

THE
lifestyle
NEWSLETTER

ONE CONTACT FOR ENDLESS POSSIBILITIES

what an eggcellent idea

With Easter fast approaching, the thought of chocolate is probably on all our minds, but could the UK's love of chocolate be having a damaging effect on the environment as well as our waistline?

In most Easter egg packaging, there is a plastic case that surrounds the egg to protect the fragile chocolate. The damage plastic does to the environment is extensive. It is becoming more of a concern for public health every day. Plastic takes over 1000 years to degrade, so its impact on pollution is long lasting and severe. It kills wildlife and plastic microparticles can cause health issues in humans like cancer.

Bearing this in mind, it's great to see that more and more retailers are upping their sustainability efforts. For example Waitrose, Aldi etc have already pledged to reduce the amount of plastic used in their Easter Egg packaging.



the solution to
POLLUTION!



Did you know that pollution is harmful to your skin? Air pollution (exhaust fumes and smog), particulate matter, cigarette smoke and blue light from electronic devices all contribute to early signs of skin ageing. Fortunately, there's something you can do about this. Free radicals accelerate cell oxidation, which causes cells to age faster. Start using ingredients like ceramides that boost the body's natural protection from external nasties. These ingredients are also great at protecting the skin from pollution!

Vitamin C: Look for the tetrahexyldecyl ascorbate form of vitamin C, which is preferable for anti-pollution protection due to its lipid-soluble formula.

Niacinamide: Damaged skin barriers increase the risk of inflammation, which is why barrier-strengthening niacinamide, or vitamin B3, is a must!

Vitamin E: Look for two forms of vitamin E - tocopherol and tocotrienol - that are necessary for long-term protection. The synthetic, vitamin E-based antioxidant lipochroman, was specifically designed to fend off pollutants as well.

note from the kml team



Remember Earth Day is on 22nd of April. This annual event is celebrated around the world to demonstrate support for environmental protection.



Keep your eyes peeled for our donut inspired cosmetic range launching soon! Trust us it will be a-glazing!

(Please note launch date is subject to April Fool's Day)

why not give us a follow...



keepmelifestyle



Keepme Lifestyle