoming more acceptable for



its many benefits. It can be used for cooking, cleansing, and for medicinal.

Naturality uses it for its antimicrobial and anti-toxin properties, and because it's very light. However, for its many uses, coconut, the fruit, is underrated by the vast majority. Just check out this documentary

<http://www.youtube.com/watch?v=enOcQDLGW1c> released in 2001 about the

resilient people of Bougainville, an island southeast of Papua New Guinea, and the innovative ways they use the oil of this fruit. They have an innovative cure for acquired immunodeficiency syndrome.

**Patchouli** (*Pogostemon cablin*) essential oil has a rich earthy aroma but sweet and



spicy at the same time. Naturality uses it for its very unique therapeutic properties. Small amounts strengthen and stimulate the nervous system, and for aches and pains, sprains and injuries due to the strong anti-inflammatory properties. Patchouli is also a good skin essential oil – healing dry cracked skin, weeping sores and wounds. Excellent for skin cell regeneration, especially when combined with lavender, Patchouli is also disinfecting, moistening and cooling – great for scar tissue. Marvelous for depression, anxiety and stress – a good scent for men, as it doesn’t smell ‘pretty’. Also as an aphrodisiac and is divine when blended with Ylang Ylang, Cedarwood, Clove, Clary Sage, for a sensual blend. **Lavender** (*Lavandula*



*angustifolia*) essential oil has four top health benefits. The mention of this fragrance in a product and people get excited! Lavender essential oil is a very relaxing scent. This soothing scent is used in aroma therapy, and is a favorite of Naturality and our customers. Lavender is a stress reliever, pain reliever, has some diuretic properties, and helps with respiratory problems associated with colds, cough or flu. These are only a fraction of the benefits of this essential oil. The list goes on and on.

Naturality formulates five hair and body compliments using the fragrance of coconut, mango, lemon verbena, cranberry yuzu, or vanilla. These are all pleasant, tropical scents that blend well into the skin and hair, and have a fresh, clean fragrance that males or females of any age can enjoy.

Naturality is a brand that, once you use it you have to have more! You look forward to your daily hygiene routine so that you can smooth on your favorite fragrance of Naturality. Styling your hair will no longer be thought of as a dreaded task with our Detangler & Leave-in conditioners. The lotion-base, vitamin E essential oil, and vegetable glycerin make this compliment desirable for wearing on the skin too.

We appreciate all of our loyal customers and your interest in our brand. We have so much more to come!

It feels sooo good!

For more information, please visit us at <http://www.niepnp.com>

Or call us at **770-457-5977** to place your order today.

