

MAKE YOUR HOME
A SANCTUARY From
Hidden Chemicals



Sisel



The problem: do you know the chemicals your family encounters every day?

It's just a bath, right? Like brushing your teeth, using lotion, or washing your face, you don't think twice about it.

The point is—you should.

Many health and beauty products contain potentially harmful ingredients. Your body can absorb and accumulate these chemicals; most of whatever you rub on your skin will end up in your bloodstream, traveling throughout your body and landing in delicate organs. When you add up daily exposure over the course of a lifetime, it is startling!

Common household products contain **ALL-TOO-COMMON TOXIC CHEMICALS**

Just a quick glance at the ingredient lists of many personal care products reveals potentially harmful chemicals. Here are some of the more common ones, and their potential effects:

Propylene Glycol *Found in skin and hair care products.* It can cause skin and mucous membrane irritation, skin rashes, and “severe effects on the (central nervous system) and metabolic disruptions.”¹

Sodium Lauryl or Laureth Sulfate *Found in some personal care products.* It is a well-known skin irritant, and according to the Journal of the American College of Toxicology, “in absorption, metabolism, and excretion studies, Sodium Lauryl Sulfate had a degenerative effect on the cell membranes because of its protein denaturing properties.”² Because it can compromise the cell, SLS clears the way for other harmful ingredients.

PEG (Polyethylene Glycol) *Used in cosmetics, shaving cream, and other personal care items.* PEG is considered so toxic that industrial workers are required to wear protective clothing while disposing of it. It is a petroleum derivative that penetrates the skin and may be carcinogenic.³

Parabens *Found in some personal care products & cosmetics.* A class of chemicals used as preservatives. Their use is increasingly controversial due to studies which have found their existence in breast cancer tumors.⁴

Polysorbates *Often used in cosmetics.* Oily liquids derived from PEG-ylated sorbitan (a derivative of sorbitol) esterified with fatty acids. Could contain 1,4-Dioxane (a toxin in Agent Orange), which is often created in the manufacturing process, and has the potential to create cancerous tumors on the skin and in the body.⁵





We use plastic containers that are **SAFE FOR YOU AND YOUR FAMILY**

Some plastic containers can leach potentially harmful chemicals into the products we use every day. Chemicals like Bisphenol-A (BPA), which is used in the production of polycarbonate plastics and epoxy resins. You can find it in some food and drink packaging, which exposes you to BPAs through diet. And some studies suggest that absorption through the skin is possible when BPA is used in the manufacture of skin care and dental care product containers.⁶ Controversy surrounding this chemical has caused many consumers to avoid plastic containers altogether. Phthalates, also used in the production of plastics, can leach from plastic containers into products and be absorbed by your body.^{7, 8}

That's why you will find all of your Sisel products in BPA-and-phthalate-free containers.

Aging Is Not a Disease. **BUT CAN IT BE CURED?**

British scientific researcher and biogerontologist Aubrey de Grey claims that if approached as an “engineering problem,”⁹ aging as we know it could be drastically altered in the not-too-distant future. He postulates that 90 percent of aging is due to our environment and 10 percent to genetics. The idea is simple: our bodies are like cars—functioning machines. They can last beyond their normal life expectancy if well-maintained. Our bodies have the genetic potential to live to 150 years¹⁰.

Antioxidant dietary supplements can support cells against free radicals and other factors that contribute to normal aging. Sisel believes that no product has better antioxidant power than SpectraMaxx™. It works in conjunction with Eternity® and FuCoyDon® to support youthful vitality and a feeling of regeneration (see Triangle of Life™ on p.13).

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2. International Journal of Toxicology, December 1983, vol. 2 no. 7, p. 127-181.
3. Uricchio, Marylynn. “The Ugly Side of Beauty: Some Cosmetics Can Be Toxic.” Pittsburgh Post-Gazette, July 20, 2010.
4. Darbre P.D., A. Aljarrah, W.R. Miller, N.G. Coldham, M.J. Sauer, and G.S. Pope. “Concentrations of Parabens in Human Breast Tumours.” Journal of Applied Toxicology. Vol. 24, Issue 1: p.5–13. Jan./Feb. 2004.
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6. Calafat, Antonia M., Zsuzsanna Kuklenyik, John A. Reidy, Samuel P. Caudill, John Ekong, and Larry L. Needham. “Urinary Concentrations of Bisphenol A and 4-Nonylphenol in a Human Reference Population.” Environ Health Perspect. 2005 April; 113(4): 391–395. <http://ehp03.niehs.nih.gov/article/info%3Adoi%2F10.1289%2Fehp.7534>
7. Main, Katharina M., Gerda K. Mortensen, Marko M. Kaleva, Kirsten A. Boisen, Ida N. Damgaard, Marja Chellakooty, Ida M. Schmidt, Anne-Maarit Suomi, Helena E. Virtanen, Jørgen H. Petersen, Anna-Maria Andersson, Jorma Toppari, and Niels E. Skakkebaek. “Human Breast Milk Contamination with Phthalates and Alterations of Endogenous Reproductive Hormones in Infants Three Months of Age.” Environ Health Perspect. 2006 February; 114 (2): 270–276.
8. <http://www.ewg.org/chemindex/term/480>
9. <http://dscottangle.com/aubrey-de-grey-avoid-ageing/>
10. Tombak, Mikhail. Can We Live 150 Years?: Your Body Maintenance Handbook. Translated by Jan Madejski. Healthy Life Press, Inc.: Blaine, WA. 2005.



When it comes to the health of your family, make the easy choice—
SISEL SAFE PRODUCTS



Improved Products for **BETTER HEALTH AND SAFETY**

This is our promise to you.

Sisel won't use controversial, potentially harmful ingredients in our products. In fact, our mission is to hold ourselves to the highest possible standard of ingredient integrity. We will always give you the safest, most-effective, non-toxic ingredients to keep your life and family safe, healthy, and happy.

Like with our Vibrant Laundry Detergent and Asepti-Clean Dish Soap (pictured right). These are extremely concentrated so you use less for the same amount of cleaning power in a revolutionary, low-foam, free-rinsing formula. Plus, they are very biodegradable, exceeding the 5-day die away test (measuring how fast surfactants biodegrade in the environment).





What can you do to make
your home **A SANCTUARY**
FOR YOUR FAMILY?

MAKE THE SWITCH

Convert Your Household To Sisel Safe Products

We make it easy and worry-free to keep our homes free from potentially harmful ingredients!

Here's how to convert your household into a Sisel Safe home:



Read the labels on your existing products. Make a list of those items that contain potentially harmful ingredients.



Beginning with products which may pose the highest risk to your family's health, prioritize your list.



Replace the items on your list with Sisel products (visit www.siselinternational.com or contact your representative).



SISEL SAFE®: When you see the seal, you know

What does the Sisel Safe Approved seal mean?

It means that we promise to use only the purest, safest and most effective ingredients, and to avoid the use of harmful or unsafe packaging materials. When you see the Sisel Safe seal, you can be confident that the products you purchased have gone through the highest level of scientific scrutiny and are ready to help your family be as healthy as it can be.



Where Sisel Safe® Products are Born

In our Research and Development labs, we pore through scientific studies from all over the world and use that knowledge to formulate the latest advances in safe, powerful health and beauty products. Over 1000 new chemicals are produced every year¹. We keep tabs on the latest industry developments to keep our products Sisel Safe. We oversee the entire manufacturing process in our own 100 million dollar, 400,000 square foot manufacturing plant.

Sisel Safe isn't just a slogan—it's a promise.

1: <http://atlanticsafetyinc.com/training/chemical.htm>



Body Basics

Cleanse, condition, and soften hair and skin without the potentially harmful ingredients and toxins.

To get you started on your journey to a healthier life, we recommend that you begin replacing your current products with these. We offer a full line of Sisel Safe personal care products. See them all at www.siselininternational.com.

Exquisite™ Revitalizing Shampoo

Sulfate- and toxin-free. Leaves hair fresh, soft, shiny, and manageable.

Replenish™ Moisturizing Conditioner

Replenishes damaged and over-treated hair without the toxins.

Hair Spray

Style and hold, without parabens or toxins; low VOC formula.

Hair Gel

Create the look that gets you noticed.

Hand and Body Lotion

Moisturizes, protects, and rejuvenates.

*Sisel ardently strives to create formulas free from parabens, PEGs, polysorbates, Sodium Lauryl or Laureth Sulfate, mineral oil, propylene glycol, and many more potentially harmful ingredients.



The Triangle of Life™

Super saturated, natural juice solutions that activate, protect, replenish, and regenerate your body.

Removing potentially harmful ingredients from your life is one part of the equation. Adding health-supporting nutrients to your body completes the equation. These three super-supplements form the Triangle of Life™, rich in exotic nutrients that supply life-enhancing vitality.

SpectraMaxx™ fills in the gaps found in our modern diets by providing 40 antioxidants and 74 trace minerals essential for health.

Eternity® is an intensely concentrated, synergistic blend of resveratrol and three essential key ingredients in a variety of macro- and nano-sized nutrients for amplified bioavailability, youthful vitality, and a feeling of incredible regeneration.

FuCoyDon® is an extremely potent, bio-available liquid super supplement which contains a remarkable natural enlivening regenerator, Limu Moui extract. Researchers proclaim that the active ingredient in Limu Moui, fucoidan, may be the greatest source of support for intensive regeneration at a cellular level.



Transcend the Effects of Aging

Our anti-aging line supports skin tone and elasticity, and fights fine lines and deep wrinkles



Rapid Repair Night Cream

Awaken each morning to a newer looking you.

Ultra Intensive Wrinkle Complex

Look vibrantly young again with smooth healthy skin.

Ultra Intensive Wrinkle Pen

Youthful skin in a convenient portable container.

Intensive Wrinkle Lotion

Diminish the appearance of fine lines & wrinkles.

Brightening Cream

Revitalizes old skin, ages spots, and uneven color.

SISEL Lip Plumper

Recapture the look of lush, full, lovely lips.

A Healthy Smile

Clean, re-mineralize, and protect with power and safety. Flouride and sulfate-free.

SupraShine™ Toothpaste

Eliminates mouth odor and supports against cavities and gum disease—all with no fluoride or sodium lauryl sulfate.

Terminator™ Mouth Rinse

This advanced oral health formula doesn't just mask odor—it wipes it out at the source. Unlike many mouth rinses, Terminator contains no alcohol or fluoride. You get safe, powerful results.



Clean Home, Clean Conscience

*Our home care products give you a power-packed clean without potentially harmful ingredients.
Gentle on you and the environment.*

Asepti-Clean Dish Soap

A powerful, bio-degradable dish soap that is gentle on hands and tough on grease.

Vibrant Laundry Detergent

Keeps clothes looking clean, bright, and new. Our phosphate-free formula means it is safe for the environment downstream.





Tom Mower, Sr.
President and Co-Founder
Sisel International

THE MOWER MISSION— a lifelong passion

Over two decades ago Tom Mower, Sr. came to a shocking realization: Many of the same harsh chemicals used to manufacture industrial-strength cleaners and detergents were exactly the same as those used to produce common household personal care items. These were chemicals that were reported to pose health risks when they came into contact with the skin. So why would personal care products contain chemicals like that?

Tom was determined to spread the word and to find alternatives to these potentially harmful ingredients. Thus began a quest that would produce an historic explosion of activity—a new awakening—in the health and wellness community. Thus was born Tom Mower's lifelong mission.

For more information visit
siselinternational.com or
speak to the person who
gave you this brochure.



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