

Erik Kreider

From: Erik Kreider [erik@kabanaskincare.com]
Sent: Sunday, October 30, 2005 3:46 PM
To: ekreider@yahoo.com
Subject: Kabana Skin Care's Website Launches! 10/2005 Newsletter



October 2005

**Kabana Skin Care Newsletter -
www.kabanaskincare.com
Launches!
Volume I Number V**

Dear Erik,

Welcome to Kabana's October newsletter. This issue commemorates the launch of [Kabana's ecommerce enabled website](#). It also contains a valuable coupon good through December 1st, as well as part 2 of Sun Block: More than Just UV Protection, and the latest Kabana Label Reader's Column, which focuses on the importance of being an educated consumer and active label reader.

The special website launch coupon code is [Launch241](#) and entitles you to 50% off your total order or 2 products for the price of 1 so you can spread the word about Kabana by sharing products with your friends. Enter the special discount code "Launch241" in the coupon box at the bottom of your shopping cart customer information page and the discount will be calculated on the next checkout page.

Kabana's Website Launches!

www.KABANASKINCARE.com is ready for Prime Time.



At last, the anticipated event has transpired! Everything is in order for online orders - the site is secured by VeriSign and accepts Visa, Mastercard and Paypal. Be

sure to check out Kabana's [ingredients page](#) - therein you may find information about where Kabana's ingredients are sourced, their production processes, use histories, purity certificates, external links for more information and, if you really want to delve deeply, links to several relevant and recent scientific publication abstracts available on PubMed. You don't have to just take our word that Kabana's ingredients really are fabulous for your skin!

Erik will continue to expand the site's product and content offerings and diligently publish all the information contained in these newsletters in the [newsletter archive](#).

Several expansion areas are planned for the near future, including detailed description of ingredients that should be avoided in skin care products. Don't forget the coupon!

<http://www.kabanaskincare.com>

Sun Block - More Than Just UV Protection!

Part 2 of 3: Lotion Application Amount Determines SPF Level

FDA Approved Sun Protection Compounds and Formula % Synthetic Hydrocarbon Sunscreens

p-aminobenzoic acid (PABA) (15%)
Avobenzone (3%)
Cinoxate (3%)
Dioxybenzone (3%)
Ensulizole (4%)
Homosalate (15%)
Menthyl anthranilate (5%)
Octocrylene (10%)
Octyl dimethyl PABA (8%)
Octylmethoxy cinnamate (7.5%)
Octyl salicylate (5%)
Oxybenzone (6%)
Sulisobenzene (10%)
Trolamine salicylate (12%)

Mineral Pigment Sun Blocks

Zinc Oxide (25%)
Titanium dioxide (25%)

During this past summer the press covered stories that suggested sunscreen manufacturers were deliberately misrepresenting SPF claims as printed on their labels. Several 'studies' were undertaken to demonstrate that the SPF claims were not accurate, and yielded various results, supporting and condemning this hypothesis. The major problem with any labeled SPF level is that the [Minimum Erythema Dose \(MED\)](#) test that the FDA uses to evaluate SPF level is dependent upon the amount of sun block formula that is actually applied to the skin and stays there during the evaluation period. That standardized amount is 2 milligrams per square centimeter, which is about equivalent to applying a shot glass full of sun block to your entire body. Nearly all of us never use that amount, which means we don't apply enough to get the labeled protection. The amount that stays there

during the UV exposure period is further dependent upon several factors including skin exposure to water and sweat, and the fact that many synthetic hydrocarbon UV absorbers get gradually destroyed by UV (a process called photodegradation) which eliminates it as an effective sunscreen. (More on this in November's Part 3)

Since SPF level is directly related to amount of active UV screen on the skin, if you apply SPF 15 twice at the 'proper' amount, you'll have protection more like SPF 30. If you apply half as much, it's ~SPF 7. If you go swimming, sweat, roll over on your towel or do anything else that can remove the UV absorber, or depending on the formula, expose it to UV photodegradation (which is what happens when you're in the sun), your protection will be decreased. This illustrates the importance of regular sun block application. You really can't use too much sun block to protect yourself from the sun, although synthetic sunscreens have side effects that are increased with increased exposure. Applying sun block or sunscreen once a day is simply not enough if you plan extended outdoors enjoyment. When using Green Screen(tm), apply more than you think you need to, and you'll have the right amount on you for optimal UV protection without looking too white.

<http://www.kabanaskincare.com>

Kabana Label Reader's Column

On the Nature of Chemicals

Two weeks ago, Erik attended the Naturally Boulder event, which attracted natural products gurus such as Barney Feinblum (Celestial Seasonings), Mark Retzloff and Paul Repetto (Horizon Organic Dairy), Hass Hassan (Alfalfa's and Wild Oats), and Todd Woloson (Izze Beverages). He also took a



tour at Rudi's Organic Bakery. During the tour and subsequent symposium, he was rather stunned to hear "no chemicals" about this and that, quite frequently. Indeed, "No Chemicals" is a marketing slogan in the natural products industry. This struck Erik as ignorantly funny, particularly given the fact that everything we eat is composed of chemicals.

Chemicals are everywhere. Chemicals make possible life itself. Your brain cells would not survive if the chemical glucose were not regularly supplied to it by your blood, having previously been organic bread (polysaccharide chemicals) in your gut. The purpose of Kabana Label Reader's Column is not to encourage fear or disdain for chemicals in general – they are an integral part of life and our standard of living - and chemistry is a fascinating subject. In fact, it is biochemistry that has enabled Erik's creation of Kabana, and natural Shea Butter is a fabulous skin treatment due to its complex mixture of chemicals. The purpose of Kabana Label Reader's Column is to identify and describe synthetic chemicals that have no similarity to the biochemicals that make up your skin, yet are so often unnecessarily present in mass marketed skin care products. The Column will describe to you the purpose of these synthetic chemicals and where they're used in commerce, (one of propylene glycol's utilities is RV antifreeze), and why you, the educated consumer who's interested in maintaining youthful, healthy skin, shouldn't purchase formulas that contain such ingredients. Kabana solves this market problem. Be smart, ask questions, and remember that just because Hemlock is 100% natural doesn't mean it's a nice beverage complement to your breakfast kashi. Ask Socrates.

[Love Your Skin! Kabana Does.\(tm\)](#)

Contact Information

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Join our mailing list!

2-for-1 or
50% off your
product
order

The Coupon Code is "Launch241". Enter it where requested on the shopping cart customer information page. This code is transferrable, so be sure to use the Forward Email link (below left) to pass it on to your friends and family members. Kabana thanks you!

[Launch241 Coupon](#)

Offer Expires: December 1, 2005

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