

Sophyto launches first organic professional skin care range

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12/10/2007 - UK-based skin care start-up company Sophyto is claiming a world first with its professional organic skin care range, 11 SKU, a line that has been certified by the UK Soil Association.

With the Soil Association certification rapidly emerging as a perceived industry standard, the company believes that this will give the new product line credibility in a category where high standards are particularly important.

The company was able to meet the tough certification standards by ensuring that the skin care range averaged a 95 per cent level of organic certified ingredients.

The company says that it took a back to basics approach with the development of the new line, which incorporates whole organic nutrients alongside both Western and Chinese medicine, ayurvedic principles, homeopathy and naturopathic remedies.

These have been combined to form what is termed an 'eco-lux' brand that is free from petrochemicals, including parabens and processed nutrients.

Preservation is always an issue with organic products, so the company turned to an organic preservative system, that it claims helps to stabilise the product line for up to three years before it is opened.

The line includes a foam cleanser, mild cleanser, energizing and balancing skin tonic, normalising moisturizer, EFA moisturizer, acne treatment, serums and masks, priced at £20 - £25 (€28 - €35).

According to the line's creator, Karen Sinclair, the company is considering a multi-tier distribution for the product line, following strong interest from the UK, Canada, US and Mexico, where it is expected to be supplied to plastic surgeons, estheticians and dermatologists.

"No longer should the consumer have to take a manufacturers word for it that they are organic - the proof must come from endorsements," said Sinclair.

She went on to point out that the new range has also been vegan approved and carbon balanced, attributes that are displayed on the packaging alongside the Soil Association Certification.

The company says that manufacturing of the line will start in the UK this Autumn, with a view to a January 2008 roll out.