



MYTH-BUSTER *fact file* A LOOK at lanolin

One of the world's most natural and oldest cosmetic ingredients, lanolin, is also probably one of the most misunderstood ingredients in the cosmetic world.

In an era of 'technological' breakthroughs and trademarked ingredient names what people don't realise is that if you read the fine print on many leading skincare brands on the market today you will find lanolin. This is because this humble ingredient derived from the wool of the sheep, once it has been shorn, is in fact one of the best emollients for skin. Recently we have seen the launch of a lip range with its key ingredient being ultra-pure medical grade lanolin – Lanolips™ – which inspired us to investigate some of the key myths and facts of this ingredient.

The new grade of lanolin found in Lanolips™ goes through an exclusive purification process providing a scent free, colour free and completely pure ingredient. So let's take a closer look at the myths and facts of lanolin.

Lanolin is a natural product of the wool industry. It is a substance extracted from the fleece once it has been removed from a live

sheep after the sheep has been shorn. It's vegetarian-friendly and is no more cruel to the animal than drinking milk, using beeswax eating honey or even wearing wool.

It's a good oil. The oils found in lanolin are extremely similar to those oils we secrete from within our own skin, which is why lanolin is so effective.

A super-moisturiser, Lanolin is an extraordinary natural emollient-style moisturiser, able to imitate and augment many of the functions of human skin lipids. The moisturisation properties of lanolin itself are well documented. It can hold over 200% of its own weight in water, acting as a moisture reservoir to help maintain the hydration of the skin.

It's pure. The Medical Grade lanolin, which is the type of lanolin used in Lanolips™, is highly refined and completely clean and pure. It is hypoallergenic, and often used as a skin smoother. In this form, it is often used by breastfeeding mothers on sore and cracked

nipples as it's safe for newborns.

Doctors love it. The lanolin in Lanolips™ is a super refined Medical Grade Lanolin. This Medical Grade Lanolin is so clean that it is used following medical operations to cover the wound in order to keep it both moist and assist in a faster healing time. It is one of the only substances hygienic enough to apply to a fresh wound. Lanolin is also a popular ingredient in wound-care products.

It has history. The use of lanolin in cosmetics and skincare has a history dating back to 700BC. The ancient Greeks used lanolin as a protectant and emollient. But it wasn't until the late nineteenth century that scientists developed the refining process that gave us what we now know to be lanolin. A century of scientific investigation has evolved qualities, traditionally unparalleled in their stringency and surety.

