

# Business Connection



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## Business Spotlight



Nancy Morehead provides Beautycounter products that are trustworthy and safe for your skin.

### Should you make a clean sweep of your personal skin care products?

**W**e all want to be safe and healthy. With my Irish heritage, and 55+ years of less than stellar skin care, I have a lot of damage to my skin," said Nancy Morehead. "With all of that history, my skin is healthier now, in my 60s, than it has ever been due to Beautycounter products."

Morehead has always been interested in health, including exercise, nutrition, and environmental health. She found out about Beautycounter from a triathlon teammate and became a customer in 2015. "I had no idea how little is regulated in the United States skin care industry," she said. "I just assumed that our government was protecting the consumer and was very disappointed to find out otherwise."

Beautycounter, a California company, launched in 2013 and Morehead has been an independent consultant since 2018. "When my granddaughter was born, my daughter and I decided to make a clean sweep of our skin care products and transition everything to Beautycounter products because we felt we could trust the company," said Morehead. Since the switch, they have been extremely happy with the products and the peace of mind using them on everyone in the family including the grandchildren.

Morehead offers safer skin care and beauty products including four full lines of face care (something for every skin concern), a robust line of safer makeup with responsibly sourced ingredients and a complete line of body essential products such as sham-



Nancy Morehead's family members Chelsie (daughter) and Peyton (granddaughter) Baldwin were one of the main reasons for Nancy's clean sweep of skin care products.

poo, conditioner, and lotions. Beautycounter has identified over 1,800 ingredients that are harmful or potentially harmful that will never be used in Beautycounter products. It is called the never list. This is significant because the skin care and beauty industries are virtually unregulated in the United States. Only 30 harmful or potentially harmful ingredients are banned. Canada has banned 600 and the EU 1,400. Beautycounter goes above and beyond to self-limit the ingredients used for cleaner products for you and your family. Your skin is your largest organ and everything you put on it is absorbed directly into your body.

"My favorite thing about the business is that we provide trustworthy, high-performing products. Beautycounter does the work so that our clients can feel secure in knowing our products do not contain harmful ingredients, are responsibly sourced, and from a company that is fighting to change the laws that control what can and cannot be used in products."

Learn more about Nancy and the Beautycounter products online at [www.beautycounter.com/nancymorehead](http://www.beautycounter.com/nancymorehead) or email [Nmorehead@icloud.com](mailto:Nmorehead@icloud.com).