

PRESS RELEASE

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LOGONA
NATURKOSMETIK

Rhassoul – Surfactant-free cleansing for sensitive skin and fine hair using the centuries-old tradition of white and dark clay

The clay-coloured earth has been popular in North Africa for centuries as a means of gently cleaning and caring for skin and hair without soap. Logona Natural Cosmetics has offered dark and white BDIH-certified rhassoul as a powder or ready cream for years. Mild and environmentally friendly – the classics are now more popular than ever.

Rhassoul's mild, surfactant-free cleansing properties make it especially suitable for sensitive skin. Complicated formulas and intense active ingredients can overwhelm the self-regulation of sensitive skin – and the skin reacts by becoming red and irritated. When washing with rhassoul, neither the natural protective layer (acid mantle) of the skin nor the sebaceous glands are irritated. That means rhassoul is suitable for both irritable and sensitive skin as well as blemish-prone and oily skin. The powder made from natural clay minerals can also be used well with fine hair and dandruff-prone or oily scalps.

How does rhassoul work?

The special cleansing properties of rhassoul come from a purely physical action: Combined with water, rhassoul swells and develops a gel-like consistency. Its fine particles have a particularly high capacity for exchange. That means they are able to absorb and remove particles and excess oils like blotter paper. Because of this especially mild way of cleansing, rhassoul never completely removes oil from the skin and hair, as sometimes occurs for example with especially aggressive surfactant products.

Origins of rhassoul

A common name for the traditional product is "rhassoul" or "ghassoul" from the Arabic verb "ghassala". But it is also known commonly by the misleading name "lava earth". However, it actually has nothing to do with lava. The term "lava" here actually comes from the Italian word "lavare", which means "to wash". In the Middle Ages, rhassoul was transported throughout the Middle East with camel caravans and was often part of a bride's dowry. Today the Moroccan royal family

still claims many passages of the “Djebel Fhassoul” in the Atlas Mountains for its own rhassoul supplies.

Rhassoul

For gentle cleansing of skin and hair. Especially recommended for sensitive and/or blemished skin, sensitive or scaly scalps and oily hair.



Rhassoul 300g, 8.45 € Rhassoul 1000g, 19.95 € Rhassoul Cleansing Cream with Patchouli, 7.45 €

White Rhassoul

Rich in kaolin, a particularly fine, iron-free and therefore bright clay. The word “kaolin” comes from the Chinese place name “Gaoling”. The white clay was discovered there. It is especially mild and suited for dry skin and fine hair.



White Rhassoul 150 g, 7.95 € White Rhassoul Cleansing Cream with Lotus Flower, 200ml, 7.95 €

LOGONA Natural Cosmetics

LOGONA stands for certified natural cosmetics that meet the highest German standards. It also has experience with in-house plant extraction and the development of effective natural cosmetics since 1978. As a pioneer in natural cosmetics, LOGONA Natural Cosmetics also stands for innovative ideas: In the 1980s, LOGONA developed the first 100% natural hair dye, which is available today in twelve individual tones. Its development of the first natural cosmetics for people with allergies was also revolutionary. Through constant research, development and improvements, LOGONA developed a complete line of strictly tested natural cosmetics. In addition to hair, facial and body care products for him and her, its wide range of products also include decorative cosmetics as well as a baby and kids line. The certified products have an authentic, down-to-earth and subtly elegant image. And the products are always environmentally and civically responsible.

The products are available in well-stocked organic markets with natural cosmetics, health-food stores and in the online shop at www.shop.logona-and-friends.de

Further information about the company and its products, and the LOGONA Natural Cosmetics shop finder can be found at www.logona.de.

We are always available for questions, sample requests or arranging interviews.

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sieben&siebzig is a PR and marketing firm located in Berlin and Munich. It was established in 2004 and specialises in ecological, fair and sustainable products.