

Congratulations and Welcome!

Here is my FREE 14-page report



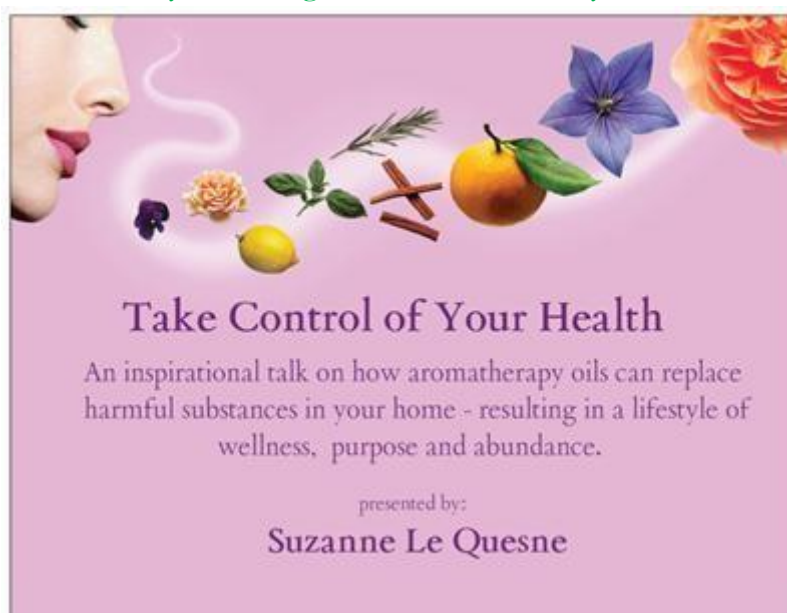
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My Introductory Guide to Deodorants and Antiperspirants and my Top 6 DITCH & SWITCH RECOMMENDATIONS

For Immediate benefit to your personal health and your home environment!

This report is based on my key note speech **Take Control of Your Health.**

I have been presenting this talk for over 5 years and over that time it has evolved and expanded to what it is today, which is a 24-module on line course - about not only detoxing ourselves but every room in our home.



My Mission statement! My aim is to help consumers better understand chemicals, chemistry, and product formulations. I've translated the science, busted the myths, and given you an honest assessment, so you can make informed choices for yourself and your family!

My Guide to Deodorants and Antiperspirants

Dr Peter Dingle, PhD in environmental toxicology, (one of Australia's leading researchers, educators and communicators and who is passionate about common sense and sustainable health approaches) says '*the number one indoor air pollutant in your home is deodorant spray*'. The no.1! So, what can you do?

Well, you can start by putting a natural, non-spray, non-aluminium containing, deodorant on your Shopping List. **But which one?** There are hundreds to choose from! don't worry, you can select one from my list of recommendations at the end of the report.

Make today the last day you ever use a product under your arms which will be absorbed into your bloodstream, and that could be detrimental to your health.

Why are spray deodorants and antiperspirants the number one indoor air pollutant? because most of them contain harmful chemicals and when you spray them the chemicals are not only being absorbed by your body but you are also breathing them into your body - so that's you, your children and your pets – all at risk.

Before we start looking at ingredients, let's take a quick look at the History of Deodorants and Antiperspirants and how we all started using them in the first place.

MUM DEODORANT

Before the advent of deodorant, people generally battled their offensive smells by masking them with perfumes (a practice dating to the Ancient Egyptians and Greeks).

That changed when Mum deodorant came onto the scene in 1888.

Unfortunately, we don't actually know whom to thank for saving us all from our unpleasant odour, as the inventor's name has been lost.

All we know is that a Philadelphia-based inventor trademarked his invention and distributed it through his nurse under the name of 'Mum'.

Mum also had very little in common with the deodorants available today. Unlike today's rollon, stick or aerosol deodorants, the zinc-based Mum deodorant was originally sold as a cream applied to the underarms by the fingers.

In the late 1940s, Helen Barnett Diserens joined the Mum production team. A suggestion by a colleague inspired Helen to develop an underarm deodorant based on the same principle as a

new-fangled invention called the ballpoint pen. This new type of deodorant applicator was tested in the USA in 1952, and marketed under the name of 'Ban' - Rolls On.

THE FIRST ANTIPERSPIRANT

Deodorants can take care of smells, but they're not as effective at taking care of excessive sweating. Fortunately, the first antiperspirant came onto the scene just 15 years later: 'Everdry', (which apparently took forever to dry!), which launched in 1903, used aluminium salts to block pores and inhibit sweating.

These early antiperspirants caused skin irritation, however, and in 1941 Jules Montenier patented a more modern formulation of antiperspirant that reduced irritation, and which hit the market as 'Stopette'. The first antiperspirant aerosol deodorant was launched in 1965. However, antiperspirant sprays lost popularity due to health and environmental concerns, and today stick deodorants and antiperspirants are the most popular.

**Early to bed hasn't made
her wise . . .**

It's always a smart idea for a girl to catch up on her beauty sleep. But looking fit and feeling peppy won't help her make friends if she overlooks this important point. A bath washes away past perspiration but future daintiness should be protected by a dependable deodorant. Mum is a fragrant deodorant cream, harmless to skin and clothes. Mum gives lasting protection and safeguards your precious personal freshness all through the day.

MUM
TAKES THE ODOUR OUT
OF PERSPIRATION

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Mum Cream Deodorant – Vintage Advertisement

9 out of 10 girls should make this "Armhole Odor" test..

Tonight, when you take off your dress, smell the fabric at the armhole—that is the way you smell to others!



THE care you give to that little closed-in hollow of your underarm can make an important difference in your social acceptability.

It isn't enough just to keep the underarm *deodorized*. Even the smallest amount of moisture collecting on the armhole of your dress will give your dress an unpleasant odor that you can never get rid of. 9 out of 10 women who merely deodorize are guilty of stale "armhole odor."

Test this out for yourself tonight when you take off your dress. Smell the fabric at the armhole. That musty perspiration odor in the fabric is the way you smell to others.

pores together and underarm perspiration is diverted to other parts of the body where it can evaporate, without causing humiliating odor.

More Time—But Worth It!

Once you have known what Odorono can mean in comfort and assurance and poise, you will never begrudge the few extra minutes it takes to dry.

With Odorono, there can be no musty "armhole odor," no unsightly stains—because there is *no moisture*. You can do without the bother of dress shields. You save on cleaning bills.

Deodorant Advertisement from 1936 – Boing Boing

Enough of the past, let's look at some of the ingredients contained in many deodorants and antiperspirants today – what they are and why there are there!

Aluminium

- Aluminium based compounds are the elements that make an antiperspirant do what it says – stops perspiration. Some research has suggested that these aluminium compounds may be absorbed by the skin and cause [changes in the oestrogen receptors of breast cells](#). Because oestrogen can promote the growth of both cancer and noncancer breast cells, some scientists have suggested that using the aluminium-based

compounds in antiperspirants may be a risk factor for the development of breast cancer.

On the other hand!

- Studies have looked at aluminium content of breast tissue, and aluminium absorption through the skin, [but no clear link to breast cancer has been made](#). Researchers continue to look at this possible breast cancer risk factor and more studies are needed. (American Cancer Society).

2 of my favourite sayings are:

There's no smoke without fire and If there is doubt – leave it out!

- The way it works as an antiperspirant? 'the aluminium ions are taken into the cells that line the eccrine-gland ducts at the opening of the epidermis' (the top layer of the skin) says dermatologist Dr. Eric Hanson of the University of North Carolina's Department of Dermatology, and 'when the aluminium ions are drawn into the cells, water passes in with them. As more water flows in, the cells begin to swell, squeezing the ducts closed so that sweat can't get out'.

I consider that to be a major change in natural cell function, and I don't know about you, but I don't want my cells taking in water with alkaline ions and stopping a natural function of the body. However, I don't want to smell either!

Parabens

- Parabens in their many forms (methylparaben, propylparaben, ethylparaben, or butylparaben) are a class of artificial preservatives widely used in cosmetics and personal care products that are also being investigated for their possible role in breast cancer. Parabens mimic the activity of oestrogen in the body – and are otherwise known as [Hormone Disruptors](#)
- Since oestrogen promotes the growth of breast cancer cells and a woman is eight times more likely to develop breast cancer in the part of the breast closest to the underarm, scientists are studying the connection.
- Although parabens have oestrogen-like properties, the oestrogens that are made in the body are hundreds of times stronger. So, natural oestrogens (or those taken as hormone replacement) are much more likely to play a role in breast cancer development.

“The European Commission has amended Annex II of the EU cosmetic Regulation, adding five parabens to the list of substances prohibited in cosmetic products.” 2016

Propylene Glycol

- Propylene glycol—a humectant (which means it keeps substances from drying out), was originally developed as an anti-freeze, but is now included in some deodorants and antiperspirants – (and many commercial ice creams!). It is a [neurotoxin](#) known to cause contact dermatitis, kidney damage, and liver damage. In propylene glycol's Material Safety Data Sheet (MSDS), published by the National Institute for Occupational Health and Safety, workers are urged to avoid skin contact with the

toxic chemical as it may cause eye and skin irritation, gastrointestinal irritation and discomfort, nausea, headache, vomiting, and central nervous depression.

TEA & DEA

- TEA and DEA (triethanolamine and diethanolamine) adjust the pH, and used with many fatty acids to convert acid to salt (stearate), which then becomes the base for a cleanser. They both could be toxic if absorbed into the body over a long period of time where DEA can cause liver and kidney damage and TEA can cause allergic reactions. These chemicals are restricted in Europe due to known carcinogenic (cancer-causing) effects but are still widely used in other parts of the world.

Triclosan

- Triclosan is an artificial antimicrobial chemical used to kill bacteria on the skin and other surfaces. Triclosan is a skin irritant and may cause contact dermatitis. Recent studies suggest this chemical may **disrupt thyroid function** and other critical hormone systems. The American Medical Association recommends that triclosan and other “antibacterial” products not be used in the home, as they may encourage bacterial resistance to antibiotics that can allow resistant strains to flourish.
- The FDA has now banned effective 2017, the use of triclosan in cleansers and hand washes – So the message is getting out there and we are WINNING! 😊



Photos: Pieter Vanhaecke, gkalavie,
Jenn Dufley, Joe Hsu, citychiccountrymouse, SCA Svenska Cellulosa Aktiefelag

FD&C colours

- FD&C colours (Food, Drug and Cosmetics) are artificial/synthetic colours approved by the FDA for food, drug and cosmetics. Some are made from coal tar derivatives and have been known to be carcinogenic; they also often cause allergic skin reactions.

Talc

- Talc, hydrous magnesium silicate, is a soft mineral used in personal care products as an absorbent and colour additive. It is classified as a carcinogen by the International Agency for Research on Cancer if it contains asbestiform fibres. The quantity of asbestiform fibres in cosmetic grade talc is **unregulated**. If talc is listed on the label, there is no way of knowing whether it contains asbestiform fibres, therefore there is no way we would buy that product - right? While some researchers say, 'evidence is inconclusive', the overall findings (as at June 2015), are inconclusive, which to me means – **if there is doubt – leave it out!**
- If we can find talc free products that work for us, then why not use them? If there's a suspect ingredient in the product then why 'stay' with a product? Whether the evidence is inconclusive doesn't matter – **'if there is doubt – leave it out!'** It's not about stressing out or unnecessary fear. For me it's always about 'if I can find a 'clean' product, then why not choose that one?' – **Remember, there is no smoke without fire!**

Endocrine Disruptors

Is it any wonder our bodies revolt eventually with allergies, inflammation and even possibly cancer, when one of the most permeable parts of our skin is pumped with the above list of chemicals every day? It's crazy to think that we have been using deodorants since 1888 and there are still harmful chemicals in them ☹

There are dozens of 'clean' products to choose from, so here I have listed some of them together with some of my findings in my search for a great 'clean' deodorant/antiperspirant.

My first investigation was interesting. I thought I had found the perfect product. The name of the product should have warned me! (it had antiperspirant in the title! which usually means aluminium salts) but it didn't and I bought the product because I was impressed with the following list of ingredients the company's marketing materials stated that they are **FREE FROM and NEVER** contain:

- Parabens
- SLS/ALS (sodium/ammonium lauryl sulphate)
- Unsustainable palm oils
- Formaldehydes
- Phthalates
- Alcohol
- MI (methylisothiazolinone)
- Petrochemicals
- Mineral oils
- Gluten

- Lanolin
- Triclosan
- Beeswax/honey
- Harsh preservatives
- Toxic chemicals
- Microbeads

Their products are certified by The Vegan Society and Cruelty Free International. Sounded great - so I looked at the ingredients list (on the marketing material). The product is called Feel Fresh by Tropic and is advertised as

‘soothing deodorant and antiperspirant cream’ ‘an effective formula for underarm confidence’ ‘soothing bisabolol and oatmeal help to calm irritated skin’ ‘Bentonite clay controls odour and ensures underarms stay fresh all day long’ ‘with antibacterial ginger grass, tea tree and pink grapefruit essential oils’ Cost £10 – so I bought one and on first inspection I was really happy with it – the smell was delicious and delicate and the cream was light and easy to apply. Then I read the ingredients list that was on the **inside** of the product’s sleeve (and easy to miss!) – and guess what! here it is:

- Aloe Vera Juice
- **Aluminium Chlorohydrate**
- Coconut alkanes
- Coconut esters
- Oatmeal extract
- Plant derived humectant
- Olive derived emulsifiers
- Coconut derived wax
- Palm kernel derived emulsifiers
- Green Clay
- Shea butter
- Jojoba esters
- Vitamin E
- Bisabolol*
- Pink Grapefruit oil
- Gingergrass oil
- Lime oil
- Tea Tree oil
- Rosemary oil
- Gentle preservative system (whatever that is!)

Aluminium Chlorohydrate was listed as the 2nd ingredient – which means that after the aloe vera juice, the aluminium salt had the 2nd highest amount of ingredient in the product.

So my investigations took me to research - **Aluminium Chlorohydrate** -

Here is a quote from Tropic - the manufacturers of Feel Fresh – *‘Aluminium salts have been used in deodorants since the 1950s and have been a subject of in depth tests for decades, yet no conclusive evidence against the use of aluminium has ever been found in that time. We are aware that many people are concerned with the safety of aluminium based underarm products as a small number of claims have linked the use of such products with the occurrence of breast cancer and Alzheimer’s disease. Our bodies already come into contact*

with aluminium every single day. It's literally everywhere, it's what filters our drinking water, processes our food, and it's actually present in the vaccinations we receive as a child, so adding miniscule amounts into deodorant won't have an effect on the body. In fact Aluminium has a 25% absorption rate when ingested, and only a 0.012% absorption rate on skin. [The Environmental Working Group](#) is one body who monitor ingredients and work tirelessly to empower people to live healthier lives in a healthier environment. They provide a scale based on the scope of ingredient safety data and the number of studies available in the open scientific literature. The form of aluminium salts we use scored 3 out of 10 (10 being the most hazardous and 1 being the least), making it a safe ingredient to use'.

Well I don't know about you, but I don't want something that scores a 3/10 in my products. If a 1 is the least hazardous, then 3 is significantly more hazardous! I actually think that it is rather blasé of the company to state 'so adding miniscule amounts into deodorant won't have an effect on the body' **How do they know that for certain?**

*Bisabolol comes from chamomile, and has a weak sweet floral aroma and is used in various fragrances. It has also been used for hundreds of years in cosmetics because of its perceived skin healing properties. Bisabolol is known to have anti-irritant, anti-inflammatory and antimicrobial properties.

If there is doubt – leave it out!

My recommendations:



Weleda Sage Deodorant

Weleda's wording.....'With no risky antiperspirants such as aluminium salts, your body's natural detoxification process is supported while bacteria that cause unpleasant odours are neutralized. You don't have to worry about sweating the small stuff when you're as naturally pure as our natural and organic ingredients'.

Ingredients (INCI) [Alcohol](#), [Water \(Aqua\)](#), [Fragrance \(Parfum\)*](#), [Ammonium Glycyrrhizate](#), [Salvia Officinalis \(Sage\) Leaf Oil](#), [Melaleuca Alternifolia \(Tea Tree\) Leaf Oil](#), [Limonene*](#), [Linalool*](#), [Geraniol*](#), [Coumarin*.*](#) **from natural essential oils**

Available from leading chemists and www.amazon.co.uk



Young Living Deodorants

Meadow Mist and Mountain Mint

The differences between them are only the essential oils. They both have coconut oil, beeswax, Vitamin E, zinc oxides, and pure esters. - *The first natural deodorants with therapeutic grade essential oils. (Young Living description)* [Approximate cost £10](#)

Meadow mist – the blue one (peaceful aroma)

Lemon, Coriander, Ylang Ylang, Bergamont, Lavender, Tea Tree, Clove

Mountain Mint – the green one! (minty!)

Clove, Lemon, Peppermint, Rosemary Eucalyptus and White fir

Because these products are not antiperspirants they do not stop you from sweating.

I've asked many people which one is their favourite and they all say it's difficult to say. The Blue one has been described as a little more feminine (probably because of the Ylang Ylang), and some say the green one **Mountain Mint** is more for the guys, as the White fir gives it a more manly aroma, but I know many women who choose men's fragrances (me included, I just love Cedarwood), because some products are just too girly!! So the jury is out and the choice is yours.

If you decide you like the sound of these two – I can help you get the best price – just message me.

Home Made Deodorant!

Don't want to spend £10 on a deodorant? Then have a go at making your own. It is easy, inexpensive, and the best thing is that you know exactly what is in it! However, the only way to find one that is best for you is trial and error. You can make a cream or a powder, you can include beeswax or shea butter, or both, you can include zinc oxide or bentonite clay – there really are dozens of recipes (I show you lots of different recipes in video clips, in my on-line course **Take Control of Your Health – Toxin Awareness**).

Your First Home Made Deodorant – Scale of difficulty 1 – very easy!

INSTRUCTIONS:

1. Mix equal parts baking soda* and either arrowroot powder or GMO-free corn-starch. I use about ½ cup (65g) baking soda and ½ cup (65g) arrowroot.
2. Blend with coconut oil until moist and then store in a jar.
3. Add a few drops of your favourite essential oil** – cedarwood is great, lavender, TeeTree, lemon, bergamot, or any of the citrus oils are great.

*Always buy the best ingredients you can – GMO free, natural and organic

**Use a quality essential oil – I always use Young Living, as a therapeutic grade essential oil.

How Does Zinc Oxide Work as a Deodorant?

Zinc oxide has antibacterial qualities. In fact, it works against both gram positive and gram negative bacteria. If you have no idea what that means, don't worry (I explain in my on-line course Take Control of Your Health) - it just means that it's effective over a wide spectrum of bacteria, so no matter what bacteria is causing your odour issues, you should be covered.

Body odour comes from perspiration combining with the bacteria on your skin, so if you can create a hostile environment for the bacteria by either altering the pH (baking soda, vinegar), or by using something with antibacterial properties (essential oils, zinc oxide), you can prevent body odour from developing.

Zinc oxide alone in a deodorant works well.

Baking soda is an effective deodorant because it alters the pH under your arms, making it a hostile environment for bacteria to form. In the case of baking soda, a base, the pH is raised enough to help combat body odour.

My Top 6

Ditch and Switch Recommendations

In my course **Take Control of Your Health – Toxin Awareness**, I list hundreds of products that you can switch to and ditch those that may be harmful to your health.

To get you off to a quick start in detoxifying your home and yourself, here are my Top 5 Recommendations to Ditch the nasties and Switch to something more beneficial to your overall health. As listed above **Deodorant and/or Antiperspirant** contain a lot of nasties – such as aluminium salts and parabens. I strongly feel that this should be the first thing you ditch and switch as it is something we use every day – which is absorbed into our bodies. Changing a harmful deodorant/antiperspirant containing aluminium for one that doesn't should be your first tick in the box of becoming someone who makes better choices when it comes to chemicals in your products. It is my No. 1 Ditch and Switch, because it is also so easy to do.

It is impossible to live a 'chemical free' life, but the more we learn about their harmful effects on our lives, the better and more informed choices we have for ourselves and our families.

Deodorant/Antiperspirant - This is **NO. 1** to ditch and switch!

and now for another 5

2.Toothpaste - Most contain sodium fluoride, triclosan, sodium lauryl sulphate (SLS) and hydrated silica. These common ingredients have been found harmful to humans.

My recommendations:

Young Living Thieves Toothpaste and



Splat Special Charcoal black toothpaste. I love both these toothpastes.

Cleaning your teeth with black toothpaste is really weird at first, but when you feel your teeth really clean, and you can see a difference with the whiteness – and with no added nasties! It's a no brainer really!!



3. Fabric conditioner

Don't even finish the bottle! Throw away! Now!

This is one of the most toxic and dangerous products in our homes today. Contains approximately 10 chemicals including Benzyl acetate, linked to pancreatic cancer and Benzyl Alcohol which is a respiratory tract irritant.



Switch to a wool dryer ball: Not only does it help clothes dry faster and keep them soft, but using wool dryer balls also SAVES you money on your electricity bill and SAVES your skin from absorbing chemicals from conventional laundry products.

4. Plug-ins and Air Fresheners – another chemical disaster in our homes – if you have these in your homes, you (and your children and pets) are breathing in the harmful chemicals all day long! - Unplug and throw away immediately! Another very toxic product in our homes. Contains many chemicals including Phthalates (there are many chemical types) – an endocrine disrupter – Known to cause reproductive problems, birth defects, and hormonal abnormalities. Air ‘fresheners’ may contain: Benzene – a toxic solvent from coal tar

Camphor – Hazardous waste (on EPA list)

Dichlorobenzene* – an insecticide, carcinogenic, pesticide and increases rates of asthma.

Ethanol – a carcinogenic.

Formaldehyde – Poison

My recommendations:

Cold diffusers – such as the Dew Drop Diffuser by Young Living – this has an ultrasonic device which delivers a vapour of mist containing the cleansing/beneficial essential oil.



Recommended Young Living Blends and essential oils:

‘Purification’ Lavender, Cedarwood, Lemon.



I can help you become a member with Young Living for toothpaste, deodorant, essential oils and diffusers (24% off for members!)

5. Anti-bacterial soap - most contain parabens and synthetic colours. As mentioned earlier, parabens are endocrine disruptors and synthetic colours are harmful to humans. I was so excited when I was introduced to this range and found the soap in a shop in St Helier, Jersey! It's one of the most sustainable companies known in the world founded by a true believer that the world can and will be a better place when people come together! All bottles are made with post-consumer number "1" plastic, the most stable for product storage long term.



There is a whole range of soaps and liquid cleaners which I go into in more detail in my on-line course. I show you how to use Dr Bronner Castile soap in a DIY recipe for floor cleaner. How to make really inexpensive hand wash in a foaming dispenser (which is so much cheaper than buying readymade foaming ones!). The recipe is 1 part Dr Bronner and 4 parts water with a tsp olive oil.

They're completely nontoxic and they're not expensive, lasting a very long time. You can find them at many of the larger outlets of Holland and Barrett and at many local health shops.

Dr Bronner's Castile Peppermint soap.



Both these products are available at many leading chemists, Holland and Barrett and on line at Amazon.co.uk

Well, that's it for my FREE mini-report on deodorants, antiperspirants and my top 6 easy to switch and ditch products to start you off on your new lifestyle of being aware of the toxic chemicals in our everyday lives.

I hope you enjoyed this report, and if you did – and I would love to hear your feedback.

With kind regards,
Suzanne Le Quesne

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