

SKIN INC. – STEPHANIE SIMKINS | OVERLAND PARK, KANSAS

# more than skin deep

LONG BEFORE IT WAS TRENDY, Stephanie Simkins believed in and lived a green lifestyle. | “The great thing about the organic trend is that people are starting to realize that we didn’t used to have this word organic,” she says. “It used to be that we prepared foods without the need of all these chemicals. This is the way it always should have been. We’ve simply come full circle.” | The Overland Park resident is part of that circle not only as a consumer of natural, chemical-free goods, but also as a producer of them. About a year ago, Simkins founded Skin Inc., a skin care line composed entirely of all-natural products.

BY COLLEEN COOKE

## NATURAL EVOLUTION

After earning a degree in journalism from the University of Kansas – and armed with years of experience in the restaurant industry – Simkins began Sister Sweets, an organic catering company. Through that business, she found herself teaching people how to make meals organically, and she decided to follow that path to earning her nutritionist degree.

She became a nutrition consultant and herbalist through Global College of Natural Medicine and founded Simple Nutrition ([www.simpwholenutrition.com](http://www.simpwholenutrition.com)). Even with the addition of her skin care line, Simkins still maintains her nutritionist client base.

As a nutritionist, Simkins found that **she wanted to do more than coach her clients about what they put into their body – she also wanted to help remove toxins from the exterior.** That led to the birth of her skin care line.

“I had been working with people for so long on removing chemicals from inside their body, and I wanted to help them remove those chemicals from the outside as well,” she says.

## BEAUTY AND HEALING

Simkins’ product line began with a chemical-free hand cream, which made its way into the hands of Ellen Holder, founder of the Kansas City-based Caren Online about a year ago. One hand cream has turned into 25 products, all available online at [www.realorganicskin.com](http://www.realorganicskin.com) and Caren Online ([www.carenonline.com](http://www.carenonline.com)).

**The list of Skin products sounds like a delicious trip to the produce aisle,** with items like Apricot Mango Eye Cream or Grapefruit Pom Body Lotion or Cranberry Orange Salt Scrub.

The top seller is the Seaberry Day/Night Restorative Face Cream, infused with Sea Buckthorn Oil, which is great for anti-aging or treating dryness. Another big seller is the Lemonlips Lip Balm, which stays on all day long and has healing properties.

“A lot of people think that if they’re using something that’s not manufactured by a big company or sold in a big chain store then it’s not going to work,” Simkins says. “But then once they try it, they can really see how it works.”

## WINTER SKIN TIPS

**Winter in the Midwest brings specific challenges to your skin,** not the least of which is exposure to extreme cold, the lack of moisture in the air and the continued danger of too much sun.

“The important thing is to keep your skin balanced,” she says. “If you over exfoliate, your skin will just produce more oil to compensate.”

Simkins recommends that you exfoliate no more than every three days, and use a non-detergent and alcohol-free wash when you do.

To protect your skin from overdrying and from sun exposure, Simkins recommends two options: the Rosey Plum Face Moisturizer for a light protection, or the Seaberry face cream to restore damaged or dry skin.

### WHERE TO FIND SKIN PRODUCTS

- [www.realorganicskin.com](http://www.realorganicskin.com)
- [www.carenonline.com](http://www.carenonline.com)
- Green Acres Market in the Briarcliff Shopping Center



## BENEFITS OF NATURAL PRODUCTS

As more people turn back to the earth for organic products and practices, they're discovering **a host of health benefits that come when they stick to natural elements.**

"The big reason people are going organic is for health concerns," Simkins says. "We're wondering why we're getting sick, and it's because of what we've put into our environment."

"Once you feel how great it is to remove the toxins from your body, you just can't go back. Everything that we can do to remove toxins from our body makes some kind of difference."

## HEALTH EFFECTS OF CHEMICALS

- Natural ingredients are non-corrosive and do not affect skin, eyes and nerve tissues.
- Some chemicals have carcinogen qualities; by avoiding long-term exposure to these carcinogens, you help prevent the onset of diseases like cancer, respiratory problems, allergies or cardiac arrest.
- Natural-based products are just as effective as chemical-based products. For cleaning our homes, there are many excellent products that eliminate dirt, grease and grime just as effectively as chemical-based aerosols and cleaners.
- Long-term inhalation or absorption of chemical-based scents can be toxic and lead to allergies.

Source: [www.earthturns.com](http://www.earthturns.com)

## SKIN PRODUCT LINE

- Rosey Plum Face Moisturizer
- Seaberry Day/Night Restorative Face Cream
- Lemon Aid foaming face wash
- Lemon Fresh Toner
- Oodles of Orange Foaming Hand and Body Wash
- Apricot Mango Eye Cream
- Apricot Eyes makeup remover
- Apricot Orange Body Lotion
- Grapefruit Pom Body Lotion
- Lemon Mousse Extra Dry Skin Cream
- Tropical Orange Hand Cream
- Lemonlips Lip Balm
- Claramint Lip Balm
- Cranberry Orange Salt Scrub
- Peppermint Foot Rub
- The Naked Line: body wash, lotion and shaving cream – contain no fragrance or essential oils
- Healing Calendula Salve

