

YOUR SKINCARE IS PROBABLY **KILLING YOU**

Leading cosmetology dermatologist, John Hamilton, has dedicated his life to raising awareness about parabens and the other nasties in your skincare. He helped to formulate the early 'free from' products for many of the big brands, and continues to call into question the purity and safety of ingredients used today, including those in lines marketed as 'natural' and 'organic'. Let's just say, he's lost a lot of friends along the way. But then, straight-talking Scottish born Hamilton is on a mission, *"It's all a case of smoke and mirrors. Brands bring out something new, but when you look at the formulation on the packaging, it's exactly the same stuff that's been around for years. It's just been re-marketed through another celebrity endorsement."*

Hamilton is the Founder of Essentially Yours Research & Development Institute for Natural Skincare, whose cutting-edge work seeks to expose the naked truths behind the beauty lies we are sold. He tells me that the only way things could ever change is through the consumer being made aware of exactly what they are rubbing into their bodies. Billion dollar corporations are never going to hold up their hands and admit that their products are actually exacerbating skin problems, and, even worse, are putting the public's health at risk. According to Hamilton, the chemicals in sunscreen are the deadliest. *"By law, sunscreen manufacturer have to put their factory workers in protective suits - yet we're allowed to smother it all over our children."* Several years ago, he began looking into alternative methods of sunscreen after discovering that the existing kind doesn't even protect against UVA light. *"UVA light is a free radical so powerful it can penetrate through the dermis to where new cells are created and cause mutations - which is exactly how cancer starts."* Just think about how many (unprotected) hours you spend lying out in the sun when you're on holiday. Not to mention, all the anti-freeze (Propylene Glycol), alcohol and petrol (Paraffin) that you are so lovingly rubbing into yourself. Since when were your properties the same as a

car's? Plus the primary ingredient of sunscreen is Titanium dioxide, a known carcinogenic. He cites an experiment using two fish tanks - the ingredients found in sunscreen were added to one - and the fish aged four times faster! Hamilton has discovered that natural oils neutralise UVA light and has developed a skin oil, which also allows the skin to develop its own melanin. He says you should put the oil underneath any cream you use to act as a natural and safe barrier.

He also claims that Mitochondria decay, which is the process of ageing, can be thwarted by antioxidants. *"Natural products, besides being very safe, have got the most amazing properties. If you have the right amount of antioxidants neutralising the free radicals, you could eliminate everything from cancer to dementia to Alzheimer's, you name it."* Everyone knows they should be healthy and eat well, but the reality is they don't have a clue about what they are ingesting through their mouths or skin. *"What we don't realise is that humans and animals have almost the identical molecular make up as plants. So why not use the components in plants to help us?"* Hamilton explains the challenges faced in taking on the pharmaceutical industry, and promoting preventative medicine. *"If people stop getting ill, we're talking about potentially wiping out a trillion dollar drug industry."* He explains that the problem with the natural products world is that there's no one big manufacturer or distributor behind it; it consists of pioneering and passionate individuals.

Fifteen years ago, when Hamilton attended an environmental networking event, the manufacturer of Boots was asked, *"How can the public stop you making products with all these harsh chemicals in them?"* He pointed to Hamilton and replied, *"You need to buy more from him."* As with any industry, the beauty industry is consumer-led. Isn't it time we made a stand?

by Sophie Scott