

SUSANNE KAUFMANN™

press release

Susanne Kaufmann™ Mineral Body Lotion

Fascia is a thin band of connective tissue that surrounds holds in place every organ, blood vessel, bone, nerve and muscle within the body. It allows the muscles to move freely and reduces friction. While the fascia network provides a critical internal structure within the body it also has nerves, making it nearly as sensitive as skin. When healthy, fascia is flexible and supple. When unhealthy it can restrict the movement of the body becoming sticky, clumpy, tight, frequently manifesting as tension and knots in the body.



The Mineral Body Lotion from Susanne Kaufmann™ takes inspiration from the centuries old healing properties of mineral salts and combined them with of active plant ingredients and natural oils to create an innovative new body product that releases tension in the fascia tissue and improves skin texture.

Formulate with seven mineral salts chosen for their specific benefits, in combination they aid in the detoxification of deep muscle tissue and help increase cell energy and lymphatic flow. Known as Schuessler tissue salts, this microdoses provide the 12 essential minerals the body needs for daily repair and maintenance.

When selecting the plant active ingredients, the aim was to use their power to increase cell metabolism, eliminate high acidity and reduce inflammation.

Red clover stimulates the cell metabolism of the skin, clary sage and tiger grass provide an anti-inflammatory effect and the nodular brown root (*Scrophularia nodosa*) stimulates the lymphatic system.

The combination of mineral salts, oils and the active ingredient have a double effect. Firstly, they protect the collagen in the skin from damage by free radicals. Secondly, they inhibit collagen-degrading enzymes that are activated in the event of stress or hyperacidity. Thus, they stimulate the skin's own collagen synthesis and ensure a firm connective tissue in the long term.

Key Ingredients

- **Mineral salts**, including, including ferrum phosphoricum, also known as iron phosphate, which stimulates the cell metabolism, magnesium phosphoricum, which is considered the mineral for relaxation and to calm the nerves, and sodium phosphoricum, a mineral compound for deacidification.
- **Red clover**, an herb rich in isoflavones is known to improve the signs of skin aging
- **Clary sage** nourishes and rejuvenates the skin and helps relieve muscle tension
- **Tiger grass** promotes collagen production, stimulates blood circulation and strengthens the veins.

Astaxanthin a natural antioxidant derived from *Haematococcus Pluvialis* is a highly effective cell and sun protection and has a smoothing and revitalising effect on skin.

Application

Ideally suited for use before and after exercise. Dispense a walnut sized amount of product to clean, dry skin massage in a circular motion to stimulate the lymph flow and alleviate muscle fatigue and tension..

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Susanne Kaufmann's tip: Founder, Susanne Kaufmann suggests the Mineral Salt Body Lotion be massaged into the body after exercise to avoid overacidification of the muscles. The effect is the loosening of fascia tissue, relaxed muscles and increased lymph flow.

The Susanne Kaufmann™ Mineral Salt Body Lotion (200 ml) is available for **xx,xx Euro** in the Susanne Kaufmann webshop (www.susannekaufmann.com) and select retailers world wide.

Ingredients: aqua purificata (water), propylheptyl caprylate, pentylene glycol nat., lactose, glycerin, alcohol plant, cetearyl alcohol, limnanthes alba (meadowfoam) seed oil, polyglyceryl- 3 stearate, ricinus communis (castor) seed oil, glyceryl stearate citrate, mineral salts, astaxanthin, salvia sclarea (clary) extract, trifolium pratense (clover) flower extract, centella asiatica extract, scrophularia nodosa extract, rosmarinus officinalis (rosemary) leaf oil, sodium phytate, sodium stearyl glutamate, tocopherol, olea europaea (olive) fruit oil, helianthus annuus (sunflower) seed oil, galactoarabinan, xanthan gum, limonene*, geraniol*, citronellol*, linalool*, citral*, parfum (fragrance from natural scents). (*natürliche Inhaltsstoffe aus ätherischen Ölen/components of essential oils)

Susanne Kaufmann™

Susanne Kaufmann™ is natural, effective and versatile. Today, this holistic skin and body care line is comprised of more than 100 functional products. Susanne Kaufmann's vast experience, collected during the many years of practical work, goes into each product. The products are produced with the greatest of care in a small operation in the Bregenzer Forest and filled, sealed and packaged by hand. Susanne Kaufmann™ offers products for all skin types: facial care Line T for dry skin and Line F for normal skin/combination skin, Line A for intensive, natural anti-aging and Line M for men. The product range also includes hand and foot care, body care, baths, teas and the Essence Line, based on traditional healing knowledge. You can find detailed information about all of the products at www.susannekaufmann.com.