

PROFILED NATURAL COSMETICS

Wilhelm Luger GmbH
E-Werkgasse 13
A-2115 Ernstbrunn
Tel: +43 2576 2089-0
Fax: +43 2576 2089 25
E-mail: info@culumnatura.at
www.culumnatura.at



Sun care – „apricatio“ Sun lotion (apricatio = latin for sunbath)

„apricatio“ (lat. sun bath) is a sun protection milk made from pure natural ingredients: For example, the exceedingly valuable macadamia nut oil is the best available equivalent to the white mucus found sometimes on the skin of new born babies. The titanium dioxide used as sun block is a mineral that is kind to the skin and pre-empts the use of synthetic, chemical UV filters. The skin and the body are not covered by paraffin products or by artificial sun blocks, preservatives, odoriferous substances etc.

Hence, **apricatio**, the **test winner** of the **Greenpeace-Marktcheck**, is particularly suitable for children and persons with sensitive skin.

Tougher than the rest

Jogging in the Kalahari? Surfing along the sand-dunes of Namibia? Don't worry: We did not join the ranks of the event-extremists and did not want to put somebodys health in danger. CULUMNATURA®-CEO Willi Luger volunteered for the ultimate test of his sun lotion „apricatio“.

And it worked out. Although a SPF of 10 seems little, compared to Australian standard and 50+-sun blockers, no problems with irritated skin or sunburns occurred.

The „trick“ – besides the use of nothing else than most valuable, natural ingredients – is the absence of artificial colouring, preservatives and especially paraffin, which is the basis of the most conventional sun care products.

Paraffin, a waxen petrochemical substance, seals the skin, which is therefore unable to fulfill its most important function: the removing of harmful substances. Such most of the so called sun allergies come into existence – they are nothing else than a “bath” in ones own dirt, enclosed between the skin and the paraffin seal.

„apricatio“ can, like our complete assortment, be exclusively bought at specialized outlets (eco hairstylist, skin- and hair-practitioner, beauticians).

For more information and addresses of outlets please visit www.culumnatura.at