



Not only do organic beauty products use the purest ingredients, these days they're also glamorous, high performance and very 'A-list'. What's not to love about them?

So good, it's utterly organic

When only the purest will do

Celebrities from Sienna Miller to Gwyneth Paltrow are clamouring for organic skincare and cosmetics, which has surely helped organics swap their image almost overnight from muddy wellies to Jimmy Choos. And while we know that where the A-list leads the rest of us will surely follow, in this case it's not just fashion or advertising hype. Going organic becomes compelling when you want to invest in your well being. Supremely so, when you are dealing with the effects of cancer.

When you think that up to 60% of what you put on your skin is absorbed into your bloodstream, and that the personal care and cosmetics industry is largely unregulated in terms of the preservatives and other chemicals it uses (many of which are known carcinogens), organic alternatives – which contain only the purest, safest ingredients – become the intelligent choice. In choosing them these days, we also expect our organic products to be as sophisticated, pleasurable, elegant and demonstrably effective as conventional

high street brands. We talked to two leading manufacturers of organic personal care products, founded by pioneering women who have devoted themselves to creating beautiful no-compromise products which deliver proven purity and performance.

'When your immune system is lowered, you become far more discerning about the personal care items you buy – you're not using products in a casual way any more, and the purity of their ingredients becomes paramount.' says Susi Lennox. Susi and her business partner Sarah Brooks have created and developed Yes – the world's first and only certified organic intimate moisturiser and lubricant. Utterly unique, Yes is pure, safe and effective, and since its launch in 2006 it has attracted a dedicated base of devotees.

Yes tackles one of the most uncomfortable effects of breast cancer treatment in a refreshingly pure and effective way. 'We say that Yes changes your world from the inside, and we are empowering women to choose and use it with confidence,' says Susi.

'When the discomfort of vaginal dryness means that you need intimate lubrication, naturally you look for a product that respects the delicacy of your vaginal tissues, and nourishes them safely and sensitively. A woman's mucus membranes deserve special consideration as having no protective outer layer of skin, they are particularly vulnerable to ingredients which cause irritation, and can easily have their vital pH balance disturbed.'

A certified organic product is the only way you can be sure of absolute purity. Being certified as organic by the Soil Association is proof that Yes contains no hormones, parabens, petrochemicals, genetically modified ingredients, hidden chemicals or ingredients that are known to be skin irritants or that may cause health concerns. It also contains no sugars or glycerin (which can cause/feed thrush). 'The Soil Association



upholds the strictest standards, so obtaining its certification was an essential validation for us,' says Susi. 'Wherever you see its symbol, you have the guarantee and reassurance that you're buying an authentically organic product. Women with breast cancer-related problems know that they cannot afford to gamble with their health, and rightly insist on products which deliver powerful results in the most gentle fashion. Organic Yes can be a boon as it has a dual action of being both a vaginal moisturiser and a discreet lubricant. This versatility, together with its absolute purity, make it unique.'

With such impressive product benefits it is no wonder that Yes has been acclaimed by women who've had breast cancer. With the often aggressive and sudden onslaught of menopausal symptoms brought about by their treatment, many women experience such dryness and discomfort that even walking can be difficult – let alone love-making. Because Yes is so pure it offers fast relief, can be used wherever and whenever you need it, freely and frequently. It doesn't smell, taste or leave an unpleasant residue. As it is astonishingly like the body's own lubrication, this can be very releasing if you've been dismayed by your body not behaving or responding as it used to.

'We know that Yes helps because of the 'Yestimonials' we've had from delighted women' says Susi, 'It's been hailed as a life- and marriage-saver; women have told us that Yes not only feels great, it makes them feel healthier internally, taking away pain, soreness and itching. They've confirmed that it's as close to nature as you could possibly get, and very clean and easy to use.'

At present Yes is available online, by phone and through mail order, but very soon you'll see Yes's exquisite turquoise and cream packaging nestling alongside familiar skincare and beauty products in selective nationwide outlets.

BENIGN INGREDIENTS, DIVINE RESULTS

When you're recovering from breast cancer it's great to find products that perform so well and are a genuine pleasure to use, while restoring the inner and outer woman: a combined vaginal moisturiser and lubricant that can help you feel more feminine and relaxed again, and a range of handmade skincare and haircare products that not only smell divine (you'll love the potent aromas from those essential oils) but actually help deliver that elusive youthful glow. Easy to buy, healthy and effective, there's never been a better time to go organic. After all, how often do you come across something so deliciously self-indulgent that's actually good for you too?

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