



Voila Natural Helps Educate Consumers About Industrial Hemp And Explains The Moisturizing Benefits of Hemp Seed Oil

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A July 24, 2015 news report about arrests made after a hemp crop was mistaken for cannabis suggests that the public is often unaware that the hemp plant grown for fiber and seed oil is not marijuana. The public often confuses industrial hemp with marijuana when, in fact, Professor George Weiblen, plant biologist at the University of Minnesota, has recently published results of a 12-year study which distinguishes one plant from the other. The study, released on July 17, 2015 in New Phytologist, reported that industrial hemp and marijuana are genetically different, with one key gene that distinguishes the two varieties.

After his hemp field was overrun by people looking for free marijuana, Mr. Loxley told the West Sussex County Times, "This is industrial hemp with no psychoactive content." Someone posted the location of the legally grown hemp crop on Facebook and 15 to 20 kids a day descended on the field hoping that they would find a psychoactive drug growing wild. In fact, however, industrial hemp is a different variety from the marijuana plant and according to Loxley, the kids "can smoke it all they like, they won't get high."

Hemp is a versatile crop that has been cultivated for over 10,000 years. It has been used traditionally to

make oil, rope, paper and textiles, notes Elizabeth Martin, spokesperson for Voila Natural, a natural health and beauty company based in Colfax, North Carolina. She says, "Many people are unaware that before the Marihuana Tax Act was introduced in 1937, hemp was as an important agricultural crop deeply woven throughout American history and folklore."

Martin shares a few highlights of hemp's fascinating story in American history: In 1619, the settlers of the Jamestown Colony were required to grow hemp as part of their contract with the Virginia Company. Founding Fathers, George Washington and Thomas Jefferson, both grew hemp for rope and textiles, and many believe that the early drafts of the Declaration of Independence may have been written on hemp paper.

Long hemp fibers were turned into durable cloth. Sturdy hemp canvas was often found in the wind-filled sails of the early sailing ships. As pioneers headed west in Conestoga covered wagons, the billowing tops of their wagon trains were frequently woven from homespun hemp. Urban legend even suggests that early versions of Levi Strauss jeans may have been made of durable hemp cloth and that some Gold Rush 49ers may have worn rugged hemp jeans.

"So you see," Martin continues, "hemp has a long history as a paper and textile crop. But it's also been used for other industrial purposes. In the 1920s, for instance, Henry Ford combined soybean and hemp fiber to create tough car panels and, more recently, hemp can be found in cutting edge "green" construction materials such as innovative hemp fiberboard and hemp concrete. In fact, the first house in America built primarily with non-toxic and energy-efficient hemp materials was completed in 2010 in Asheville, North Carolina."

In addition to those major economic applications throughout the ages, another use of the hemp plant arose. For centuries and across many cultures, seeds of the plant were cold pressed to yield an exceptionally nourishing and moisturizing seed oil, and Voila Natural hopes to educate consumers about the numerous skincare benefits of Hemp Seed Oil. The emollient and moisturizing properties of Hemp Seed Oil are well documented. The seed is 35% oil and yields a perfectly balanced 3:1 ratio of linoleic acid and alpha-linolenic acid. This perfect balance of Omega 6 to Omega 3 essential fatty acids helps repair the skin's moisture barrier and improve moisture retention. "The moisturizing benefits of Hemp Seed Oil are incredible," says Martin. "Because Hemp Seed Oil is so similar to skin's own lipids, it is easily absorbed and penetrates skin quickly where it lubricates skin's intercellular structure and leaves very dry skin deeply moisturized -- but the oil never leaves skin greasy. It's the perfect combination."

Susan Bailey, Voila Natural co-founder, notes that "We include Hemp Seed Oil in our Hemp Hand and Body Lotion because it gently nourishes, repairs and protects damaged skin. It leaves wrinkles and fine lines well hydrated and softened. And Hemp Seed Oil is especially helpful in repairing problem skin conditions such as

eczema and rosacea. Hemp Seed Oil's anti-inflammatory properties help restructure damaged skin, assist in wound repair and provide relief for eczema, rosacea and dermatitis sufferers. Regular use of the oil is known to ease the pain of eczema, help relieve itchy skin and improve atopic dermatitis. With regular use, Hemp Seed Oil is believed to improve skin quality, speed healing of damaged skin, reduce redness, and improve sores, lesions, and other skin ailments," says Bailey.

Voila Natural is focused on delivering products that have the highest quality ingredients that act in synergy with each other. The new Hemp Lotion is designed to provide deep moisturizing and long lasting protection against environmental damage. The company expects the product to be highly successful when it launches in August.

"From the day we launched our company, we have been committed to making sure our products contain not just the highest quality ingredients, but also in the right proportions so they can work together properly. Our new Hemp Oil Body and Hand Lotion is a fragrance-free lotion filled with vitamins, minerals, antioxidants and fatty acids. The nourishing botanicals are anti-inflammatory and anti-aging. The lotion helps to soothe and restore dry damaged skin, leaving it protected both during summer sun and winter dryness," says Martin.

A key ingredient in the lotion is Hemp Oil, which helps reduce the appearance of pore size, treats acne and blackheads, is a strong antioxidant, is anti-inflammatory and helps treat irritated and damaged skin conditions. The Hemp Lotion also contains argan oil and marula oil which are filled with essential fatty acids, vitamin E, carotenoids, polyphenols, ferulic acid, squalene and sterols. Argan oil and marula oil leave skin deeply nourished, silky smooth and soft.

Elizabeth Martin explains, "Hemp, argan and marula oils are just three of the oils included in our lotion. Another key ingredient is neem oil, which is nothing short of magical. Neem oil is antiviral, antifungal, antibacterial, analgesic, anti-inflammatory and antimicrobial. And it works together with the other ingredients to give even greater healing benefits. All together this hand and body lotion is a game changer for rough, dry, chapped skin."

Using body lotion is vital to achieving healthy, good-looking skin. It helps to rehydrate dry, irritated skin, helps smooth calluses and leaves skin feeling silky, soft and deeply moisturized.

The kids who posted the location of Mr. Loxley's hemp crop on Facebook and who descended on the fields looking for a psychoactive drug were unaware that industrial hemp was a different cultivar from the marijuana plant they were looking for. Clearly, they missed the many benefits hiding in the hemp plants that they trampled. They completely missed the intoxicating skincare benefits of Hemp Seed Oil's moisturizing and anti-aging properties that help improve skin quality, speed healing of damaged skin, reduce redness, and improve sores, lesions, and other skin ailments.

With the introduction of their Hemp Oil Body and Hand Lotion in August 2015, Voila Natural aims to spread the news about industrial hemp and the many skincare benefits found in the nourishing Hemp Seed Oil that it produces.

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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