

Where science and nature meet your skin

EXCLUSIVE INTERVIEW WITH JUMAN DEAD SEA PARAPHARMA SKINCARE FOUNDER DR RASHA EID

Dr Rasha Eid, backed with her background in Pharmacy and vision to capture the remarkable properties of the Dead Sea, has started a new initiative in 2016 to offer a parapharma beauty and skincare range that can nourish the skin, without the nasty-ingredients-thus, the launch of JUMAN DEAD SEA.

With an intense passion for natural beauty ingredients, Dr Rasha has focused on providing skincare products that are not just effective, but also offers unquestionable purity. Juman Dead Sea's product range has become more remarkable because of the nature-derived ingredients that it uses, particularly the mineral-rich Dead Sea water, mud and salts from which has become a staple in her skincare line.

HOW WOULD YOU DESCRIBE JUMAN DEAD SEA? HOW DOES IT STAND OUT FROM OTHER BRANDS?

Juman is quintessentially Jordanian brand. We literally spring from the beautiful Dead Sea and embrace the diversity of therapeutic properties we have available to us. The name Juman is the name of the pearl, a hard, lustrous spherical mass, typically white or bluish-grey, formed within the shell of a pearl oyster or other bivalve mollusc and highly prized as a gem – personifying the qualities of the Dead Sea as a gem.

WHAT INSPIRED YOU TO CREATE YOUR OWN DEAD SEA PARAPHARMA SKINCARE BRAND?

My background in pharmacy and pharmaceutical industry, being a Jordanian and my affinity to the Dead Sea. We discovered that the Dead Sea is a unique source of minerals and we had this 'eureka' moment, let's build on our parapharma skincare capability and use mineral rich Dead Sea water and ingredients to create a unique range of Dead Sea parapharma skincare, blending with the therapeutic qualities of Dead Sea salts.

WHAT DO YOU THINK IS THE BIGGEST CHALLENGE THAT YOU HAVE ENCOUNTERED WHILE ESTABLISHING THE JUMAN DEAD SEA LINE?

There have been many challenges along the way, it is the nature of the beast. It took us sometime to finalise the formulation. This was mainly due to me being incredibly particular about the ingredients.

We had a clear picture of what we wanted in the scrubs but also a strict list of what we did not want in there. This presented many challenges as some of the ingredients were "preserved" with things on that list. This resulted in us having our own versions, all very time-consuming. The nature of the product being Dead Sea salts and minerals based also presents many challenges,

PHONE

00962-6-4872662

EMAIL

sales@jumandeadsea.com

luckily, we work with an utterly charming alchemist who remained patient and supportive throughout the journey.

DEAD SEA MINERAL RICH WATER, MUD & SALT ARE IMPORTANT COMPONENT OF YOUR SKINCARE LINE. CAN YOU SHARE WITH US WHAT MAKES IT SO SPECIAL?

The Dead Sea water, minerals and mud are very special, naturally created under extraordinary climatic conditions. The exceptionally high concentration of mineral is unparalleled in the world. Although past scientific studies of the Dead Sea's mineral resources mostly focused on their curative properties for skin diseases, current research is producing its most positive results in the field of health skincare and maintenance of skin's youthful appearance and protection of the cells against early aging. The entire Juman Dead Sea Skincare is enriched with water, salt or mud-based Dead Sea minerals.

ASIDE FROM DEAD SEA MINERAL-RICH WATER, MUD, & SALTS, WHAT ARE YOUR TOP 3 FAVOURITE INGREDIENTS USED IN JUMAN DEAD SEA PARAPHARMA SKINCARE?

My top 3 ingredients would be:

- [1] Chamomile tea which helps fade spots, eliminate acne scars and fight breakouts, if used topically, due to its anti-inflammatory and antiseptic properties. Chamomile tea is a powerhouse of antioxidants and protects the skin from free-radical damage.
- [2] Argan oil which acts as a skin moisturiser to hydrate and soften skin. With its high vitamin E and fatty acid content, argan oil is ideal to give skin a natural boost.
- [3] Coffee as the antioxidants found in coffee essential oil can help to reduce oxidative stress in the skin, increasing blood flow to those cells and preventing infections and chronic disease. The oil will also help counter the appearance of wrinkles, age spots and blemishes while also improving elasticity of the skin.

WITH THE RANGE OF DEAD SEA MINERALS SKINCARE, WHAT WOULD YOU CONSIDER AS THE TOP BENEFITS THAT CAN BE ACHIEVED BY REGULARLY USING JUMAN DEAD SEA?

The Dead Sea salt has a salt concentration 10x higher than the salt content in normal ocean water; plus, it contains a wealth of other minerals including magnesium, calcium and potassium. The top five amazing benefits that you can easily incorporate into your self-care routine.

- [1] Dead Sea detox your body. Dead Sea salts can be used to aid the detoxification process when they are dissolved in warm bath water.
- [2] Clean, tone and purify your skin. When dead sea salts are combined with nourishing ingredients, they can have an extremely purifying effect on the skin, in particular our Juman Dead Sea Mud Mask which contains energizing minerals and vitamin E for a beautifully clean and clear complexion that glows.
- [3] Reveal Silky Soft Skin. Combine your Dead Sea salts scrub regimen with some dry skin brushing and you will be sure to notice the difference in the softness of your skin after a single treatment.
- [4] Next level nourishment. Our moisturizer combines natural ingredients with an SPF rating to help diminish fine lines and provide all-day skin moisture.
- [5] Soothe aching muscles. Dead Sea salt baths also have healing properties that can help to relieve tired or aching muscles.

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WHAT WAS THE MOST REMARKABLE FEEDBACK THAT YOU GOT FROM THE PEOPLE WHO USED YOUR PRODUCT?

We have the most overwhelming response to our first scrub, so many people fell in love with its texture and how it makes the skin feel and look. We now have a loyal following which honestly fills us with delight. We have just released our special scrub collection including coffee, coconut and chamomile to great reviews so it will hopefully become another favourite.

AS A SKINCARE EXPERT, HOW DO YOU SEE THE FUTURE OF THE NATURAL SKINCARE INDUSTRY?

We feel we are part of a much bigger movement not only in the skincare and beauty industry, but in everything. Consumers have become much more discerning and knowledgeable about how they live their lives, products they use and how that affects both us and our environment. I only foresee this continuing and growing which can only be a good thing.

IF THERE ARE NATURAL BEUTY TIPS THAT YOU WOULD WANT TO SHARE OUR READERS, WHAT ARE THOSE?

Any beauty tips I would give would be to look at your lifestyle choices and how they are impacting on how you look. Things like diet, exercise, exposure to toxins, sleep quality, stress levels all have a huge impact.

SHARE WITH US AN ACHIEVEMENT YOU ARE VERY PROUD OF?

We are very proud that JUMAN dead sea products have achieved the successful registration of its full product range in Europe. This was a very big challenge given the EU requirements of product specifications and labelling.

LASTLY, ARE THERE NEW PRODUCT LAUNCHES THAT WE CAN EXPECT FROM JUMAN DEAD SEA SKINCARE IN THE NEAR FUTURE?

We have other products in development which we are also very excited about.

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