

## MEDIA ADVISORY

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**FOR IMMEDIATE RELEASE**

### **Shea Butter, A Natural Skin Care Ingredient Used in bluebasins bath & body's Products**

**Toronto, ON, Canada** – The skin care industry has changed more in the past ten years than it has in the past 20. With the ever-increasing popularity of natural skin care products, Shea Butter as an ingredient is fast becoming known as a great skin moisturizer. Predominantly known for skin care in the natural product and ingredient communities, Shea butter is hailed for its protecting and emollient properties as well as its softening and conditioning capabilities for the skin. Extracted from the Shea nut of the Shea tree in Africa where it has been used for generations, this butter has a yellow colour and has a rich, creamy nut aroma. bluebasins bath & body is a new online all natural skin care product company which uses 100 % Shea butter in a variety of their products which can be found at <http://www.bluebasins.com>.

Shea Butter is used in a large majority of natural skin care products such as Shea butter body butters, soaps, lotions/creams, lip balms and shaving creams. Rich in cinnamon acid, it also protects the skin from UV rays and therefore can be included in skin care products for the sun. It can also be used as a massage butter and as a treatment for minor skin wounds and irritations.

Other benefits of Shea butter include the fading of scars, eczema, burns, rashes, acne, severely dry skin, dark spots, skin discolorations, chapped lips, stretch marks, wrinkles and psoriasis as it absorbs rapidly into the skin without feeling greasy. Because Shea butter contains vitamins A, E and F, it is great for year round use however using it in the winter is a great aid for dry skin.

Natural skin care products are rapidly becoming the preferred choice for consumers. Whether you are looking for information on natural body care products or want to purchase natural bath and body products, <http://www.bluebasins.com> is a logical first step.

#### **About bluebasins.com**

At bluebasins bath & body, we create natural, bath and body products. Our products are made using the best herbs, flowers, extracts, essential oils, exotic nut oils and butters. Special attention is paid to the details whereby all of our products are created from scratch and hand made in small quantities, therefore maintaining a high standard. Pride is taken in knowing all of the ingredients in our products.

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**Summary:**

Shea Butter is fast becoming known as a great natural skin moisturizer. It is hailed for its protection of the skin. bluebasins bath & body is a new online all natural skin care product company which uses 100 % Shea butter in a variety of their products found at <http://www.bluebasins.com>.