

# SOLIDO DEODORANT

\*Cocos Nucifera Oil, Sodium Bicarbonate, Zea Mays Starch, \*Cera Alba, Boswellia Carterii, Bursera Bpinnata Resin extract, Natural Fragrance (Talcum Parfum) Tocopherol

(\* = organic + fairtrade)

**SODIUM BICARBONATE** is an antibacterial and pH neutraliser. In our deodorants, it is used to neutralise the acid in sweat and eliminate underarm bacteria, therefore preventing body odour from forming. It is an amazing deodoriser, and intense moisture absorber and can easily beat some commercial antiperspirants!

**CORN STARCH:** Rich in antioxidants, cornstarch, helps protect the skin against free radicals responsible for premature aging of the skin.. Also rich in beta carotene a derivative of vitamin A and in B vitamins, corn starch favors the cell regeneration to improve the elasticity and healing of the skin leaving it visibly smoothed.. As a natural deodorant, it has excellent absorbing properties helping remove humidity without over-drying, being a safe chemical-free alternative to antiperspirants.

**FRANKINCENSE & COPAL** Known as the king of essential oils, Frankincense/Copal has a variety of notable uses and benefits. This powerful essential oil is revered for its ability to beautify and rejuvenate skin when applied topically, and to promote cellular health and immunity and produce a healthy inflammatory response when taken internally,\* among other benefits. With all of its many uses, there is no question as to why it was highly esteemed by ancient civilizations and used for the most sacred of practices used during religious ceremonies for salves for soothing skin and perfume. The perfume or aroma that it emits promotes feelings of satisfaction, peace, relaxation, and overall wellness, which explains its unique value in ancient times. \*just don't eat your deodorant please?

**COCONUT OIL** can work as a natural deodorant, due to its antibacterial nature, while also keeping perspiration at bay and moisturizing the underarms to prevent irritation. The medium-chain fatty acids, specifically lauric acid, capric acid and caprylic acid, can boost the immune system and eliminate bacteria in topical applications. Underarm odor is primarily caused by the apocrine glands, which releases sweat that is

high in protein. This is a delicious meal for bacteria that like the warm, moist area, and release foul-smelling odor as a byproduct of protein metabolism. Coconut oil is able to neutralize those bacteria, which prevents the unpleasant and embarrassing smell. Coconut oil can reduce or stop the sweating process from the underarms naturally without any aluminum, parabens nor alcohol, while also moisturizing and ensuring that the area doesn't become irritated, for soft and dry skin.