

Shop urges folk to go organic as part of special fortnight

● Charmelle Dixon has planned a fortnight promotion for organic products, including organic lubricants.



Tender loving care – and all natural

GO organic and get loved-up this month – with the help of some all-natural treats.

The Soil Association's Organic Fortnight begins on Saturday to raise awareness of the environmental, health and social benefits of all things organic. And they are urging you to get involved – with one Cleethorpes beauty shop already adopting the eco-friendly spirit.

Organic skincare and cosmetics shop Passionately Pure, in the resort's College Street, is offering a range of promotions to celebrate all things natural and additive-free.

Today, store owner Charmelle Dixon, who runs the business with her 20-year-old daughter Simone, will be offering all customers organic chocolate as they shop and, until stocks last, a free gift set containing organic goodies worth £5 comes free with every purchase.

In addition, Charmelle has been expanding her product line to become one of the first stockists of organic lubricants in the area.

Charmelle (39) said: "Anyone can use them, but they can be especially useful for anyone who has undergone a hysterectomy, is going through the menopause or receiving cancer treatment.

"A lot of women suffer from problems in their sex life, and these products can really help."

Charmelle points out sex is a natural act, but other lubricants on the market are anything but natural. Many are made from synthetic chemicals, some with safety issues, such as being skin irritants or containing oestrogen-mimicking properties.

These can be especially harmful for people receiving cancer treatment or trying to conceive, she says.

By SHARON BAKER

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Preservatives such as sodium hydroxide – also known as caustic soda or lye – can upset the pH of the skin and can even damage the delicate mucous membranes of the body, she added.

Others also contain glycerin, a derivative of sugar, which can create or worsen existing yeast infections.

Not all products do not even list their ingredients on the packaging, making safe choices even harder, Charmelle warned.

However, the Yes range of lubricants – developed by a firm in Hampshire – contain 96 per cent organically grown plant-based ingredients, without pesticides, chemical fertilisers, or hormones.

They carry the Soil Association mark of approval and have also had the thumbs-up from The Hysterectomy Association. The water-based range is also safe to use with condoms.

Charmelle said, considering around 60 per cent of what you place on your skin is absorbed into your bloodstream, the trend for going organic extends much further than what we eat.

She said: "You've got to be careful about what you're putting into your body.

"When we researched the product we found that it really has changed people's lives, and for anyone with sensitive skin it's exactly what you need."

Try it for yourself

The Yes lubricants are priced from £5.50 for 25ml. Contact Charmelle or Simone for more information on (01472) 604855.