



TRUTH IN INGREDIENTS & LABELLING

At Aika we intentionally select every pure and certified organic ingredient for efficacy, proven benefits, safety and performance over profit.

While some certified organic brands have only *some* products certified organic, **ALL** Aika products are certified organic - not just some. We are certified to one of the highest standards globally in line with the Australian governments 'National Standard for Organic and Biodynamic Products'.

We are the only certified organic Ayurvedic spa and skincare range in the world!

Choosing Aika skincare gives you the assurance that all our ingredients are safe and sustainable to:

- our skin
- our bodies (both inside and out)
- the therapists who use our product (who have increased exposure and toxin build up through regular use during treatments)
- our earth - water systems, air purity and our planet's delicate ecosystem

NO SYNTHETICS

We don't use any synthetics at all. We don't even use some naturally derived ingredients approved for organic certification as they don't fall within our standards for **EVERY** ingredient to have a beneficial purpose. Aika has:

- no emulsifiers
- no surfactants
- no solubilisers
- no dispersing agents
- no preservatives
- no thickening or fattening agents
- no alcohol

Our products do no harm and are chosen by and made for those seeking the purest of the pure. They are especially safe and gentle for those who are:

- pregnant and breastfeeding
- going through and recovering from oncology treatments (radiation, chemotherapy),
- have compromised and reduced immune systems
- extremely reactive skin (dermatitis, eczema, psoriasis)

AIKA HAS ZERO NASTIES!

Unfortunately, the beauty industry is awash with greenwashing and even 'natural, clean and green skincare' contain ingredients that are toxic, petroleum derived and synthetic. Always check the product's ingredients label as brands need to abide by International Nomenclature for Cosmetics Ingredients (INCI) which state that all ingredients must be listed in descending order of usage in the formula. Unfortunately, laws in certain countries allow for some ingredients to be unlisted if they are under a certain percentage. The best assurance you can get as a consumer is when you buy a certified organic product as this will have a third-party certification body such as ACO, ensure verification of the ingredients, formula and labelling.



Aika products DO NOT contain any restricted and questionable ingredients. While this is not a comprehensive list by far the most common questionable ingredients are listed below.

CARCINOGENIC INGREDIENTS

1,4-DIOXANE

A known carcinogen linked to organ toxicity and may be found in many cosmetics but you won't find it on ingredient labels. That's because 1,4-dioxane is a contaminant created when common ingredients react to form the compound when mixed together. It occurs during the ethoxylation process used to create certain ingredients such as synthetic emulsifiers and surfactants. While pregnant women, infants and teenagers are considered to be most vulnerable, it is reasonable to suggest these chemicals created through ethoxylation such as sulfates, PEG's and Polysorbates be best avoided more widely.

FOUND IN: common sulfates such as Sodium laureth sulfate, PEG compounds, chemicals that include the clauses xynol, cetareth and oleth, e.g. cetareth 20

PEG COMPOUNDS

Polyethylene is the most common form of plastic, and when combined with glycol, it becomes a thick and sticky liquid known as polyethylene glycol. These are petroleum-based compounds that are widely used in cosmetics as thickeners, solvents, softeners, and penetration enhancers. PEG's are commonly used as cosmetic cream bases. PEG's may be contaminated with measurable amounts of ethylene oxide and 1,4-dioxane. PEG compounds themselves show some evidence of genotoxicity and if used on broken skin can cause irritation and systemic toxicity. The penetration enhancing effect is a concern as PEG's will make it easier for other contaminants in a product to get down deep into your skin. PEG's are almost often followed by a number, for example PEG-6, PEG-8, PEG-100 and so on.

LOOK FOR: PEG (polyethylene glycol), PPG (polypropylene glycol) PEG laurate, PEG-60 almond glycerides, Sodium laureth sulphate, Ceteth-5 steareth-21, Cetareth-20, PEG-20 stearate, Oleth-10 phosphate, Octoxynol-9, Polysorbate 20 (& 40, 60, 80 etc), Emulsifying wax, PEG-8 stearate, Glycereth-26, PEG-40, Olive Oil PEG 7 Esters

POLYSORBATES

Polysorbates are used as a surfactant in soaps and cosmetics, as well as a solubiliser or dispersing agent to help dissolve ingredients so that they can more easily blend together. It makes products look creamier and more attractive. While it is derived from sorbitol, a natural ingredient, polysorbates are not a natural ingredient. In fact, they are potential carcinogens since they are treated with ethylene oxide through the process of ethoxylation same as for PEG compounds. As polysorbate is "ethoxylated", it can become contaminated with the dangerous carcinogen 1,4 Dioxane.

LOOK FOR – Polysorbate 20, Polysorbate 40, Polysorbate 60, Polysorbate 80, etc

SYNTHETIC PRESERVATIVES

FORMALDEHYDE & FORMALDEHYDE RELEASING

Commonly used preservatives after parabens and are identified to be a primary cause of skin irritation. They are toxic and can release formaldehyde at just over 10 degrees. Formaldehyde is a toxic material.

LOOK FOR - Imidazolidinyl Urea and Diazolidinyl Urea, DMDM Hydrantoin, Methylisothiazolinone and Methylchlorisothiazolinone



PHENOXYETHANOL

A synthetic and ethoxylated preservative used widely in cosmetics and as a stabilizer in perfumes. It is harmful if swallowed, inhaled or absorbed through skin, **especially to nursing mothers or infants**. In the US, the FDA (Food and Drug Administration) has warned that phenoxyethanol can cause shut down of the central nervous system, vomiting and contact dermatitis. The European Union classifies it as an irritant and toxicity concerns are sufficient for the EU to flag phenoxyethanol as a chemical to avoid getting on your lips or around your mouth. It irritates skin and eyes, and can cause blistering on skin as well. Japan has restricted its use in cosmetics.

Perhaps most famously in the public consciousness, it was used in Mommy Bliss brand nipple cream. In 2008, the U.S. Food and Drug Administration (FDA) Trusted Source recalled it as unsafe for breastfeeding infants, due to concerns about how it affects their central nervous system.

The Australian Consumer and Competition (ACCC) in 2018 fined the baby skincare company GAIA Skin Naturals for misleading consumers that “GAIA described its Natural Baby Bath & Body Wash, Baby Shampoo and Baby Moisturiser as “Pure ★ Natural ★ Organic”. However, these products contain two synthetic chemical preservatives: sodium hydroxyl methyl glycinate and phenoxyethanol.” (ACCC website)

PARABEN-BASED PRESERVATIVES

Paraben preservatives are synthetic chemicals used to inhibit microbial growth and to extend shelf life of products but are widely known to cause skin allergic reactions and rashes. Certain studies have shown that parabens are hormone disrupters and harm fertility and reproductive tissue, affect birth outcomes and increase the risk of cancer (Environmental Working Group, EWG).

LOOK FOR - Ethyl paraben, methyl paraben, butyl paraben, propyl paraben.

PLASTICS & SILICONES

SILICONE OILS

Silicone oils are synthetic emollients or moisturisers, which block pores, clog skin, and may cause allergies and skin irritations.

LOOK FOR

They can often be spotted by the suffix ‘thicone’, for example dimethicone and cyclomethicone.

PLASTICS & SYNTHETIC POLYMERS

These are man-made polymers also known as plastics which are derived from petroleum oil. These have been shown to cause skin irritants and micro-plastics and micro-beads have been shown to pollute the environment and contain potentially harmful contaminants.

LOOK FOR – PEGS, Carbomer (polyacrylic acid), polyimide-1, polyquaternium-11, and PVP/VA copolymers

PETROCHEMICAL DERIVATIVES

PARAFFINS

Derived from crude oil or petroleum it is a known occlusive agent, which means products that contain this ingredient just sit on the skin and is not necessarily absorbed. Due to its greasy consistency, it gives the illusion of moisture, when in fact, it just seals off the pores preventing the skin from breathing — thereby causing skin irritations and allergic reactions.

LOOK FOR: paraffin, liquid paraffin, soft white paraffin, mineral oil, petroleum jelly, white oil, paraffinum, paraffinatum.



PETROCHEMICALS & ETHANOLAMINE COMPOUNDS

Petrochemically derived and used as emulsifiers and detergents, pH adjusters and emulsifying agents. When ethanolamine's are used in the same product as certain preservatives that break down into nitrogen, they can form nitrosamines. Nitrosamines are a class of more than a dozen different chemicals, which are possible and known carcinogens. In cosmetics formulations, DEA may react with other ingredients to form a carcinogen called nitrosodiethanolamine (NDEA) which is absorbed through the skin.

LOOK FOR - Triethanolamine, diethanolamine, DEA, TEA, TEA Stearate, cocamide DEA, cocamide MEA, DEA-cetyl phosphate, DEA oleth-3 phosphate, lauramide DEA, linoleamide MEA, myristamide DEA, oleamide DEA, stearamide MEA, TEA-lauryl sulfate

PROPYLENE GLYCOL (PG), PROPYLENE GLYCOL BUTYLENE GLYCOL

Derived from petroleum refining and often used in antifreeze, brake and hydraulic fluid, floor wax, and paints. In cosmetics, they are used as a solvent to dissolve ingredients and as a humectant used for hydrating. Like PEG's, they function as a penetration enhancer and can allow harmful ingredients to be absorbed more readily through the skin. It can also cause contact dermatitis and allergic reactions.

LOOK FOR: propylene glycol, butylene glycol, propane-1,2-diol and propanediol

SYNTHETIC FRAGRANCE, COLOURS AND ALCOHOLS

ARTIFICIAL FRAGRANCE

The descriptions 'Fragrance' or 'Parfum' in an ingredient list typically denotes up to 200 different chemicals, most or all of which are man-made. These chemicals are known to cause the majority of allergic reactions with cosmetics and skincare products. Some can even trigger neurological problems and asthma attacks, according to the Environmental Working Group (EWG).

LOOK FOR – Perfume, parfum, fragrance

SYNTHETIC COLOURS

In most cases, artificial colours are synthetic and derived from coal tar. Coal tar is a mixture of various petroleum-derived chemicals. If not purified well, coal tar can contain traces of heavy metals known to be carcinogens. They may cause hypersensitivity & irritations or clog your pores, leading to breakouts.

LOOK FOR: Blue 1, Green 3, Red 27 Lake, Yellow 5 Lake, CI (followed by a number).

SYNTHETIC ALCOHOLS

Synthetic alcohols are known to cause skin irritations and some have been shown to promote acne. They can be extremely drying and irritating to skin, but may also cause inflammation because they strip the skin of its natural protection. By breaking down the skin's barrier, alcohols destroy the substances that protects your skin's health over then long term.

LOOK FOR: Isopropyl palmitate, octyl palmitate, butylene glycol, benzyl alcohol, propylene glycol, isopropyl alcohol, propanol, and sd alcohol