

Purity Organic Skincare Loves Coconuts and this is Why!



Coconut Oil is a key ingredient in the Purity Organic Skincare range and that's because it has a myriad of well-known skin benefits – in fact it is a very clever ingredient indeed.

It softens and smoothes skin and importantly has a small enough molecular structure to actually be absorbed easily by the skin so the benefits are more than surface deep – the underlying connective tissues are also being kept strong and supple - keeping skin firm and less-wrinkled. Coconut Oil has free-radical scavenging properties which protect the skin and have the ability to remove the surface layer of dead skin cells and even out skin texture, giving skin a healthier appearance.

Purity Organic Skincare's Coconut Oil is extracted from the kernel of matured coconuts harvested from the coconut palm (Cocos nucifera). Coconut oil contains very high levels of antiseptic fatty acids - approximately 92.1% saturated fatty acids, 6.2% monounsaturated fatty acids and 1.6% polyunsaturated fatty acids. Hence its incredible skin-friendly benefits, it literally feeds and protects skin.

Now for the science...

Skin houses many microscopic organisms, many of which are harmless or beneficial but others are not. When Coconut oil is put on the skin it doesn't have any immediate antimicrobial action. However, when the bacteria which are always present on the skin connect with the oil, they turn the coconut triglycerides into free fatty acids (they literally eat the glycerol part of the triglyceride) releasing the antimicrobial fatty acid properties.

The result is an increase in the number of antimicrobial fatty acids on the skin and an enhanced protection from infection, disease-causing bacteria, viruses, and fungi. The free fatty acids also help to contribute to the acid environment on the skin which repels disease causing germs. The combination of the slightly acid pH and medium chain fatty acids provides a naturally protective chemical layer on the skin that prevents infection from disease-causing organisms. Coconut oil is nature's richest source of medium chain fatty acids.

The range: Facial Wash, Conditioning Cleansing Lotion, Facial Exfoliator, Facial Moisturiser, Anti-Aging Moisturiser, Regenerating Overnight Moisturiser, Anti-Aging Serum and Mask.

Affordable

Purity Organic Skincare is priced from **£4.99** to **£8.99** www.purityorganicskincare.com

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