



# **Chemical Warfare Hits Home**

By Greg Ciola

**Do You Think These Products Are Safe?**



**Serious Health Dangers Lurk In Your Soaps, Shampoos, Toothpastes, Cosmetics, and Household Cleaners**

**Read The Full Details Inside...**



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**I**n a day and age when a large number of Americans have a heightened fear of terrorism and other health related issues, many people are unaware of another serious health threat coming from toxic and poisonous chemicals we are assaulted with regularly from such things as: **soaps, shampoos, shaving creams, deodorants, toothpaste, skin creams, cosmetics, hair sprays, laundry detergents, dishwashing products and household cleaners.** The whole country is concerned about potential terrorists using chemical weapons that could kill and disable thousands or even millions. However, most of us are oblivious to the untold number of victims who are adversely affected each year by a silent form of chemical warfare that is taking place every day within the comfort of our homes. We are literally poisoning ourselves to death with thousands of toxic chemicals which are known carcinogens and hormone disrupters. Let me show you what I mean.

A typical day for a man often starts like this: He rolls out of bed in the morning and gargles with mouthwash. He lathers up his face with shaving cream and then shaves. He turns on the tub and takes a hot shower. While in the shower he scrubs his hair with shampoo and washes his face and body with soap. After his shower, he brushes his teeth, puts on deodorant, applies hair gel or hair styling products and then slaps on some aftershave or cologne. Now, at last, he's ready to start his day.



A typical day for a woman will start much the same way. However, after her bath or shower, she usually applies cream, then facial moisturizer, makeup, lipstick, eyeliner,



hair spray and perfume.

In just this short time span, they have both swallowed, inhaled and absorbed (through their skin) hundreds and perhaps thousands of toxic chemicals – some of which have even been proven to be deadly to laboratory animals. Might this be the reason that so many people suffer from such things as dry flaky skin, persistent skin irritations and rashes, sinus problems, allergies, asthma, respiratory ailments and other health related problems that doctors and medicine just don't ever seem to cure? Perhaps it's time we looked at the chemical warfare that is taking place with these toiletries and cosmetic items, and the deleterious effects they may be having on our overall health. The time has come when exercise and diet alone are not enough to keep your health in check. You must now monitor and regulate every aspect of your life – from what you put on your body to what you put into your body, and even to what you use to clean your house.

### **A Closer Look at Our Daily Routines**

Let's examine the harmful effects of a typical morning routine a little closer. As you go into the bathroom and grab the mouthwash, you probably pay no attention to the fact that it could be detrimental to your health. For instance, have you ever taken a good hard look at the warning on the bottle? On the front of the package you will probably see a statement like this: **"This Package For Households Without Young Children."** Why do you think that warning is on the product? It's because a child can

die if they accidentally swallow too much. Yet you have been convinced by good marketing techniques that such products are good for you.

The warning on the back of the label will say something to this effect: **"If you accidentally swallow more than used for rinsing, seek professional assistance or contact a Poison Control Center immediately."** These warnings wouldn't be on the packaging if poison control centers hadn't already treated patients who have encountered problems. Did a slick ad or fancy TV commercial convince you that this is what you need to kill bad breath? Granted, your breath may not smell, but what have you done to your immune system and stomach acids? Could there be any correlation between the use of mouthwash and an epidemic known as *acid reflux disease*? Have you ever asked yourself what some of these chemicals may be doing over time to your esophagus and stomach lining? Chances are that it is not very good.

### **Toxic Shaving**

Let's take a closer look at shaving. Many shaving creams don't even list the ingredients on the label under the guise of the formula being a "trade secret." If the ingredients are listed you'll find a host of toxic chemicals in the form of *propane, fragrance, isobutene, dyes, propylene glycol* and much more. When you shave, your pores and hair follicles open up and allow these chemicals to more readily absorb into your skin where they are then sent directly into your tissues, organs and cells. If you happen to nick your face or legs while shav-



ing, these chemicals get a one-way ticket directly into your blood stream as if they were injected. Then when you are done shaving, you apply more toxins by applying aftershave creams and lotions.

### Hidden Dangers of Shampoo

Unless the shampoo you use has been thoroughly investigated to be free of all chemicals, it probably contains another list of toxic chemicals; many with names so difficult to pronounce that even chemists have trouble with them. The common source for most ingredients in shampoo is petroleum by-products, coal tar and animal fats. Here, for instance, is just a small sample of some of the ingredients you can find in shampoo: *Ammonium Chloride, Glycerin, Glycol Distearate, Sodium Lauryl Sulfate, Octoxynol, Fragrance, Tetrasodium EDTA, Iodopropynyl Butylcarbamate, Blue 1, Yellow 5, Red 40.* Might there be a correlation between shampoo and hair conditioners and those who suffer from dandruff, dry scalp, balding, and other head, eye, and skin irritations?

Let's take a closer look at the ingredients just listed to see where they are derived from and if they have any possible contraindications. (Some of the following information was obtained from two books: **A Consumer's Dictionary of Cosmetic Ingredients** and **A Consumers Dictionary Of Food Additives** by Ruth Winter.)

**1) Ammonium Chloride:** Industrially employed in freezing mixtures, batteries,

dyes, safety explosives, and in medicine as a urinary acidifier and diuretic. If ingested, can cause nausea, vomiting, and acidosis in doses of 0.5 to 1 gram. Lethal as an intramuscular dose in rats and guinea pigs. As with any ammonia compound, concentrated solutions can be irritating to the skin.

**2) Glycerin:** Any by-product of soap manufacturing obtained by adding alkalis to fats and fixed oils. A solvent, humectant, and emollient in many cosmetics, it absorbs moisture from the air and therefore, helps keep moisture in creams and other products, even if the consumer leaves the cap off the container. **(WARNING TO KEEPERS OF LEVITICAL CLEANLINESS LAWS!** Unless a label states that the glycerin was derived from a plant source, almost all glycerin is obtained from **pig fat.**)

**3) Glycol Distearate:** A widely used surfactant made from glycerin and stearic acid. Glycol literally means "glycerin" plus "alcohol." (*Stearic acid is also an animal fat and isopropyl alcohol is derived from petroleum.*)

**4) Sodium Lauryl Sulfate (SLS):** Prepared by sulfation of lauryl alcohol followed by neutralization with sodium carbonate. May cause drying of the skin because of its degreasing ability and is an irritant to the skin. Sodium Lauryl Sulfate is an ingredient found in over 90% of commercial shampoos and conditioners. It has been shown to corrode the hair follicles and impede hair growth and has been blamed for many cases of premature hair loss. The Material Safety Data Sheet provided by the U.S. government says exposure to SLS can lead to a burning sensation, coughing, wheezing, laryngitis, shortness of breath, headache, nausea and vomiting. According to the American College of Toxicology, SLS stays in the body up to five days.

Other studies show that it easily penetrates the skin and maintains residual levels in the heart, liver, the lungs, and the brain.

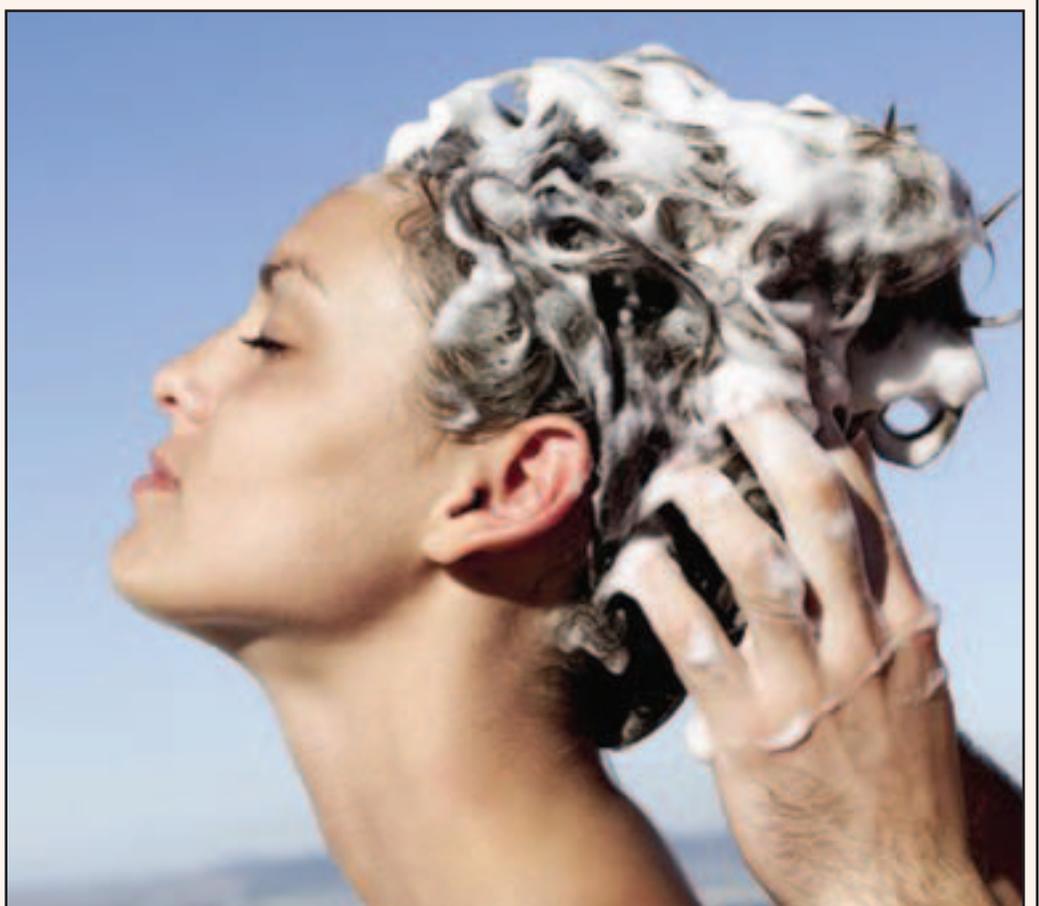
**5) Octoxynols:** Wax-like emulsifiers, dispersing agents, and detergents derived from *phenol* and used as a surfactant.

**6) Phenol:** Obtained from *coal tar*. Ingestion of even small amounts of phenol may cause nausea, vomiting, circulatory collapse, paralysis, convulsions, coma, respiratory failure, and cardiac arrest.

**7) Coal Tar:** Thick liquid or semisolid tar obtained from bituminous coal, it contains many constituents including benzene, xylenes, naphthalene, pyridine, quinoline, phenol, and cresol. The main concern about coal tar derivatives is that they cause cancer in animals, and they are also frequent sources of allergic reactions — particularly skin rashes and hives.

**8) Fragrance:** Fragrance is found in most deodorants, shampoos, sunscreens, skin care, body care and baby products. Fragrance on a label can indicate the presence of up to 4,000 separate ingredients. Almost all of them are synthetic. Symptoms reported to the FDA have included headaches, dizziness, rashes, skin discoloration, violent coughing and vomiting, and allergic skin irritations. (*Fragrance is a clever way for manufacturers to disguise lethal and harmful ingredients and is virtually unregulated by the EPA or the FDA.*)

**9) EDTA (Ethylenediamide Tetraacetic**



**Acid):** It may be irritating to the skin and mucous membranes and cause allergies such as asthma and skin rashes.

**10) Iodopropynyl Butylcarbamate:** A preservative widely used in cosmetics. Has been shown to adversely affect livers in rats in feeding studies. It also affected their behavior. It was also mildly irritating in human testing. (Carbamates are used in pesticides. Carbamic acid, which is colorless and odorless, causes depression of bone marrow, degeneration of the brain, nausea and vomiting. It is moderately toxic by many routes.)

**11) Blue 1:** A bright blue, coal tar derivative, triphenylmethane, used for hair colorings, face powders, and other cosmetics (see coal tar). May cause allergic reactions. On the FDA permanent list of color additives. Rated 1A – that is, completely acceptable for nonfood use – by the World Health Organization. However, it produces malignant tumors at the site of injection and by ingestion in the rat.

**12) Yellow 5:** A lemon yellow coal tar derivative. (See coal tar)

**13) Red 40:** Many American scientists feel that the safety of Red No. 40 is far from established, particularly because the manufacturer conducted all of the tests. Therefore, the dye should not have received a permanent safety rating. The National Cancer Institute reported that p-credine, a chemical used in preparation of Red No. 40, was carcinogenic in animals. In rats, a high oral dose of the coloring caused adverse reproductive effects. It has been shown to cause skin sensitivity and irritation. Absorption of certain colors by the body can also cause depletion of oxygen.

Did you know that shampoo problems are among the most frequent complaints made to the FDA? It is evident after reviewing some of these ingredients that we should look for safer alternatives. Washing your hair in animal fats, petroleum by-products, harmful dyes and perfumes is certainly not the answer.

### Hidden Dangers of Soap

You probably didn't know that most commercial soap and even some so-called "natural" soaps contain animal fat derived from cattle and pigs in the form of *Sodium Tallowate, Magnesium Stearate, Stearic Acid, and Glycerin*. Just check the labels of all the major brands and chances are you'll

find one or more of these ingredients listed. Let me ask you a very important question. How in the world can you really expect to get clean by scrubbing your skin, face, and hair with **dead animal fat**? Whoever came up with the concept to use fat from dead animals for soap and shampoo to begin with?

Most soap also contains petroleum and coal tar derivatives along with hard surfactants, hard alkyl benzene sulfanates, preservatives, fragrances, dyes, perfumes, deodorizers and other toxic by-products. Auto mechanics are warned that long-term exposure to petroleum products can cause skin cancer and other skin maladies yet we are led to believe by the cosmetics industry that these products clean and moisturize our skin. As with shampoo, your daily soap cleansing may actually be doing you more harm than good.

Look at what one popular soap/bubble bath combination lists as a caution on its label. **“Excessive or prolonged exposure may cause irritation to skin and urinary tract. Discontinue use if rash, redness or itching occurs. Consult physician if irritation persists. AVOID eye contact. If contact occurs, rinse with water. Keep out of Reach of Children.”** But don't worry about a thing – your hair is shiny, your skin is clean and you smell terrific!!!

Sure, on the outside you may appear clean and beautiful, but inside, your body may be a toxic waste dump full of carcinogens and health-threatening chemicals. The reason why these toxic ingredients are



largely being used is two-fold. They are dirt cheap and it is a means for the meat-packing industry and the oil refining industry to get rid of their by-products.

You see, millions of animals are slaughtered every year in the U.S. To just discard the leftovers makes no sense to a rendering plant that can profit substantially from the by-products generated. Instead, slaughterhouse carcasses along with a nasty mix of road kill and euthanized pets are sent off to rendering plants where they are boiled in huge hoppers. Once processed the fat floats to the top and is skimmed off, bleached, deodorized, treated with chemicals, scented with toxic fragrances, and then sold to the cosmetic industry.

A similar situation takes place at oil refineries. Instead of wasting oil by-products, refineries process them further and then pawn them off as beneficial cleansing agents and disinfectants. While there are many natural, alternative substances available that work far better, the large corporations refuse to change because it would cost them too much money. Instead, they disguise their cheap chemical cosmetics with "natural" sounding ingredients that aren't "natural" at all and then make bold claims on the front of their packaging claiming that their products are made with "natural" ingredients. This is all done to simply confuse and deceive consumers.

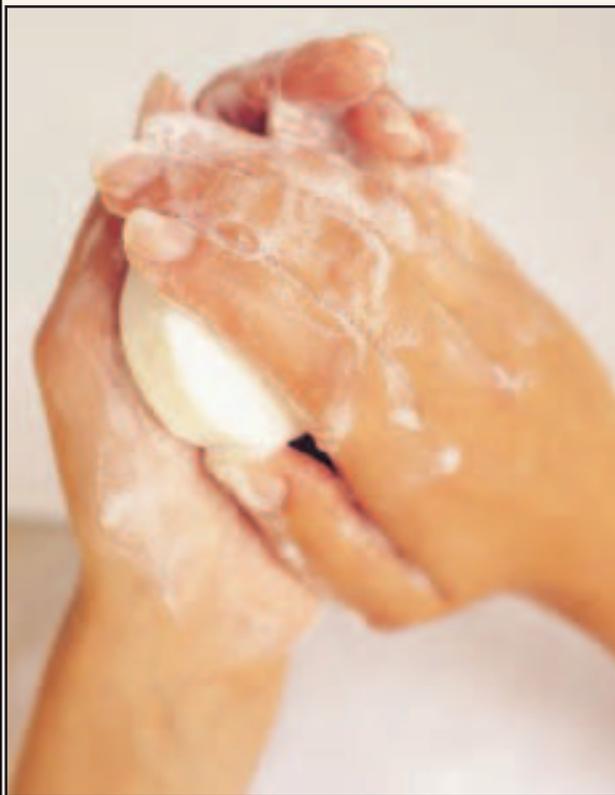
The best way to strike back is to go through your home and office and throw out every commercial shampoo, soap and cosmetic product you have. It's time we turned off the spigot on this money machine that

makes billions of dollars every year for greedy corporations like Proctor & Gamble, Unilever, Johnson & Johnson and other Fortune 500 companies that don't care about your health. It's time to stop polluting and defiling our bodies with chemical toxins that can make you sick.

### Antibacterial Soaps Are Far More Dangerous Than Regular Soap

There's another very serious problem with soap today that you should be made aware of and that is the use of *antibacterial soaps*. Recent research has shown that antibacterial soaps are no more effective against germs than common soap. Not only that – there is also another big problem: The overuse of antibacterial soaps is leading to stronger drug-resistant germs and mutated bacterial strains. According to Myron Genel, a chairman of the AMA's Council on Scientific Affairs: *"There's no evidence that they do any good and there's reason to suspect that they could contribute to a problem."*

Antibacterial soaps also kill beneficial skin bacteria. Some people contend that a number of antibacterial soaps pose the risk of creating germs that are resistant to antibacterials as well as antibiotics. When a doctor prescribes antibiotics, it is generally for a very short period of time. There are very serious health problems that can arise from the long-term use and abuse of antibiotics.



Yet, people just don't make the same association with antibacterial soaps that are now being used by millions of people daily.

In a memo to FDA advisory committee members the agency said, *"A search of the medical literature did not reveal any studies that were able to demonstrate a link between the use of a specific consumer antiseptic and a reduction in infection rate..."*

In an article that appeared in USA Today on 10/25/05, they quoted Tufts microbiologist Stuart Levy who was invited by the FDA to speak about anti-microbial resistance. Levy said, *"There is no place for antibacterial chemical additives in the healthy household."*

The main antibacterial additive being used is triclosan in liquid soaps and triclocarban in hard soaps. Researchers report that triclosan is a strong inhibitor of an enzyme present in many microorganisms. This enzyme is also "potentially important" as a target for new antibiotics, raising concerns that the use of triclosan may make these drugs ineffective. Conducting follow-up testing that closely mirrored typical dishwashing habits and conditions, researchers found that triclosan reacted with free chlorine to generate more than 50 parts per billion (ppb) of chloroform in the dishwater.

Researchers at the University of Minnesota reported as far back as 2003 that: *"Sunlight can convert triclosan, a common disinfectant used in anti-bacterial soaps, into a form of dioxin, and this process may produce some of the dioxin found in the environment, according to research at the University of Minnesota. The researchers said that although the dioxin was a relatively benign form, treating wastewater with chlorine could possibly lead to the production of a much more toxic species of dioxin. The study is in press in the Journal of Photochemistry and Photobiology A: Chemistry."*

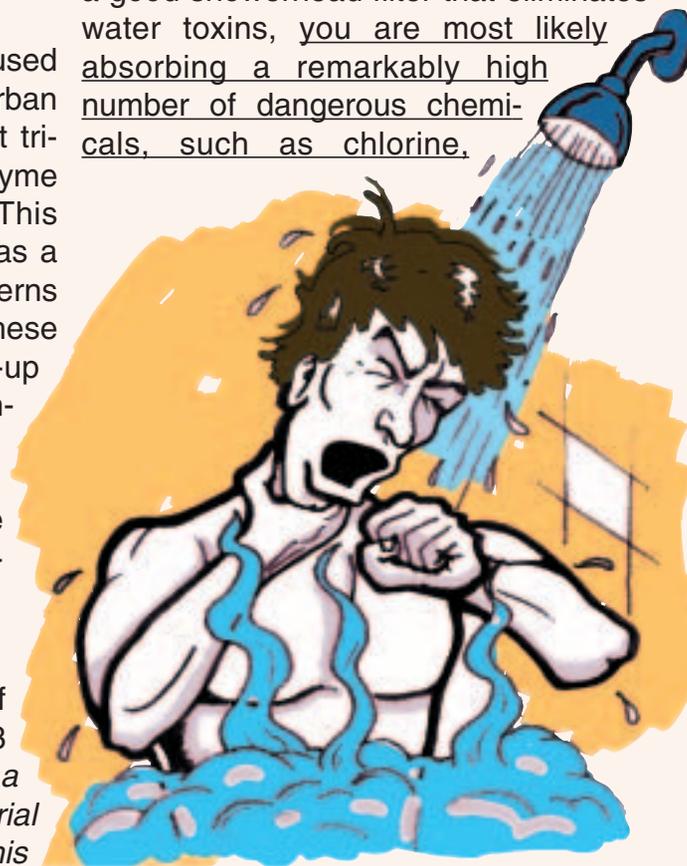
Triclocarban is a close cousin of triclosan and is known to be just as toxic and dangerous. In the book **"A Consumer's Dictionary of Cosmetic Ingredients"** it says that, *"In May 1983, it was revealed that tests for this soap ingredient (Triclocarban) were falsified and that rat deaths were not reported. The reasons for the deaths were not confirmed."*

Since your skin is your body's largest organ, the antibiotic agents seep into your body and wreak havoc over time, killing vital bacteria not only on your skin, but also

internally. Parents need to be especially concerned about using this soap with young children since they tend to always be putting their hands in their mouth. If a child's hands are regularly washed with antibacterial soap, their salivary glands can easily pick up these antibiotic chemicals and deliver them straight into the bloodstream.

### Beware Of Toxic Shower Fumes

Now let's look at the water you are using to take your hot shower or bath. Unless you have an in-house water filtration system or a good showerhead filter that eliminates water toxins, you are most likely absorbing a remarkably high number of dangerous chemicals, such as chlorine,



through your respiratory system and skin. When you take a hot steamy shower or bath, all your pores open up and your skin acts like a sponge – absorbing all of the chemicals in the water, soap and shampoo – and then delivering them straight into your tissues, glands, organs and cells. The hot steam also saturates your lungs with these poisons and sends them directly into your bloodstream. Tests show that your body can absorb more chlorine as a result of a 10-minute shower than if you drank 8 glasses of the same water. Shocking, is it not? Some authorities even claim that taking a hot shower may be more dangerous than sticking your mouth onto the tailpipe of a car and inhaling several deep breaths.

In the book, **Water – The Shocking Truth**, by health crusader Paul Bragg, five hidden dangers of your shower water are listed.

**1) Chlorine:** Added to all municipal water supplies, this disinfectant hardens arteries,

destroys proteins in the body, irritates skin and sinus conditions and aggravates any asthma, allergies and respiratory problems.

**2) Chloroform:** This powerful by-product of chlorination causes excessive free radical formation (accelerated aging!), and causes normal cells to mutate and cholesterol to form. It's also a known carcinogen!

**3) DCA (Dichloroacetic acid):** This chlorine by-product alters cholesterol metabolism and has been shown to cause liver cancer in lab animals.

**4) MX (another chlorinated acid):** Another by-product of chlorination, MX is known to cause genetic mutations that can lead to cancer growth and has been found in all chlorinated water for which it was tested.

**5) Proven cause of bladder and rectal cancer:** Research has proven that chlorinated water is the direct cause of 9% of all U.S. bladder cancers and 15% of all rectal cancers.

## Toxic Toothpaste

Tooth brushing is another area where we're consuming an untold number of chemicals every day. Perhaps the most dangerous and destructive toothpaste chemical is *fluoride*. Of course, you have heard the propaganda that fluoride is good for children's bones and teeth. The media



constantly bombards us with this message. Unfortunately, this is a dirty "white lie." Who cares if they have clean, cavity free teeth if their entire insides are turned into a toxic waste dump? Sodium fluoride is a dangerous chemical that should be outlawed . . . not sanctioned by the government.

Have you ever stopped to read the warning on fluoride toothpaste? It goes something like this:

**"WARNING: As with all fluo-**

**ride toothpastes, keep out of the reach of children under 6 years of age. If you accidentally swallow more than used for brushing, seek professional assistance or contact a Poison Control Center immediately."**

Quoting again from Paul Bragg's book **Water – The Shocking Truth**, we see some shocking fluoride facts that should be a wake-up call if you are drinking water that contains it, if you are bathing in it, or if you are brushing your teeth with fluoride toothpaste.

*"Adolph Hitler sought a means to make people docile and suggestible. He discovered that odorless sodium fluoride slowly poisons and makes dormant the small tissue in the brain's left rear occipital lobe that normally helps a person resist domination. Fluoride allows muscles to move one way, but not relax. In large doses fluoride causes paralysis and death... Sodium fluoride is classified with arsenic and cyanide as a dangerous poison and is used in rat poison... Fluoride has been linked to many health problems such as: bone and oral cancers in animals and humans, an ability to inhibit DNA repair enzymes, accelerated tumor growth, weakened immune systems and genetic damage in a number of different cell lines..."*

Keep this in mind the next time you purchase a tube of fluoride toothpaste for yourself or your children. And don't think you will fare better at the cosmetics section of a health food store. Some of the top so-called "natural toothpastes" also have fluoride hidden in their list of ingredients. Read the packaging carefully.

## Toxic Deodorants

When purchasing deodorants you will find that most of them contain some form of aluminum (a chemical implicated by many researchers as a possible cause of Alzheimer's disease) in the ingredient panel along with a host of other toxic chemicals. If you think that aluminum can't enter your

body simply by applying it on your skin, then consider this warning that appears on most deodorants. **"Do not use on broken skin. If rash develops, discontinue use. Keep out of reach of children."** Also, since you sweat more profusely under your arms, deodorants are easily absorbed into the skin. Check out this list of side effects that aluminum has been shown to cause in animal studies.

Blocks potential electrical discharge of nerve cells, reducing nervous system activity. Inhibits important enzymes in the brain. May inhibit uptake of important chemicals by nerve cells. May cause behavioral side effects such as memory loss, loss of coordination, confusion and disorientation.

The next time you roll on your deodorant thinking you are helping to control body odor, think instead that you are potentially putting your health at risk. As with every other product we have covered so far, most people never pay any attention to the ingredients or the warnings of what these chem-



icals may be doing to their bodies.

## Toxic Household Cleaners Linked To Hormonal Imbalances and Genetic Disturbances

Scientists are beginning to link many of the toxic synthetic chemicals that are found in the products we have been discussing with some of the serious hormonal imbalances that many people are now experiencing. We now know that many of these chemicals can disrupt hormone balances as

well as have a harmful effect on the endocrine system. Some of these potent chemicals are also referred to as *estrogenic compounds*, *environmental estrogens* and *xenoestrogens* because they mimic estrogen hormones in the body. Estrogen is a female hormone present in both males and females and plays an important role in regulating metabolism and sexual development. An over-abundance of estrogen, however, has been shown to be carcinogenic as well as cause genetic defects. Natural estrogens called *phytoestrogen* are found in plants, grains, seeds and other whole foods. Environmental estrogens, on the other hand, are man-made substances derived primarily from petroleum by-products and coal tar.

Many scientists are beginning to see an association between breast cancer and prostate cancer with these harmful environmental estrogens since they mimic estrogen in the body and thus create hormonal imbalances. Environmental estrogens are found in pesticides, herbicides, fungicides, plastics, insect repellent, **hair products, soaps, cosmetics, detergents, surfactants** and pharmaceuticals just to name a few. Scientists tell us that our bodies retain these chemical estrogens in fat and body tissue where they can remain for decades. Again, the one thing most of these chemicals seem to have in common is that they are derived primarily from petroleum by-products.

Most municipal water supplies and many lakes, rivers and streams also contain high amounts of these harmful environmental estrogens, and they have had a devastating affect on fish and livestock. Environmental estrogens also block the production of androgens (powerful male sex hormones). Perhaps this is why the sperm counts of males are now falling dramatically around the world. Some of these suspected chemicals are *phthalates, alkyphenols, Bisphenol A, organochlorine pesticides and dioxins*. In the book, **A Consumers Dictionary of**

**Cosmetic Ingredients**, the following is said about phthalates:



**“Phthalates:** A large group of chemical compounds used in the production of plastics, **household articles** (*detergents, cleaners etc.*), packages, **cosmetics**, and plant pesticides...Recent observations indicate some may be mutagenic, cancer-causing, and adversely affect male sperm.”

Sadly, the situation appears to be out of control and these environmental estrogens are now everywhere. The chemical industry has done such a good job of polluting the world that it would take hundreds, if not thousands of years to purge these artificial hormone disrupters from the planet. Remember this the next time you clean your house, wash your dishes or clothes, or take a hot shower and bathe in commercial soap and shampoo.

### How to Avoid the Toxic Landmines

By now you are probably feeling quite frustrated and perhaps even a bit angry. That's not unusual since most people experience a feeling of helplessness when they first hear about how toxic all these products are. There is hope, however! There are many actions you can take and alternatives available to avoid these chemical weapons and rid them from your life. Granted, it may take a little effort on your part, and it may cost you a little bit more money, but the benefits will be well worth it. You can find many safe alternatives to these toxic products if you take a little time to investigate. You should be able to find a variety of all-natural toiletries and cosmetics at your local health food store, however, you must be extremely discerning here too because there are products in these stores using terms like “natural” and “organic” yet they still contain toxic ingredients.

If I have convinced you that this is a serious problem, go through all your cosmetic items with a fine tooth comb. Make sure you read all product labels thoroughly. **When in doubt, throw it out!**

### Step 1: The Perfect Non-Toxic Cleanse Can Now Be Achieved

To help simplify your search for safer alternatives on three of these major fronts (shaving cream, shampoo, soap), we've formulated our own all-natural, chemical free, animal fat free liquid cleanser that surpasses anything you've ever used on your body before. It's called **Perfect Cleanse** and it's a fantastic, **all-in-one** product that can be used for **shaving, shampooing your hair, and washing your entire body.** **Perfect Cleanse** was formulated to keep your skin, face and hair cleansed, moisturized, and refreshed using safe, natural ingredients that will never harm your body. **Perfect Cleanse** contains a unique combination of botanicals that work in synergy to keep your skin and hair looking and feeling like it did when you were young.

**Perfect Cleanse** also works in harmony with your body's natural skin oils as opposed to generic soaps and shampoos which can be detrimental to these oils. Most soaps and shampoos actually dry your skin and hair out because the toxic chemicals in them strip away your natural oils and cause a host of problems from dandruff to dry skin. New research is even linking some balding to regular use of shampoos and hair care products containing toxic chemicals and petroleum by-products that can weaken and destroy hair follicles.

Unlike antibacterial soaps that the FDA, leading doctors, and scientists are now saying are potentially more dangerous than beneficial, **Perfect Cleanse** is designed to neutralize the harmful germs while stimulating the good bacteria to do their job more effectively. The myth propagated by the cosmetic industry that all bacteria on the skin are bad is “junk science”. The truth is bacteria were put here to clean up our environment and keep the human body healthy both inside and out. Antibacterial soaps can leave the body defenseless against future harmful invaders because they kill off the beneficial bacteria that are needed to protect your skin. Good bacteria on the skin act like a shield so harmful invaders are not allowed into the body's pores. **Perfect Cleanse** is the only full body cleanser ever formulated to work with the body's good bacteria.

Clients who have used **Perfect Cleanse** have reported back that skin rashes, various skin problems, dandruff, and acne have

disappeared or diminished greatly in a very short period of time. Those who have used **Perfect Cleanse** for shaving have reported back that they have never had a more soothing shave without razor burn.

**Step 2:  
Purchase A Reliable Shower Filter**

The next thing you can do to filter out toxic chemicals from your life is to purchase a very reliable shower filter. The **ShowerWise** filter that we have available uses a patented filtering media called KDF 55, which is a "golden sand" made of a special high-purity copper and zinc alloy. The **ShowerWise** filter contains more KDF 55 than most other shower filters and has ten to twenty times the life effectiveness of any carbon only filter. The **ShowerWise** filter is one of the best filtration units on the market. Many shower filters diminish water pressure and only have one massage option. The **ShowerWise** filter has a dual massage option and keeps your water pressure strong while effectively removing chlorine and some other contaminants.

**Step 3:  
Use Non-Toxic Deodorant**

One of the safest and most effective natu-

ral deodorants we have come across is **CRYSTALUX**. This deodorant offers 24-hour odor protection without containing aluminum chlorhydrates, titanium, or zirconium. **CRYSTALUX** is manufactured using all natural mineral crystals that are known to be effective at eliminating odors. Ore from the ground is mined and refined into pure alum crystals. Once they are crystallized, they are cleansed, formed and then packaged for commercial use.

All the crystals are guaranteed to be free of synthetic oils, alcohol, emulsifiers, solvents, synthetic perfumes, or chemical additives. **CRYSTALUX** is available in either a stone that can be used as a roll on or a spray. Natural deodorant crystals are the safest and most effective deodorants on the planet. The true test of time has made these products very popular for over 15 years in the health and nutrition industry. **CRYSTALUX** is great for all skin types, it will not cause allergies or skin rashes, and it's designed for both men and women.

**Step 4:  
Shop At A Health Food Store For  
Other Alternatives**

While it would be great for our company to have an entire line of cosmetics and household products to replace the toxic ones you

may be currently using, you can find a good mixture of high quality alternatives at your local health food store or at a chain like Whole Foods or Wild Oats. The bottom line is that there are safe, affordable ways for you to avoid the daily chemical assault and reclaim your health.

**Conclusion**

There is so much more that can be said about the chemical assault we are all under (e.g. sunscreens, tanning lotions, lipsticks, eye make-up, creams, household cleaners, detergents, etc...). Now that you better understand how toxic many household products are, I hope that you will take the necessary steps to protect yourself and your family by replacing them with safer alternatives.

**Notes:**

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**Cleanse Your Entire Body Without  
Toxic Chemicals And Animal Fats**

**Perfect Cleanse** is a 100% all-natural shampoo and full body wash formulated to keep your skin, face and hair cleansed, moisturized, and replenished like no other product on the market. **Perfect Cleanse** is a combination of cleansing and healing botanicals that work in synergy to keep your skin and hair renewed and healthy. **Perfect Cleanse** contains no animal fats, no chemicals, or ingredients derived from chemicals. If you're looking for a safe alternative to the countless toxic cleansers being sold, **Perfect Cleanse** is the right choice.

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**Mark Hesselning**

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**CRUSADOR Editor Greg Ciola Interviews Mark Hesselning About An Amazing New All Natural Microbial Stimulant That Is Revolutionizing The Cosmetic Industry Because Of Its Healing Abilities**

Mark Hesselning is an environmental specialist with almost twenty years experience in the aquatics field. He is best known for his ability to clean up extremely polluted bodies of water by using a formula he developed that stimulates good bacteria in water to do their job effectively. What Mark discovered in his line of work is that bacteria are the link to either health or disease in the environment. When a body of water is healthy and flourishing with life there is an abundance of aerobic bacteria present. Aerobic bacteria in water perform a number of functions. For one, they produce a large amount of oxygen and oxygen is nature's number one cleansing agent. Secondly, aerobic bacteria feed on the bad elements that don't belong in the water and in the process of eating they excrete waste. The waste they produce has an alkalizing effect on the water which helps to keep the pH balance in check.

When water becomes polluted and diseased several things happen. Aerobic bacteria are basically "knocked out" and they can no longer do their job effectively. When this happens water will turn acidic with low oxygen. Anyone who understands chemistry knows that in an acidic environment with low oxygen algae, fungus and other unwanted microorganisms like parasites flourish. The missing secret to water restoration around the world is not to add bacteria or chemicals to water; it's to find a way to stimulate the good bacteria that are already there. That's what Mark's formula does. It's a natural means of jump starting aerobic bacteria so they become alive and start feeding again.

What's exciting about what Mark has discovered in the aquatics industry is that the human body functions much the same way. Our bodies are 80% water. If we can keep our oxygen and pH in check along with aerobic bacteria properly stimulated, the body will not become sick and diseased just like water won't. This explains why the same water remediation formula works just as effectively on skin and hair. If you are suffering with a stubborn skin condition or problems with your hair like dandruff, you'll find the following interview with Mark very interesting and exciting because what Mark has to say may be an answer to your prayers.

**Greg:** Mark, give our readers a brief history of your background in the environmental field and tell us how you got turned on to this very successful dermatological formula.

## AQUATICS EXPERT DISCOVERS COSMETIC FORMULA TO RESTORE SKIN & NAILS WITHOUT TOXIC CHEMICALS

**Mark:** Years ago I worked for a septic company in Central Florida. I helped them build and design a biological wastewater treatment plant. After one of my first plants, I got really interested in the way the biological system works, so I started working on them with other companies. As that evolved, I started studying a lot of the bacteria that was used for these plants. It seemed like everybody in the industry was going towards bacteria and things like that and then I realized there's enough bacteria in all of the systems. So we started playing with stimulants to stimulate bacteria to make them work better.

**Greg:** How did you get involved in using this formulation to clean up other bodies of water besides wastewater treatment?

**Mark:** Most wastewater treatment plants have "percolation ponds" where the water from the treatment plant settles out to put it back into the earth. After they started using the product, they started noticing that the ponds were clearing up. They didn't have sludge problems; they didn't have the algae growing. So we started playing with it a little bit more and found out we were able to remediate the water. Even in a percolation pond, we were able to remove sludge and contaminants creating a water quality better than you could find in any natural lake!

From there, we convinced a few local governments to allow us to treat some waterways. One was over in Winter Park, Florida. We were able to clear the water right up and remove the muck. Then, we got several test sites with different agencies and different natural waterways and, from there, it just evolved. We have been doing a lot of ponds over in Hillsboro County, working with the EPC (Environmental Protection Consultants), which is also a pretty interesting path.

**Greg:** Is the environmental formula the same one you're using to help heal a host of skin disorders?

**Mark:** Yes, but we had to tweak the formula slightly from the environmental version. Once we knew that the formula worked on the skin we played with it to make it more potent and effective. With the environmental application the formula is diluted down because it only takes a small amount to be effective with water treatment.

**Greg:** So you can pretty much clean up any body of water with your natural formula, whether it's sludge on the bottom, chemicals in the water, algae, a pH problem, and even septic tanks, correct?

**Mark:** Absolutely. This product has a tremendous effect on all bodies of water. We've been able to produce some of the best water quality conditions ever found in a natural body. This

isn't just our testing. This was notable laboratories doing the testing along with us. We have successfully tested the product in a variety of industry settings, including grease reduction. Alkalinity and pH plays a huge part in the human body just as it does in a body of water. By stabilizing pH and alkalinity in water, we've been able to remove nutrients that algae, duckweed and water mill thrive on. In other words, we remove their food source so they can't survive.

**Greg:** Tell us how this formula works because what you're doing is stimulating the good bacteria to function better, correct?

**Mark:** Absolutely. Due to poor environmental conditions bacteria becomes very slow and sluggish and doesn't perform its natural duties. This "sluggishness" causes bacteria to consume less which causes them to produce fewer enzymes. Without an adequate supply of these enzymes in water, it throws off the pH balance and turns the water acidic. What our formula does is stimulate bacteria, speeding up their metabolism, making them consume more. As they consume more, they secrete more enzymes that are alkaline based which helps stabilize the pH of the water. It does a number of other incredible things. We've had great success in bio-augmentation, which is the removal of hydrocarbons from soil and water.

**Greg:** When you talk about sludge and other problems with water, how do bacteria actually get stimulated to eat the sludge up?

**Mark:** There are plenty of bacteria in everything in life. In fact, no life on earth could survive without bacteria. It has a specific purpose in God's creation. My job is to get bacteria to do its job again. In most cases, sludge never gets eaten by bacteria because it feeds on it too slowly and dies before it makes any impact on the sludge, which eventually becomes more sludge. This formula makes bacteria consume what's around it. Therefore, it starts consuming the sludge and breaking it down biologically; basically passes it through its system. As it goes through the process, it turns into molecular oxygen. So, it degrades the sludge and brings it down to the sand bottom, benefiting the water quality. It's pretty amazing.

**Greg:** It sure is. Especially considering how many problems there are with water today. Can you say anything about the perchlorate (a residue of fireworks and rockets used by our military) that has contaminated countless bodies of water all over the country?

**Mark:** Perchlorate is a mixture of chlorine and oxygen. We've been able to stimulate the naturally occurring bacteria to break down the perchlorate. They remove the oxygen from it. They break down the chlorine and, through their natural enzymatic activity, process it back into molecular oxygen in the water. So, we have



been successful in totally removing perchlorate from water, not just bringing it to a tolerable level, but bringing it down to nothing.

**Greg:** No matter what problems you're finding in the water, the process of stimulating the bacteria would be able to restore virtually any body of water, correct?

**Mark:** Absolutely. Bacteria are put here for a reason. All we're doing is making bacteria work like it's supposed to, but we have to overcome those limiting factors of the environmental conditions. So, we have to speed them up beyond what they normally would. Basically, bacteria were meant to "process" the earth.

**Greg:** Let's get into how you discovered that this formula works effectively on the skin. In a roundabout way, you discovered that this product was helping clear up skin problems. Give me some more examples, if you can.

**Mark:** One gentleman that worked with the product in the environmental field reported that the formula cleared up the chronic fungus on his fingers and his fingernails. We saw results in other people and realized that we were on to something.

The product also helped clear up open ulcers on a friend of mine who is diabetic. All of the results we've seen with the product were on people who have had problems for years and nothing worked for them. Amazingly enough it not only helps to heal infection, it also helps to repair the wound.

**Greg:** How does the product work on the body compared to the way it works in the water?

**Mark:** Well, you're loaded with bacteria on your skin. Just like everything in life, good always overcomes the bad. This is a nonselective stimulant, so it stimulates all bacteria, but the good overcomes. It speeds up the process of removing infection. A lot of people have used it to remove dead, dry skin. Bacteria just consume it. The product is very effective on just about every skin condition.

**Greg:** You've showed me some before and after pictures of a man who suffered from a terrible open wound for 30 years from diabetes. The pictures are very dramatic. What is this formula doing on an open wound to help heal something that nothing else could?

**Mark:** Within a day or two, they get relief of the pain from these wounds. It seems to bring back the blood flow and push blood back into

these areas, forcing out the infection. Following that, the cells rebuild. The wounds just seemed to dry out and close up.

**Greg:** What are some other skin conditions that people have seen this product be effective on?

**Mark:** It does a tremendous job on facial acne. In a matter of days, we've seen it clear up severe cases of acne in teenagers. It also helps remove wrinkles and crow's feet around the eyes. We've also had some great results with burn victims.

**Greg:** You told me a story about a burn victim that had fantastic results with the product. Can you elaborate on that because that testimonial was pretty incredible?

**Mark:** We had an 18 year old boy who accidentally fell into a bonfire. He ended up with third degree burns on his entire back and right arm. They had to air-lift him to the burn center where he stayed for a week. When they released him, he was scheduled to come back for further treatments (a process which would last for several months)..

When he got out of the burn center and got home, I gave him some of this product. He applied it directly on his burn everyday. Within two weeks when he went back for an appointment at the burn center, they didn't believe he was the same person. They thought he was there for other reasons. They couldn't recognize him. He had healed about 98 percent of his burns, with very little scabbing, no infection and hardly any scarring.

**Greg:** You've been able to take the same formula and make it into soap as well. You and I spent a lot of time getting this just right and I'm excited about our new liquid full body cleanser that we call **Perfect Cleanse**. This product is an all-natural, chemical free product, animal fat free formula that can be used for shaving, shampooing and as a full body wash. Does the liquid soap blend still work as well on the body as the formula you've used for the topical application?

**Mark:** Absolutely. We tweaked the formula in order to make it into soap. We've taken very careful measures with this soap to make sure that it is indeed one of the most natural products on the market. Most products that claim to be "natural" may still contain chemicals. We have no chemical extraction in any of the ingredients we use. We do it through a process called saponification, which is the safest, most chemi-

cal free, natural way of doing things.

This soap has all of the ingredients in it that are in the environmental formula and the spray we use on the skin. It's the greatest product you'll ever come across for shaving, shampooing and washing your body. It helps with all sorts of skin conditions from blemishes to psoriasis. You can use it on your hair all the way down to your feet. You don't have to use different soaps and shampoos; one product does it all.

**Greg:** I know with many of the soap and cosmetic items on the market, the one thing I've always had a big problem with is they masquerade a lot of chemicals under various ingredients. One of the common ones is fragrance. Fragrance has such an innocent sounding name that implies something good. There can be so much deception in the cosmetic industry. One example is with coconuts. Just because an ingredient came from a coconut does not make it all natural. Coconut can be derived from a toxic chemical extraction process. Cocamide DEA is just one example. Stop into a health food store and look at the labels of some of the natural shampoos and soaps. This ingredient is listed and it is not natural at all. If you become a detective and you're willing to spend the time you'll discover that they're using all kinds of chemical processes to extract ingredients being used in these formulas.

The animal fats in certain cosmetics can come from animal parts from the rendering industry and can even include parts from euthanized pets and road kill. These parts are mixed together in a disgusting mess that they boil until all the fat floats to the top. The smell of this mess is enough to make one sick. To sanitize the fat they have to bleach it, deodorize it, and add chemical fragrances to it just to masquerade the rotten smell. And this is what people are bathing and lathering all over their body every day. You'll find this on product labels with names like tallow, magnesium stearate, glycerin, and stearic acid.

**Mark:** People don't realize that at the point of them taking a shower or bath, especially with hot water, the pores open up and act like a sponge. We don't have to put artificial fragrances or toxic animal fats in our product. Our blend has a natural scent from orange oil, which is derived through a safe, natural process. The products we manufacture are the most natural in the industry.

**Greg:** Thank you for taking the time to do this interview. Visit [www.IndianRiverNaturals.com](http://www.IndianRiverNaturals.com)

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