

ECO-FRIENDLY SKIN CARE: The Cold Processing Method

Cold processed skin care products are quickly rising to the forefront of the latest beauty trends in the skin care industry. The unique factors that make cold processing so drastically different from regular skin care products hinges on its ability to keep active ingredients like botanicals, vitamins, antioxidants, essential oils, and extracts from breaking down. Regular skin care products that contain ingredients like these are usually emulsified or broken down due to the high temperatures while creating the product. In turn, these powerful ingredients become filler as opposed to the dynamic ingredients they are. In the case of cold processing skin care, these necessary and delicate ingredients maintain their full benefits, creating a bonus for the consumer.

The integrity of the ingredients is what makes cold processing a new trend for skin care brands to follow. The process of cold processing is simple, allowing ingredients to stay fresh and pure. There is little to no heat used on the ingredients during the manufacturing process and, by keeping temperatures low, the ingredients are protected. By default, this also makes the production process eco-friendlier and allows for less expansion of energy. Many skin care companies and consumers love the idea of reducing their carbon footprint on the earth without having to sacrifice quality products. Cold processing also keeps active ingredients lasting for months at a time. For an increased shelf life, many cold pressed products feature nontoxic or harmful chemical preserva-

COMMON INGREDIENTS FOUND IN COLD PRESSED PRODUCTS INCLUDE:

- rosehip seed oil
- green tea extract
- flaxseed
- plant stem cells
- Reishi mushrooms
- pure essential oils, like ylan ylang, jasmine, and citrus
- common vitamins, like A, B, C, and E
- castor, grapeseed, jojoba, tea tree, lavender, and marula oil
- cranberry seed
- vegetables, like kale, carrots, and spirulina
- malic and natural hyaluronic acids
- shea butter
- marshmallow root

tives in order to maintain longer term use. This process also allows for products to remain hypoallergenic and cause less irritation, due to the lack of emulsifiers and petrochemicals present in heated products.

Many companies are still learning how to cold press a variety of products, like waxes and other oils. Cold pressed products require refrigerated storage in order to keep the product viable for use, depending on the ingredients. With the limitation of ingredients, this new trend is perfect for companies wanting to discover new ways to cold press ingredients and start a more eco-friendly brand. Cold pressed products on the market today feature simple ingredient lists with minimal to no added chemical agents. Many consumers see this as a plus for maintaining healthy skin, not having to worry about the emulsifiers or agents they are putting on their skin. Most cold processed skin care products do not feature harmful preservatives like parabens, benzyl alcohols, sulfates, sodium benzoate, fragrance, or synthetic colors. Cold processing is ideal for any skin care addict who loves knowing the ins and outs of the skin care products they use. The simplicity of the ingredients makes this process a fresh way to keep consumers buying.

The raw skin care cold processing method is slowly gaining momentum and soon may become a staple within the industry for companies that want to reduce their carbon footprint, while creating a brand focused on fresh and powerful ingredients without the chemical byproducts.

