

Sensual textures

Evaluation by a trained sensory panel, rheological measurements and formulation studies all further highlight the performance and sensorial advantages of this natural wax-derived emulsifier.

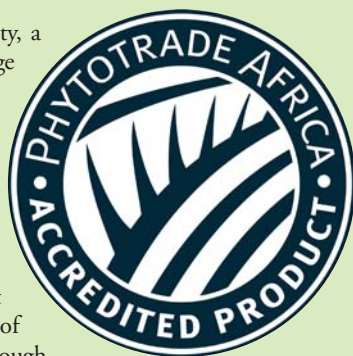
The texture effect is undeniable: easy to spread, fuller and 'plumped up' skin and a distinctive cushion feel. A panel of experts in sensory analysis noted the soft, powdery feel of the emulsion. The panel also found that this emulsifier produces texture effects similar to silicone elastomers, however they don't give the dry feel often associated with these types of ingredients.

The final feeling on the skin is more comfortable, dewy and melts upon application. With regular use, the emulsions provide a long-lasting sensation of comfort and hydration. ■

Incosmetics: T +27 (0) 11 971 2534

A global community of good

IN a global community, a good choice can change the world'. This is the motto on the World of Good website – www.worldofgood.com, which has been established as the result of collaboration between eBay and World of Good, two companies that share the common vision of creating positive change through commerce. Those at WorldOfGood.



com believe that a growing number of individuals want to understand how the choices they make impact people and the planet. There is an important need for trusted information, and a need for transparency relating to how and where products are made. Its goal is to provide its community with the resources needed to make good choices and connect with others who share the same passion.

Recently, PhytoTrade Africa, the Southern African Natural Products Trade Association, was appointed as a Project Good Trust Provider to WorldOfGood.com, and as such it will act as a third-party verification and accreditation agent to ensure that products that are identified as Accredited Partners are in fact meeting ethical standards. The standards measured include the degree of empowerment of people involved in the products' production, creation of employment and opportunities for marginalised groups, and the creation of sustainable economic development.

It is hoped that consumers will be more willing to purchase products that have been certified as 'ethical' by the Trust Providers, and that cutting out much of the uncertainty in the world of ethical consumerism will ultimately increase sales. WorldOfGood.com is currently inviting sellers and manufacturers of cosmetics, bath and beauty products, home décor and clothing and accessories to register with the marketplace, which has been designed to be the largest of its kind, harnessing the global reach and power of eBay, as well as the generally-high level of consumer trust in its dealings.

SA personal care brands African Earthworks and Esse are among those approved as Accredited Good Partners, and will be able to market their products on the World of Good website. ■

www.worldofgood.com