



**Active  
Charcoal**  
Deep Cleansing  
NATURAL and ORGANIC

**Detoxifying Facial  
Mud Mask**  
Argan Oil & Tea Tree Oil  
150g



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# Activated Charcoal

## The Basics



### What is it?

Activated charcoal is a form of carbon processed to be more porous, thus allowing it to be more absorbent and, in effect, increasing the available surface area. By itself, it is a black, fine powder with no odour or taste, and is, of course, non-toxic.

Traditionally, activated charcoal is derived from charcoal, and what sets it apart is that it has been created solely for medicinal purposes. It's been shown that a single gram of activated charcoal has a surface area of more than 500 m<sup>2</sup>, resulting in a high absorption rate. In a way, it can be likened to a sponge.

Because of this, it's a potent natural treatment because of the millions of tiny pores that help it trap toxins and chemicals, both inside and out of the body.



## How is it produced?

Carbon source materials like coconut husks, nutshells, wood, coal, and even petroleum pitch are heated to a high temperature, and then oxidized in order to produce activated charcoal. Gas is usually used to heat the materials, causing the resulting charcoal to have a more porous surface. Common charcoal can also be used to create activated charcoal.

The production process comprises 2 parts – carbonization, and then oxidation and activation. The first part converts the raw material to pure carbon through heating. The second exposes the material to steam, activating it through temperature.

Another way to produce activated charcoal is through chemical activation where, before carbonization, the raw material is infused with either an acid, a strong base, or a salt. Compared to physical activation, this procedure takes less time.

Our mud pack uses only activated charcoal produced through physical activation, to ensure that your skin isn't needlessly exposed to any trace chemicals.



# Activated Charcoal

## Uses and Benefits

### **It promotes skin and body health**

Activated charcoal is beneficial both internally, ingested, and externally – on the body. For instance, it can be used to help treat acne, and also deodorizes and disinfects. Our mud mask is just one of the many uses of this amazing natural product.

### **As an acne treatment**

Our activated charcoal mask can be applied as a spot treatment, or all over the face, since activated charcoal helps to fight acne and brighten your skin for the same reason it's used in poison treatments. A small amount of charcoal can get rid of a lot of dirt – more than its own weight in impurities – and it draws out those impurities without irritating the area.

### **To fight insect bites**

Activated charcoal also helps alleviate the discomfort you feel from contact with poison ivy or poison oak, as well as the itching from insect bites. It can even be used in the event of a snake bite.

Again, its role as a counter-agent to poison comes into play here. All one needs is activated charcoal and some coconut oil, with the mixture of these two being applied every 30 minutes to 2-3 hours, depending on the type of bite. This treatment also works for bites from brown recluse and black widow spiders, both species that have potentially deadly bites.



## **For overall health**

Taking activated charcoal can help cleanse your digestive tract. It can remove the toxins that can cause allergic reactions, or otherwise damage your gastrointestinal tract or your immune system. It also has anti-aging benefits, since it helps prevent cellular damage to your kidneys and liver.

Activated charcoal taken 90 minutes before each meal, along with warm water to guard against dehydration, can be used as a cleanse, and as an anti-aging treatment.

It can also be used as a water filter to get rid of bacteria to prevent stomach conditions like 'Bali belly' (likely an acute form of gastroenteritis). If you already have it, taking activated charcoal tablets should help get rid of the bacteria already in your gut.

## **It fights poisons**

As mentioned earlier, activated charcoal can reduce a poison's toxicity level because it absorbs most, if not all of it. At the same time, since it isn't absorbed by the body, it makes it easier to flush the toxins out without causing further harm to the person. It isn't just poisons, either; activated charcoal can be used to reduce the level of alcohol in the body, helping to prevent alcohol poisonings and – more frequently – hangovers.

It's available without a doctor's prescription, but it never hurts to call your physician for advice beforehand. You can find activated charcoal as a chewable and non-chewable tablet, as a liquid, as a suspension, and as a powder for suspensions.

To prevent dehydration after ingesting activated charcoal, it's best to drink up to 16 glasses of water a day.



## **It whitens teeth**

Activated charcoal can absorb plaque as well, meaning it can be used while brushing in order to promote good oral health, freshen breath, and whiten teeth. It also helps normalize the pH balance in the mouth, preventing cavities.

Overuse of any whitening agent can weaken the enamel over time, so be wary of that. Also, if you have crowns, caps, or porcelain veneers, activated charcoal might stain them. If your teeth become sensitive from using activated charcoal, stop.

## **It counters gas and bloating**

It can bind the gas-causing by-products in food, reducing discomfort and bloating. It can also treat bile flow problems, especially during pregnancy.

To do this, just take 500 milligrams of activated charcoal dissolved in a full glass of water, one hour before a typical gas-producing meal. Follow up with another glass of water immediately after the meal.





# Activated Charcoal

## Notes

1. Activated charcoal isn't toxic, but it still shouldn't be taken within two hours of vitamins or certain medications, because it will keep the body from absorbing them – and you don't want that happening.
2. It's true that activated charcoal can be used in emergency situations, but typically just to buy time to get to the hospital. However, charcoal briquettes should never be used in place of activated charcoal, especially in the event of poisoning. Also, don't automatically self-medicate using activated charcoal; always consult a qualified medical professional.
3. Remember that activated charcoal can cause dehydration if adequate amounts of water aren't consumed at the same time. Also, incorrect application may result in pulmonary aspiration, so be mindful when applying it.
4. There are a few substances that activated charcoal won't work on, or can't absorb. These include cyanide, metals like lithium and iron, and acids that quickly damage internal tissues; should these be ingested, don't waste time looking for activated charcoal and get medical help as fast as possible.
5. Activated charcoal is not meant to be a food supplement of any kind, and therefore shouldn't be taken regularly. Doing so results in a reduction of the body's ability to absorb important nutrients from food.



6. If you're taking prescriptions, don't take activated charcoal soon after, because it may render the medication useless. The following drugs can cause potential adverse interactions with activated charcoal:

Theophylline

Morphine

Morphine Sulfate Liposome

Acetaminophin

Tricyclic antidepressants

Mycophenolic acid

Oxycodone

Oxymorphone

Suvorexant

Tapentadol

Acrivastine

Bupropion

Carbinoxamine

Fentanyl

Mycophenolate Mofetil Umeclidinium

Hydrocodone

Meclizine

Methadone

7. The following are names that activated charcoal is usually marketed under:

#### **US brand names**

Actidose-Aqua

Charcoal

Diarrest

Di-Gon II

Donnagel

EZ-Char

Kaodene NN

Kaolinpec

Kaopectate

Kaopek

Kerr Insta-Char

#### **Canadian brand names**

Aqueous Charcodote Adult

Aqueous Charcodote Pediatric

Charcodote

Charcodote Pediatric

Charcodote Tfs

Charcodote Tfs Pediatric

Donnagel-Mb

Kao-Con

Parepectolin



8. When selecting activated charcoal, you need to know what it's made from, because not all types are created equally, or with the same characteristics. Look for those that have been made from coconut shells, or else identified wood species with ultra-fine grains. If you're buying it in powdered form, avoid those with artificial sweeteners.



# Argan Oil

## The Basics



### What is it?

Argan oil is an oil produced from the kernels of the argan tree, a plant endemic to Morocco. There, it is used as a bread dip, typically during breakfast; it is also drizzled on couscous – a traditional Moroccan dish of semolina – or on pasta. It has only recently begun gaining worldwide fame for its heart-healthy traits as well as its effectiveness in personal care products.

Also called 'liquid gold', it is rich in beneficial nutrients, including fatty acids and vitamin E – which itself is an antioxidant.



## How is it produced?

The argan tree's fruit is small and can either be round, oval, or conical, with fleshy pulp that covers a hard-shelled nut. This nut contains one to three kernels that are rich in the sought-after oil, which is extracted first through drying the fruit in the open air. Once this is done, the pulp is removed and the argan nut cracked to obtain the kernels.

From here, the kernels may be gently roasted before they are ground into a brown-colored mash and pressed to yield pure and unfiltered argan oil. If the oil will be used for cosmetics and the like, the nuts won't be roasted, in order to avoid a very nutty smell. Once the pure oil is obtained, it will be decanted into vessels and left to rest for around 2 weeks, to allow any solids to settle on the bottom.

After 2 weeks, this decanted argan oil is filtered once again, depending on the required purity of said oil.



# Argan Oil

## Uses and Benefits

### **It promotes healthy skin and hair**

Traditionally, Moroccans use argan oil to help treat skin diseases, not to mention to nourish skin and hair, because it contains nutrients that help heal and fortify these. It also has certain medicinal uses, whether ingested or used externally.

Besides the vitamin E it contains, argan oil has a high linoleic acid content, which helps to fight the inflammation caused by acne, rashes, infections, and bug bites. It can also help heal damaged skin, making it a great anti-aging treatment at the same time.

Just a single bottle of argan oil is extremely versatile.

### **For exfoliating and toning**

A mixture of brown sugar and a couple of drops of argan oil, rubbed into your face for 2 to 4 minutes, will help get rid of dead skin cells, revealing the brighter, newer skin underneath. It also reduces the appearance of wrinkles and other lines, giving you a younger, fresher-looking complexion.

This mixture can also be used to treat other areas of your body that are prone to dryness, like the knees, elbows, or heels. Just make a bit more of the brown-sugar-argan-oil mixture to massage into the areas.

Argan oil plus a cup of green tea can be used as a home-made toner, as well, thanks to argan oil's nourishing properties.



## **For moisturizing**

The same fatty acids and Vitamin E in argan oil are also great for moisturizing the skin, especially in dryer climates or during the cold winter months. All you need to do is warm a drop or two of oil in your palm, then rub it all over the face and neck.

You can also use it on your hands, feet, lips, or other areas of the body that are prone to drying out, as this will help keep the skin from cracking due to wind and cold.

## **For erasing stretch marks**

Rubbing a bit of argan oil into the stomach, thighs, and other potential problem areas helps to not just moisturize the area, but eventually reduce the appearance of stretch marks. It also helps the skin become more elastic, lessening the chances of stretch marks appearing in the first place. This is particularly helpful for pregnant women.

## **For hair treatment**

Argan oil is not greasy, making it the perfect choice for a leave-in conditioner. It can also be used to treat dry and brittle hair through deep conditioning overnight. Simply pour a drop or two of the oil into your palm to warm it, then run your fingers through your hair. Add a small amount of oil to the fingertips so you can massage it into your scalp, then rub the excess into your scalp.

If you want to condition your hair overnight, just cover your hair with a shower cap after massaging in the argan oil. In the morning, wash your hair as usual, and do so until any argan oil residue is gone.



## **It promotes overall health**

Culinary-grade argan oil (also called argan food oil) can be used as a substitute for other oils that are less healthy, though rarely for actual cooking since it doesn't hold up well under high temperatures.

Typically, it's used on the finished product, such as being drizzled over salads or added to just-sautéed vegetables to add more flavor. It's also used as a bread dip, either by itself or mixed with other ingredients. Amlou is one of these bread dips, using argan oil, honey, and ground roasted almonds; the resulting paste has a consistency similar to peanut butter.

It helps keep bad cholesterol from being absorbed acts as an anti-inflammatory agent, and can help improve digestion and therefore help with weight management. As an anti-oxidant, it also helps fight various cancers and cardiovascular diseases.





# Argan Oil

## Notes

1. Though you can buy argan oil on its own, it can be expensive. So don't use it liberally, or you'll run out before you can buy more.
2. Make sure you're getting the right argan oil for the right uses – culinary argan oil, for instance, won't have the same effect on skin and hair as its cosmetic counterpart.
3. Argan oil usually smells nutty, so if it smells strongly, it may have gone rancid. If so, don't use it. It also should be smooth and practically disappear on your skin. If it feels sticky, watery, or slimy, stop using the oil in that bottle.
4. The oil is usually a pale yellow and somewhat cloudy; the sediment is really a part of it, and the small amount still present after filtering should settle on the bottom, so don't be alarmed if you spot it. The oil is still good.
5. Usually, argan oil is kept in a dark-colored glass bottle, or else in an aluminum or stainless steel container; that's because clear glass or plastic bottles can make the oil deteriorate, since light breaks down the oil's best properties.



6. If you're looking to buy pure argan oil, be wary of brands that claim to sell it, but have a long list of ingredients on the container. It could be that the bottle contains only a certain percentage of the oil, with the remainder being made up of additives and silicones. The ingredients list should contain only one entry – 100% argan oil, for instance. Anything more than that isn't pure.



# Tea Tree Oil

## The Basics



### What is it?

Tea tree oil, abbreviated as TTO (sometimes called melaleuca oil) has long been used for its antiseptic properties for the skin. The Aborigine tribes of Australia used the plant from which the oil is obtained from for almost anything – brewed for tea, chewed for increased mouth health and crushed as antiseptic for all kinds of skin diseases that befell them. Today it is considered as an essential oil, which means it's naturally obtained and extracted. Used topically, its antiseptic properties are good for healing wounds, cuts and stings. Cosmetically, it is believed to be effective against acne, fungal infections, ringworm and athlete's foot.

Tea tree oil usually comes in colorless to clear, pale yellow variations, with a minty, camphor-like odor. Its scent is opinion-polarising – some people like it, others find it too strong for their nostrils.



# Tea Tree Oil

## Uses and Benefits

### Fighting acne

Studies on TTO have been few and far between, with the results of these being inconclusive at best. The scientific community is on the fence about its efficacy and effectiveness as a true-blue antiseptic, although the leaves have been proven as early as 1923 to carry antiseptic and bactericidal properties. However, it's cosmetic and dermatologic uses have been celebrated for years.

TTO is possibly effective for treating mild to moderate acne; in fact, when mild soaps fail to carry out the needed cleansing, dermatologists mostly recommend a tea tree oil-based facial wash for non-cystic acne. A pimple or pustule heals more nicely (read: no scars, less redness) when the bacterial count around it is greatly lessened.

The antiseptic property of tea tree oil, alongside its antibacterial properties greatly reduces the presence of *P. acne* bacteria on the skin, resulting to improved skin integrity. One study concluded that tea tree oil gel is more effective than 5% benzoyl peroxide (BP) – the gold standard in treating active acne lesions. While tea tree oil gel acts slower than BP, it trumps the latter in irritation levels experienced by users.

As a cosmetic, tea tree oil is usually found on facial washes, acne gels, face masks, and even toothpastes and mouthwashes.



## **As facial wash**

When used twice daily, tea tree oil increases the skin's ability to fight acne-causing bacteria. It also decreases the likelihood of latent bacteria present on the skin to form as acne, as well as decrease lesions of present pustules.

## **As an anti-acne gel**

When used twice a day, for 45 days straight, tea tree oil greatly decreases the number of present acne, while simultaneously preventing the emergence of new ones. It also lessens the symptoms of acne in general, which results to a decrease in acne severity.

## **As a face mask**

When used twice or thrice a week, the antiseptic properties from tea tree oil decreases the likelihood of acne, improves the general appearance of the skin, and prevents blemishes to form.

## **It sanitizes skin**

Skin sanitation is one of the most important factors in maintaining a healthy, glowing skin. The skin combats millions of bacteria every day, all the while fighting off chemicals, healing protrusions, and killing off potential allergies among others. A properly sanitized skin is more likely to put a better fight against bacteria than one that's not.

With its antimicrobial properties, tea tree oil is effective in thoroughly cleansing the skin without stripping off its natural oils.



## **It helps restore the skin's pH balance**

The ideal pH balance for skin is a rating of 5.5 – meaning it's just slightly acidic. If it's too acidic, oiliness increases; too alkaline, and it becomes dry and sensitive. Sensitive skin has a harder time fighting off impurities, blemishes, and acne – that's why dry, sensitive skin needs to be moisturized properly.

Tea tree oil helps restore the skin's pH balance to normal levels, at the same time soothing and moisturizing it and repairing its natural mantle, thereby preventing excess oil from being produced.

## **It removes dead skin cells**

By themselves, dead skin cells aren't harmful; they become a problem when they stay on the skin longer than they should, therefore leading to clogged pores. This is why exfoliation is a big factor in eliminating acne and clearing the skin. The skin generally changes every 4-8 weeks, but exfoliation should be weekly.

Not many people know this, but tea tree oil is a solvent. This means that when applied to the skin, it can penetrate the skin's pores and dissolve dust and bacteria in clogged pores.

## **It's anti-inflammatory**

Skin inflammations are the root cause of redness, irritation, and swelling. When the skin is red and inflamed, it needs extra care. Resorting to chemical formulations to heal the lesions can increase the likelihood of scarring. Tea tree oil, on the other hand has anti-inflammatory properties that helps reduce redness and soothe irritation.



## **It's safe to be used every day**

As a topical treatment, tea tree oil can be safely used on a daily basis for the skin. Unlike other skin formulations (which are only recommended for the skin for a definite amount of time), tea tree oil seldom causes irritation. The formulation and how strong the concentration of the oil helps in determining how effective it will be.

## **Other benefits**

The wonders TTO does for the skin is not limited to fighting acne and restoring the skin's pH balance, it also is used for several skin diseases namely: sores, cuts, athlete's foot and toenail fungus. Tea tree oil is also a good foot deodorant, and when used with other essential oils it can be used for nail care. Yeast infections are cured with dabbing tea tree oil on them every day, and some people are hailing it as one of the main treatments for psoriasis.

It's also widely used for a variety of preventive medical purposes. For the past few years, it's been present on toothpastes, as a standalone mouthwash and even in flosses. Because of its anti-microbial properties, it's been used for vaginal infections, and has been

Note: It is recommended to apply the oil only topically, since ingestion of TTO is harmful – especially in concentrated solutions. When using it as a mouthwash, expectorate and don't swallow.



# When Used Together



On their own, activated charcoal, argan oil and tea tree oil are skin-friendly substances which do wonders for the overall health and appearance of the skin.

With all the benefits attributed to these three, it's apparent they can do much more when used altogether.

A mixture of activated charcoal and argan oil would both cleanse and nourish the skin, absorbing dirt and other impurities while leaving the skin feeling smoother and suppler.

On the other hand, tea tree oil and argan oil complement each other beautifully. Tea tree oil is rich in antioxidants and is naturally anti-bacterial, anti-viral, and anti-fungal. Argan oil moisturizes the skin, leaving it supple and properly hydrated. Together, they can fight acne and reduce inflammation without scarring and drying the skin.





These three all together, such as in the mud mask from Products by Internet, is a potent addition to your skin care regimen. With activated charcoal, argan oil and tea tree oil, you cleanse, moisturize and protect your skin all at the same time. Remove impurities from the skin with activated charcoal, hydrate it with argan oil, and ultimately enhance its overall appearance through tea tree oil. These benefits are achievable without resorting to chemical formulations that harm the skin in any way.

With its organic formulation, chances of adverse reactions and possible irritation of the skin - even in the most sensitive of people - are low to non-existent.

Experience the power of activated charcoal, argan oil and tea tree oil today!



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