



Voila Natural Adds New Hemp Lotion To Their Product Line And Explains The Benefits Of Hemp Seed Oil For Dry Irritated Skin

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Voila Natural, a natural health and beauty company based in Colfax, North Carolina, has recently announced the launch of their newest product, Hemp Hand and Body Lotion. The all-natural formula is designed to nourish and revitalize dry skin with organic plant oils including argan oil and marula oil, plus the added health and beauty benefits of organic Hemp Seed Oil.

The hemp plant has been cultivated for over 10,000 years and has been used traditionally to make oil, rope, paper and textiles. Seeds of the domesticated fiber plant are cold pressed to yield a richly nourishing oil that offers skincare benefits that range from moisturizing and protecting skin to minimizing fine lines and wrinkles.

Hemp varieties grown for oil and seed are scientifically different from the marijuana plant and contain only trace amounts of tetrahydrocannabinol (THC), the psychoactive compound found in marijuana. Seed and oil hemp cultivars have no psychoactive properties and provide no intoxicating potential.

Dermatologists note exceptional moisturizing properties of Hemp Seed Oil which contains 35% oil with 10

essential amino acids required for human health. In addition, Hemp Seed Oil contains more essential fatty acids than are found in any other plant and the oil has a perfectly balanced 3:1 ratio of Omega 6 to Omega 3 (60% linoleic acid and 20% alpha-linolenic acid).

In addition to its moisturizing properties, studies suggest that the high levels of essential fatty acids in Hemp Seed Oil support improved skin quality and provide relief from problem skin conditions such as eczema. Research by Dr. Callaway and other researchers from the University of Kuopio, Finland, concluded that the exceptionally high levels of omega-6 and omega-3 polyunsaturated fatty acids found in hempseed oil "could be the biochemical mechanism that was responsible for the improvement of atopic symptoms" of the eczema patients in their study and that hempseed oil "might be useful in treating symptoms of atopic dermatitis."

Voila Natural spokesperson Elizabeth Martin explains: "Ingredients matter. So many skin care lotions are filled with petroleum products and toxic preservatives, but Voila Natural's superior ingredients ensure a pure and healthy all-natural experience. Our Hemp Lotion is a deeply hydrating botanical blend that nourishes and feeds skin while providing moisturizing benefits that last. Organic Hemp Seed Oil relieves painful and irritated chapped skin. It helps rebuild healthy skin and is a game changer for dry skin."

Exceptional moisturizing and anti-aging benefits of Hemp Seed Oil are well-documented. Beneficial fatty acids protect against moisture loss that helps maintain skin's suppleness and elasticity, and, in turn, encourages firmer skin. Hemp Seed Oil nourishes and repairs damaged skin. It hydrates skin so wrinkles and fine lines appear softer and more youthful.

Many people report that Hemp Seed Oil reduces acne eruptions, calms skin and, in some cases, even improves and heals the appearance of acne scars. With a rating of 0 on the comedogenic scale, Hemp Seed Oil will not clog pores while it tackles acne-prone and inflamed skin.

"On top of all the wonderful skincare benefits, Hemp Seed Oil is environmentally friendly," says Martin. "It's a hardy, sustainable crop that is fast growing and can be harvested in as little as 60 to 90 days. Because the plant resists insect infestation, herbicides and pesticides are not needed. The plants can grow nearly everywhere and can thrive in poor growing conditions." Martin is pleased to note the eco-friendly benefits of their newest product, saying, "We're excited to add Hemp Seed Oil to our product because we want our Hemp Lotion to be as good for the environment as it is good for our skin."

Hemp Lotion is fragrance free with no artificial scent or essential oils that can cause allergies and skin sensitivities. It contains none of the sulfates, phthalates, petroleum, or parabens often found in commercial lotions and leaves hands and body soft, smooth and deeply moisturized but never greasy. Voila Natural's new Hemp Hand and Body Lotion will be introduced on Amazon in August.

About Voila Natural

Tapping into the power of nature, Voila Natural's exceptional products combine the finest rare and beautifying ingredients from around the world. Nature-derived skincare is an art form, and Voila Natural's signature products are meticulously designed by a certified organic skincare formulator and luxury cosmetic chemists.

Elizabeth Martin, Voila Natural co-founder, says, "We're experienced and it shows. We deliver pure products from the most authentic and natural sources. Formulated with the highest standards of quality, we are dedicated to exceeding consumer expectations. From the first contact to the last, our products won't disappoint."

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