

JooMo vegan face wash

Trainers Notes

The difference in composition of the vegan face washes offered by JooMo is the omission of honey in the formulations.

Both vegan washes have replaced Honey with Indian Gooseberry: Known as 'Amla in Hindi. Amla is full of nutrition, it is a powerhouse of vitamins and antioxidants.

It has been used in Ayurveda treatments for many years.

Amla, is a medicinal plant that has been reported to be a good source of antioxidants due to being rich in ascorbic acid, polyphenols and phenolic acids such as gallic and ellagic acids.

Cosmetic benefits including anti-tyrosinase, anti-wrinkle, antibacterial and anti-inflammatory properties.

It also highly affective as a collagenase and elastase enzyme inhibitor

Explanation on MMP's or Collagenase and Elastase Enzymes

MMP-1 or interstitial collagenase initiates the breakdown of mostly type I, II and III collagens which are the most abundant interstitial collagens in dermis while MMP-2 is responsible for breakdown of type I-III, IV and VII collagens in which the latter two are most abundant in the dermal-epidermal junction.

In addition to MMPs, elastase is an enzyme that digests another interstitial fibre in the skin, called elastin.

Depletion of both structural fibres in skin results in the lack of skin integrity and elasticity contributing to wrinkle formation and aging skin.

Amla extract was previously reported to inhibit collagenase activity

Amla is also shown to inhibit enzyme collagenase and elastase activities

Amla helps deeply cleanse the skin of dirt, grime and pollution.

Both formulations continue to contain the flowing ingredients, with customised % to treat both conditions, Ageing and problematic skins

- Unrefined Sugar
- Organic Salt
- Orange Juice
- Orange Peel Oil
- Clove Leaf Oil
- Cinnamon Leaf Oil

The benefit of this amazing ingredient for both ageing and acne is outlined below.

Vegan face was for young skins

Amla is a gentle skin

Amla also has a good amount of Vitamin A which is essential for healthy skin, aiding cell turnover..
Vitamin A

Amla regulates collagen oroductin and help prevent and heal scaring.

It is affective at helping to diminish the appearance of old scars too.

What are the benefits of amla powder for skin?

Amla powder, but also juice, reduces pigmentation spots, black spots, dark circles, acne.

Is amla good for acne?

Yes, either by making Ayurvedic masks, consuming the juice or eating the fruit regularly.

It also helps by toning and brightening the skin.

If the injury is new, it has the efficiency to stop the formation of scar tissue and it is highly effective in diminishing old scars too

You've probably heard how vital vitamin C is in a skincare routine if you're looking for radiant, even skin. Vitamin C brightens your complexion, helps fade hyperpigmentation, and even protects your skin from the damaging effects of age and pollution. Indian gooseberry is one of the most concentrated natural sources of vitamin C in the world, containing up to 20 times the amount vitamin C than an orange. Unlike synthetic vitamin C, Indian gooseberry extract also includes phytonutrients that many believe make it more bioavailable. The vitamin C in Indian gooseberry is bonded with tannins, which protects it from being destroyed by heat or light, meaning it stays effective for longer.

INDIAN GOOSEBERRY HAS BEEN PROVEN TO PROMOTE COLLAGEN PRODUCTION

In 2008, a Japanese study found that amla berry extract helped stimulate pro-collagen (a precursor to collagen in the skin) when applied to the skin. Another study found that it protected the skin against collagen damage when exposed to UV rays. Basically, it's an anti-aging powerhouse!

INDIAN GOOSEBERRY IS A POWERFUL ANTIOXIDANT

Amla berry's incredibly high antioxidant abilities make it a true superfruit. In skincare, we talk about antioxidants a lot, and for good reason. Antioxidants hold the key to youthful skin and are crucial for maintaining the health of aging skin. They protect your skin from free radicals—volatile molecules that cause things like wrinkles and sun spots. Regular use of antioxidant-rich serums like our Firming Serum (which has amla berry extract in it along with other potent antioxidants) has been shown to prevent DNA damage over time.

Vegan 25+

Unrefined Sugar

Organic Salt

Orange Juice

Orange Peel Oil

Clove Leaf Oil

Cinnamon Leaf Oil

Amla

- Amla is rich in *Vitamin C*. As we all know Vitamin C is good for your skin. Topical application of Vitamin C (Serums, Creams, and Gels) helps in maintaining the youthfulness of your skin. Vitamin C improves the collagen and elastin production, hence skin stays firm. Amla intake improves the vitamin c content in your body and makes your skin glow and fresh. Vitamin C also improves immunity. Did you know? Amla contains Vitamin C as much as 20 Oranges.
- Amla also has good amount of *Vitamin A* which is again essential for good skin. Vitamin A is proven is slowdown ageing. This Vitamin also slows down the degradation of the collagen production. Vitamin A also improves eye sight.
- *Iron* and *Calcium* are essential for your bone health and blood. Iron is extremely essential for good lustrous hair. As we all know haemoglobin is

made Iron and Amla can actually improve your blood's haemoglobin content thereby increasing the oxygen content in your blood. A good oxygenated blood gives soft pink lips, glowing skin and lustrous healthy hair. In short makes you look healthy and beautiful.

- This *Anti oxidant rich* fruit is essential for fighting free radicals. Free radicals die only by hitting your
- **Fights signs of aging:** Amla is very rich in Vitamin C (known as ascorbic acid) which is required for synthesis of Collagen. Collagen helps in your tissue regeneration and maintains the plumpness of skin. Average female body requires 70mg to 120mg of Vitamin C intake. Try drinking Amla juice for a week daily in empty stomach you will see your skin glowing. Vitamin C is water soluble vitamin so make sure you get enough hydration. Amla also help fight the signs of aging. I drink Amla juice daily and I can **see the results myself in about 3 months**. My friends even compliment me that my skin texture has changed a lot.
- **Brightens the complexion:** Amla juice also reduces blemishes and brightens the complexion over time. You can apply Amla juice on your face (word of caution, Always do patch test) or drink Amla juice, either way you will notice a difference in your complexion.
- **Removes dead cells:** Amla juice acts as a gentle cleanser/exfoliator. When used topically Amla juice acts as a mild exfoliant. Dilute some Amla juice and add some honey to it. Apply this mixture all over your face and neck. Wash it off after 30 minutes. You can see your skin glowing from within. Amla juice acts as a natural exfoliant to remove all the dead cells. Drinking Amla juice cleanses your body by flushing out all the toxins from your body.
- **reverts pimples:** Amla being natural blood purifier prevents pimples and acne from popping up. As we all know impurity in your blood is one of the main reasons for pimples. Drink Amla juice daily which will purify your blood thus resulting in a clearer skin.
- **Heals acne scars:** Amla helps in repairing tissues thus helps in healing your wounds and scars faster. Drinking Amla juice daily can actually heal your acne scarring (although it takes a long time for the results to show).