

The truth about „all natural“

It is well known that there are other companies out there that “slam” Mary Kay. Mary Kay consultants are known for their ethics and integrity because we DON’T do that. Obviously that wouldn’t happen unless they were feeling threatened by our success.

Mary Kay always taught us NEVER to down another company or product. Rather, be SO educated about your own products that you can graciously restore the conversation back to the benefits of Mary Kay. I am so grateful that we have a resource in our Medical Relations Department that we can tap when necessary. We are independent businesswomen but never alone and without support.

Save this info in your product knowledge file.

I recently had a client switch because she wanted a product that was “all natural”. I called Medical Relations and here is the scoop. I have found that being EDUCATED on these matters makes all the difference in the world. I am able to inform the buyer to make a smart decision based on FACT and not mention any other cosmetic company name.

Below are some notes from my conversation with Felicia in Medical Relations:

When a product is labeled “all natural” it simply means that it CONTAINS natural ingredients, not that it ONLY contains natural ingredients. Mary Kay products are a mix of natural and synthetic products. In order for a product to truly be ALL natural it would be 100% liquefied, would have to be refrigerated, and would be contaminated after just one day in room temperature. Anything not fitting these requirements can not be 100% natural.

Just because a product contains natural ingredients, doesn’t mean it’s good for the skin. This is the reason our instructions for TimeWise Cleanser state to apply to damp skin. It is also the reason we still carry Classic Basic Skin Care. Not all women can use the natural ingredients. Natural products will need an acclimation period (a period to adjust) .

Now, when questions arise with the issue of mineral Oil, it's important to understand that NO product in our product line is 100% mineral oil. So you can't compare how mineral oil reacts on skin versus a product CONTAINING mineral oil. In addition, some companies demonstrate the effect of mineral oil using a saltine cracker which is NOTHING AT ALL like human skin. PLUS, Mary Kay has a variety of product that do NOT contain mineral oil.

However, keep in mind that Mineral Oil is NATURAL!! from the earth. Anyhow, as you will see from the attached article, cosmetic grade mineral oil is highly refined and purified. Keep in mind that Sodium is TOXIC. Chloride is LETHAL. yet combined they are Sodium Chloride or TABLE SALT!! It doesn't take a rocket scientist to understand that by combining products, their chemical make up is changed.

When ever a customer tells you that one of our products is danger/bad/unhealthy/causes/cancer/ etc. ask for evidence of that claim and submit it to Medical Relations. It's up to us to have our customers know whether or not what they are hearing is TRUTH. When they can produce evidence, then we can have the company act on it, but since evidence does NOT exist, this shouldn't become an issue.

Rest assured that Mary Kay Cosmetics undergo rigorous rounds of R&D and testing (which we do VOLUNTARILY as a privately held company) and are approved by not only FDA, but also the EPA and Cosmetics Review Board. For goodness sakes, our SUN PRODUCTS are approved by the SKIN CANCER FOUNDATION!! I did not see a single Arbonne product on their list of approved products.

Remember ladies, it is OUR responsibility to educate ourselves before making decisions. You've got to stand for something or you'll fall for anything!!