

Bonita Botanicals

Beauty and Wellness from the Inside and Out

NEWSLETTER 3, VOL 1

BONITA BOTANICALS BEAUTY & WELLNESS

FEBRUARY, 2009

ARE YOU THE NEW FACE OF BONITA?



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here is that one particular woman who embodies the fresh face look and natural skin care philosophy of Bonita Botanicals?

We're searching for the face to represent us on our website - Someone who shares the ideology of natural and organic skin care. Just Imagine...You walk into a room and like a breathe of fresh air you notice the energy and vibrant glow; not just the obvious temperament that she projects but her soul shines through, motivating and inspiring people to take a second look and ask "I Want to know her Secret; What Does She Use on her Skin- Her Hair - How Old is She?" What could be sexier?

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To celebrate the launch of our full beauty care and health and wellness products Bonita Botanicals has launched a contest to locate the New Face of Bonita. The person selected will take the place of the woman currently on our website home page. To learn how to submit your photo and for contest guidelines please visit our website at <http://www.bonitabotanicals.com>



GREAT HAIR, ANY SEASON WITH THE RIGHT PRODUCT

For every woman her crowning glory can make or break her day. When a woman's hair looks good she feels good and her self-esteem shines through. It's not difficult to enjoy beautiful hair all the time. However, innocent mistakes can cause dullness, split ends, dry scalp, thinning and ultimately hair loss. Do you know there is

only one secret to sexy hair? It's protecting the layers – the cuticle (outer) and the cortex (inner).

Many savvy consumers believe that purchasing generic shampoos and conditioners will produce the same results. Keep in mind, it's the quality of the raw materials used to make those shampoos and conditioners that will make or break the product. And to keep prices low many generic brands will eliminate those ingredients needed most to protect your layers. In fact, many of the conventional hair care products use chemically-infused and alcohol that harm the hair's layers instead of protecting them. I hear so many women complain of thinning hair and in the next sentence they happily pronounce that they've used the same shampoo and conditioner for years – "I don't see the need for testing all these different products. I've used the same shampoo and conditioner for years." I think to myself, don't you think

the same shampoo and conditioner could have contributed to your thinning hair? So what's the secret to sexy year-round hair - Natural Continuous Feeding. It's not how much time you put into the styling or even the tricks of the trade (cut, curl or style); it's the nutrient-rich shampoo and conditioners that you continue to feed your locks and not by trial-and-error of each and every product on the market. You see, what you place on your hair becomes infused in the cortex and absorbed. Continuously feeding your hair botanical products will keep it healthy and shiny. Just think, if you feed your hair alcohol and other chemicals, which is heavily found in conventional shampoos and conditioners, it will eventually dry out the cuticle – that's one of

the side effects of alcohol. There is no magical method to great looking hair; just providing the right ingredients that will harmonize your hair care routine which will result in beautiful hair all year round.

This Month's Spotlight

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Chemically Free! NO Sodium Lauryl Sulphate, Propylene Glycol or Petroleum Used.

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FRESH HEMP WITH OMEGA-3 SHAMPOO

Ingredient Highlights

CALENDULA

RED CLOVER

HEMP OIL

Our Shampoo is packed with generous amounts of Calendula and Red Clover that soothe your scalp, combat any irritations, any itching and nourish the layers of your hair.

Additionally, the Hemp Oil is excellent for removing excess build up while soothing dry or frizzy hair.

NOURISHING HEMP WITH OMEGA-3 CONDITIONER

Ingredient Highlights

MEADOWFOAM SEED OIL

GUAR GUM

LACTIC ACID

This super conditioner is formulated with a unique combination of nourishing ingredients to penetrate and nourish your hair.

This distinctive mix of Meadowfoam Seed Oil, Guar Gum and Lactic Acid revives the luster while softening and moisturizing for long lasting results. This conditioner is formulated to improve and maintain the health of your hair.