



## Clear Cosmetics® to Skin Health & Wellness

*"Ancient remedies and modern technology for glowing healthy youthful skin!"*

There are two facets to skin health and wellness. It is a combination of what you use and what you avoid.

Simple skin disorders rank at the top of the list for dermatologist visits. We believe that over 60% of all skin disorders are actually caused by chemicals in everyday products...many which claim to be natural or organic.

Longevity and Wellness is connected. We believe the body burden from chemicals in skin care are causing disorders, outbreaks and even contributing to elevated cancer rates.

We use the term Chemical-Free to mean free of man-made chemicals. We fully disclose all product ingredients in the form of our Therapy Facts panel.

### Ancient Remedies • Modern Technology • Green Science

Modern medicine treats symptoms and not the cause. Products focus on the symptom and not the cause. Aboriginal, eastern, holistic, herbal, naturopathy and ancient medicines treat the whole being and look for the cause. In many cases it is imbalance that causes disease and disorders.

We search the world for ancient remedies. We use modern technology, green science and pharmaceutical grade ingredients. We create products that work in harmony to:

- Solve skin problems and make people feel good
- Soothe skin conditions
- Heal minor cuts, abrasions and burns
- Act 'On Purpose' to offer solutions

Our affiliations include:

- University of Maryland School of Medicine
- Los Alamos National Labs
- National Institutes of Health
- Ohio State University
- Skin Cancer Foundation 'Inner Circle'
- Safe Cosmetics 'Champion' Company
- Signer The Campaign for Safe Cosmetics



Our affiliations also include naturopaths, herbalists, eastern medicine practitioners and 'Green' scientists.

### Chemical-Free Skin Health®

Clean • Green • Vegan • Gluten-Free  
Chemical-Free • No Animal Testing



info@keys-soap.com  
www.keys-soap.com  
www.CleanGreenCafe.com

For Dogs Check Out  
www.keys-koda.com  
www.koda-karma.com



### Clear Cosmetics®

We believe that skin is beautiful all by itself. Most makeup is opaque and covers what people think are defects. We find that these "defects" are often from skin abused by chemicals that have caused the skin to react in the form of patches, dryness, spots and age marks. Clear skin is clean skin and we believe that a regime of natural high grade oils, butters and botanicals will reverse these defects and give the skin a beautiful even glow. Our products use natural ingredients like Aloe Vera crystals, Ghana Shea Butter and fine oils to create optical effects which defract light and create a glowing illusion on the skin. Chosen by Hollywood for film and TV, Keys Clear Cosmetics® outperform conventional foundations and offer a clear palette for color makeup for the eyes, cheeks and lips. Glowing results with true high definition Optical FX!

### The Keys Difference – What We Use For Efficacy-Results

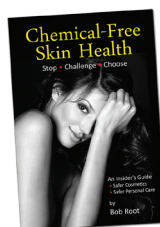
- Pharmaceutical Grade Ingredients is a term that defines the level of quality in the industry. It also defines the efficacy of an ingredient.
- Therapeutic Proportions – Keys Therapy Facts panel state the level of the amount of ingredients that we use in our products.

### Why it Matters:

There is a direct relationship to the quality and grade ingredients in products and the results you get. Many products tout Aloe Vera and Shea Butter as ingredients. Pharma Grade ingredients are rated the best in quality, with the highest level of key actions and values associated with them. When you read a label you should ask; what grade ingredients and in what proportions?

For example, our Aloe has a polysaccharide level of 10. Many Aloe's we tested were not even Aloe. Our Shea Butter tests to a fatty acid level of >2.5. Many processed Shea's are less than 0.8. There is a difference in even the same named ingredient.

### Chemical-Free Skin Health® - The Book:



Written by Bob Root, Keys Scientist and Formulator, this book was created for people wanting to learn about simple solutions helping them and their families to be Chemical-Free. The book is a no nonsense, no hype and no self-promotion simple guide to reducing the daily chemical burden on our bodies. It offers solutions in a "No Fear" tone that explores how and why chemicals became so prevalent in our lives. Realizing that as little

as 50 years ago, most of the products we used were natural, Bob's book explains why 95% of what is used today is synthetic. All this leads to our belief that most skin disorders are caused by chemicals in our everyday environment.

### Chemical-Free Dog®

We have created a new dog product line based on our Therapy Products. Koda is Keys for Dogs and includes both topical and internal products that answer dog problems that account for the top 10 Vet visits. See them at [www.Keys-Koda.com](http://www.Keys-Koda.com)



## Time To Get Wise



...about the 'Dirty Dozen' Chemicals

The enemy of skin health are chemicals present in everyday skin care. The 'Dirty Dozen' discovered in Marin County California because they had the highest cancer rates in the US. These chemicals are found in over 85%+ of all skin and pet care products and are believed to contribute to many skin disorders and elevated cancer rates among people.

### Chemical: Sodium/Ammonium Lauryl Sulfate (SLS)

Present in: Shampoos, conditioners, whiteners, laundry detergents  
Health Concern: Alters skin structure allows impurities to penetrate

### Chemical: Parabens

Present in: Almost all skin care and hair care products  
Health Concern: Skin irritation, rash, dermatitis or allergic reactions

### Chemical: Propylene Glycol

Present in: Shampoos, conditioners, lotions, most skin/hair care  
Health Concern: Alters skin structure, irritant, allergic reactions

### Chemical: Phthalates

Present in: Fragrance, hair spray, hair gel, lotions  
Health Concern: Damage the liver, kidneys, lungs

### Chemical: Petrolatum

Present in: Creams, lotions, ointments  
Health Concern: Allergic reactions from impurities

### Chemical: Cocamide DEA/Lauramide DEA

Present in: Shampoo, Body Wash, Cleansers, Bath Oils, Liquid Soap, Bar Soap, Moisturizer  
Health Concern: May form carcinogenic nitrosamines

### Chemical: Diazolidinyl Urea

Present in: Fragrances, skin care, pain relief rubs and ointments  
Health Concern: Impurities linked to cancer or health problems

### Chemical: Butyl Acetate

Present in: Nail polish and nail treatments  
Health Concerns: Repeated exposure causes skin dryness, cracking

### Chemical: Butylated Hydroxytoluene

Present in: Fragrances, shampoo, conditioner, moisturizers, lotions  
Health Concern: Eye and skin irritant

### Chemical: Ethyl Acetate

Present in: Perfume, fragrance and whiteners  
Health Concern: Eye and skin irritant

### Chemical: Toluene

Present in: Nail polish and hair dyes  
Health Concern: Potentially cancer causing, liver damage, skin irritant

### Chemical: Triethanolamine

Present in: Shampoos, lotions, creams, soaps  
Health Concern: May form carcinogenic compounds called nitrosamines

### Dirty Dozen Plus

Added to the above is a list developed by the EWG ([www.ewg.org](http://www.ewg.org)) of chemicals of concern and their use.

- **Skin & hair lighteners:** Hydroquinone, sodium nitrate
- **Anti-Aging:** Lactic Acid, Glycolic acid, AHA (Alpha hydroxy acid), BHA (Beta hydroxy acid)
- **Sunscreen:** Oxybenzone, Padimate-O, PABA
- **Antimicrobial liquid soaps:** Triclosan



# KEYS®

*... Expect Results!*

## Chemical-Free Skin Health®

## Functional Skin Therapies Functional Beauty



Vegan • Gluten-Free • Chemical-Free





Topical Healing Therapies

Keys topical therapy products combine pharmaceutical grade natural oils, essential oils and our own botanicals creating products for people that soothe, nourish and regenerate the skin. These are considered natural medicines for many skin disorders, chapping, itching, rashes and dryness.

MetaCare Lotion

Therapy Lotion for Skin Disorders, Allergies & Irritations. Neem & Karanja combined with avocado oil, black cumim oil, carrot seed oil and high grade shea butter provide natural medicine qualities. Natural earthy and medicinal.

- Medicinal Skin Conditioner
- Skin Disorders Treatment
- Burn & Rash Treatment
- Natural Insect Repellent
- First-Aid Lotion
- Pet Hot Spots Treatment

RediCare Therapy Spray

Therapeutic Spray for Skin Disorders, Allergies & Irritations. Very similar to MetaCare, RediCare is a sprayable lotion for larger areas. RediCare is also a natural insect repellent for over 200 insects.

- Healing First-Aid Spray
- Soothes Burns & Rashes
- Skin Disorder Treatment
- Refreshing Earthy Scent
- Natural Insect Repellent
- For Pets & People

MetaClean Soap & Shampoo

Therapeutic Anti-Fungal Shampoo & Soap for Skin Disorders, Itching, Allergies & Irritations.

- Stops Itching & Scratching
- Fast Rich Lather
- Skin Disorders Treatment
- Rinses Lightning Fast
- Heals Pet Hot Spots
- Calming Aromatherapy
- Skin & Hair Conditioner
- For Pets & People

Tortuga Roll-On Serum

Roll-On Intensive Spot Healing Serum for Skin Disorders, Itching, Rashes & Bites.

- First-Aid Serum
- Softens Skin Quickly
- Skin Disorders Treatment
- Acne Spot Treatment

Omni Elixir Spray

Botanical healing spray made from 15 herbs, fruits and spices as well as a herbal formula made from forsythia fruit combined to use on skin disorders, maladies and problems.

- Herbal Remedy
- Soothing Conditioner
- Rehydrating Elixir
- Aromatherapeutic
- Calmative Ingredients
- Anti-Itch Botanical

Natural Beauty Skin & Hair Care

Reflex ProBiome Anti-aging Serum

Reflex ProBiome is the culmination of four years of development combining modern skin age reversal without chemicals, hormones, synthetic steroids or fillers. Using Reflex ProBiome, you can expect reduction or elimination of fine lines, reduction of expression lines, skin toning, skin surface sculpting, firmness and more even skin color.

Luminos Moisturizer

Clear Cosmetic® moisturizer that stands up to high definition cameras with an absolute requirement to be safe, natural and to moisturize the skin in hot dry conditions. Great day/night by itself or under makeup as a light moisturizer that improves skin health.

Island Rx Foaming Facial Wash

The foaming action of this pure soap gently deep cleans the skin. Clary sage and blood orange essential oils moisturize and tone the skin while also providing a therapeutic action for skin disorders.

Eye Butter Eye Cream

We combine a magical Shea Butter from Ghana with our own distilled organic cucumber to create a water-free eye cream that reduces fine lines, dryness while clarifying skin tone.

AguaVit Toner Spray

Spray Toner & Tonic that hydrates, tones, conditions and sets makeup. Made from our own botanical combination AguaVit means “water of life” and is made from 15 herbs, fruits and spices.

Solar Rx Cosmetic Moisturizing SPF30+ Sunscreen

Ranked the most effective cosmetic sunscreen by Consumer Reports Magazine, Solar Rx was also ranked the safest cosmetic sun protection product by the EWG Skin Deep Report. It is a Clear Cosmetic® moisturizer with a broad spectrum UVA-UVB sunscreen that meets the new FDA 2013 requirements.

Tortuga Super Emollient Lotion

Tortuga is an old world formula that repairs dry cracked and burning skin quickly and naturally. The high concentration of avocado, black cumim and carrot seed oils quickly soothes damaged skin. Ghana Shea Butter smooths the skin and quickly heals chapped, cracking and dry areas.

Mangrove Foaming Shampoo & Conditioner

For those that are transitioning from conventional shampoo and conditioners, Mangrove products are natural with no sulfates, silicone, glycols or other ingredients found in 95% of hair care.

All-Natural Specialty Pure Soaps

For centuries, health practitioners have known the healing properties of Castile soap when it is combined with essential oils that function as natural medicines. Beginning with Island Rx, we developed a Castile soap from coconut, jojoba, extra virgin olive and avocado oils. Naturally saponified, we add ingredients to each for their specialty applications.

Island Rx Therapeutic Castile Soap

Island Rx was our first product and was developed for Keys founder, Wendy Steele, after her survival of Melanoma. Post cancer recovery was more harsh than the surgery as chemical laden prescriptions and sunscreens left her skin with dermatologist diagnosed dermatitis, eczema, rosacea and adult acne. Our original classic, Island Rx eliminated all of her skin problems head-to-toe and launched Keys as a company. Island Rx has shown to be effective relieving many diagnosed skin disorders as well as acne. The Clary sage essential oil is renowned as a skin treatment and anti-aging ingredient for sensitive skin.

Galleyon Foaming Anti-Bacterial Wash

The combination of an alkaline Castile soap and a high concentration of Lakota Spearmint has shown to significantly reduce bacteria on the skin without the use of Triclosan. Galleyon has also shown to help remove the resin/sap from poisonous plants like poison ivy, sumac and hogweed reducing outbreaks.

Windsurfer Super Citrus Soap & Shampoo

Windsurfer was developed for the sport minded athlete and for camper-hikers. The Castile soap lathers in fresh and saltwater. Because it is 100% biodegradable, it is great as a head-to-toe soap for state and national parks. The concentration of lime essential oil helps condition the skin and remove chlorine.

Green Science

Clean Green Therapy™

Clean Green Therapy is more than a marketing tagline, it is our mantra! It means that our products are free of man-made chemicals and are derived from fruit, vegetable, botanical and herbal ingredients that contain no synthetic chemicals, fragrances or compounds. We use the highest grade essential oils, all-natural ingredients, organic when possible and microbiological safe processes. Bottles, labels, literature and caps are all recyclable. We pre-cycle by not adding unneeded boxes, paper or materials.

For More Details Go To The Keys Website at [www.Keys-Soap.com](http://www.Keys-Soap.com)

Functions & Features

At Keys, we believe that products must solve problems. We also believe that products serve more than one purpose. This chart shows some of the many uses of our products:

Applications	MetaCare	RediCare	MetaClean	Tortuga Serum	Luminos	Tortuga Lotion	Eye Butter	Solar Rx SPF	Island Rx	Galleyon	Windsurfer	Omni	AguaVit	Relax ProBiome
Acne			•	•				•	•			•		•
Aging Skin	•				•	•	•	•	•			•	•	•
Burns	•	•						•					•	•
Clear Cosmetics®					•	•	•	•	•				•	•
Dandruff		•	•						•					•
Eczema	•	•	•		•	•			•					•
Pet Hot Spots	•	•	•	•										
Insect Bites	•	•	•									•		
Dry & Cracking Skin	•	•	•			•			•	•				
Poison Ivy		•								•				•
Rashes - Itchy Skin	•	•	•			•			•			•		•
Rosacea									•	•				
Sensitive Skin	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Sun Damage	•	•	•			•	•	•	•	•	•	•	•	•
Actions														
Anti-Aging	•				•	•	•	•	•			•	•	•
Antibacterial	•	•	•							•				•
Anti-Fungal	•	•	•											
Anti-Inflammatory	•	•	•	•	•	•	•	•				•		•
Repels Insects	•	•	•											
Keys "Optical FX"						•	•	•	•				•	•
Exfoliating						•	•	•	•					
Fades Spots					•	•	•	•	•		•			•
Wrinkle Reducing						•	•	•	•			•		•
Sunscreen UVA-UVB								•						
Moisturizing					•	•	•	•	•			•	•	•
Chemical-Free	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Biodegradable	•	•	•	•	•	•	•	•	80%	•	•	•	•	•
Gluten-Free	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Vegan	•	•	•	•	•	•	•	•	•	•	•	•	•	•

All Keys products have a Therapy Facts Panel. Therapy Facts fully discloses all ingredients as well as the percentages of noteworthy ingredients. Similar to the USDA 'Nutrition Facts' panel we list all of our ingredients with their vitamin component and/or actions.

Also listed are the organic content, the purpose, instructions and affirming that all of our products are 100% Natural, 100% Vegan, 100% Gluten-Free and 100% Therapeutic.

Therapy Facts™	
Organic Content ~87%	
100% Natural, Vegan, Gluten-Free & Biodegradable	
Pharmaceutical Grade Ingredients in Therapeutic Proportions	
Ingredient	Benefit
Avocado Fruit Oil 3%	Hydrator, humectant
Shea Butter 10%	Moisturizer, antioxidant
Carrot Seed Oil	Analgesic, toner
Black Seed Oil	Restorative, anti-aging
Agave Aloe Vera	Luminescent humectant
Blood Orange oil	Astringent, antiseptic
Clary Sage oil	Astringent, antiseptic
Purified Water	Balancert.
Vegetable Glycerin USP	Humectant.
Keys Vegetable Wax (Red Palm)	Emulsifier
Rosemary Extract	Stabilizer
Purpose: Hydrating moisturizer	
Instructions: Pump and apply a small amount and smooth evenly. Not for use in eyes.	
No Animal Testing Good For All Skin Types	
Made in USA info@keys-soap.com	

Sample Panel from Keys Luminos

Printed in the USA on recycled paper and with vegetable ink