

BE A VEGAN BEAUTY

WORLD VEGAN DAY – 1ST NOVEMBER 2010

Lush make it easy for vegans to stick to their ethics & stay beautiful

It's World Vegan Day on November 1st, which also marks the start of World Vegan Month, and as a vegetarian company Lush is aware of the plight facing vegans to find beauty products that meet their strict criteria. Finding soap made without animal fat, or cosmetics without honey, milk, eggs or lanolin can be downright difficult if you are one of the UK's 250,000 vegans.

Made with fresh, natural ingredients (organic wherever possible), all of Lush's products are vegetarian and approximately 75% are suitable for vegans. And to make it even easier to identify these products, *The Vegan Society* logo adorns all that are suitable. This is our attempt to try and make the shopping experience as quick and simple as possible for all our vegan customers.

START TO GET IN THE CHRISTMAS SPIRIT ...

GLÖGG shower gel (£3.90 for 100g or £7.75 for 250g) ... the traditional Glögg is a spicy, warming, fruity mulled drink for keeping you nice and toasty during the cold months. The Lush version is a shower gel with a similar warming fragrance to spice up your shower time! Containing fresh orange and lemon juices, red wine, brandy, cinnamon and clove, this spicy wash will warm the cockles, helping to improve circulation and fend off the cold. *Vegan*



CINDERS bath ballistic (£1.95) ... drop this little fire cracker into a pre-run bath and listen as the popping candy fizzes and crackles just like a real fire. Scented with almonds and cherries for a festive mulled wine aroma, there's also almond essential oil to accentuate the scent.

Sweet orange oil lifts the spirits and adds some cheer to dark, winter days. There's also a touch of cinnamon leaf oil to warm the body, just as if you were by a real fire. *Vegan*

GET YOUR LIPS READY FOR SOME UNDER THE MISTLETOE ACTION ...

LIP DIP lip scrub (£4.50) ... a sugary sweet, lemon sherbet lip scrub that will smooth rough, chapped lips and leave them tasting absolutely delicious. Not only does it taste incredible, it's also a winter must have – containing scrubby sherbet and Fairtrade sugar to exfoliate away any dry, flakey skin, along with softening almond oil to nourish and keep Christmas kisses soft. *Vegan*

Once you've exfoliated lips with **Lip Dip**, smother them with some **MAPLE TAFFY lip balm (£2.50)** and wait for the stampede under the mistletoe! Inspired by the Canadian festive tradition of rolling sticky, gooey maple sap in snow and making a sweet lolly treat, this lip balm is made of 20% maple syrup for that delicious flavour. There's also a blend of super moisturising butters like illipe butter, shea butter and carnauba wax, as well as glycerine, to really soften and lock in moisture. *Vegan*



GENERALLY LOOK AFTER YOUR SKIN THIS WINTER ...

An effective way to prepare the skin for winter is to regularly use facemasks. According to Helen Ambrosen, Lush Co-Founder & Product Inventor: *“Facemasks containing clays such as kaolin are an excellent way to make sure you are cleaning your skin thoroughly, but at the same time they can deliver softening, protective and comforting benefits that are needed when weather conditions are extreme. They will also work to give the skin a little lift, as the clays tightening effect will help to reduce the appearance of fine lines and wrinkles.”* Use once a week as the perfect way to get lots of lovely, fresh ingredients onto your skin and leave them there for a while to work their magic.

A great choice in winter for vegans is the nourishing **OATIFIX (£4.95 for 75g)**, as it contains a blend of fine oatmeal and fresh organic bananas that will soothe and calm dry or sensitive skins

and illipe butter to reduce redness. Oatifix works to soften the surface of the skin, making it more pliable and flexible, which enables skin to function more easily, to absorb moisture and prevent its loss. *Vegan*



Going into Autumn/Winter Helen recommends using a more heavily weighted moisturiser, try something like **SKIN DRINK** (£10.25 for 45g pot) if you have dry, parched skin. It has a heavier textured formulation that contains healing and soothing aloe vera, together with emollient oils and butters of evening primrose, sesame, cocoa and almond. Also contains fresh avocado, which is packed with oils and antioxidant vitamin E, and is a very rich skin conditioner, perfect for the winter months. *Vegan*

Bought by Angelina Jolie and Darryl Hannah.

To pick up these and many more ethical, cruelty free cosmetics visit Lush shops nationwide. For shop details and mail order, please call 01202 668 545, or order on-line at www.lush.co.uk

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