

DEAD SEA MUD

Suitable for beauty and personal care applications.

INCI: Maris Limus (Black Mud) (and) Grapefruit Seed Extract

Extraction: Mined

Shelf Life: 18 Months

Origin: Israel

Background:

The Dead Sea is the deepest salt lake in the world. Its saline content is approximately six-eight times higher than that of the oceans. It is named the Dead Sea because the salt concentration is so significant that plant and animal life cannot be sustained in these waters.

In addition to its noteworthy sodium chloride (salt) content, the Dead Sea is remarkably rich in other minerals including Potassium, Magnesium, Calcium and an array of other essential and trace minerals. It is said that those that swim in the Dead Sea easily float on the water's surface due to the high concentration of sodium chloride.

Dead Sea Mud, also known as Black Mud, is a fine, wet mud comprised of the minerals found at the bottom of the Dead Sea. It has been used for centuries for its beauty, cosmetic and health benefits.

Praan Naturals Dead Sea Mud is carefully sourced and packaged to maintain the purity, freshness and beneficial properties of this highly nutritive mud.

Uses:

With its texture and impressive mineral content, Dead Sea Mud helps to gently exfoliate and naturally mineralize the skin. It promotes glowing skin that looks smoother, softer and healthier. It can be used in formulations intended for both the face and body. It is perfectly suited for application in a spa setting. Dead Sea Mud can be used in facials, scrubs, body wraps and masks. It can also be used in the formulation of hair pastes and other hair care products that help to naturally cleanse the hair and scalp. This premium quality, soft mud can be used at 100%, or it can be incorporated into a wide range of facial, scrub and mask formulations.



Properties:

- Medium Brown, Cocoa-Like Hue
- Minimal, Characteristic Aroma
- Slightly Gritty, Exfoliating Texture
- Fine, Wet Consistency
- See Spec Sheet for Mineral Composition

Dead Sea Mud is Perfectly Suited for the Following Personal Care Applications:

- Skin Care
- Hair Care

Recommended Usage: 1-100%

Standard Packaging: Available in pails.

For more information about Praan Naturals premium quality Dead Sea Mud, cosmetic clays and other specialty ingredients for use within innovative natural beauty and personal care product development, visit PRAANnaturals.com or call our Customer Care department at (800) 340-0080 or (203) 702-2500.

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