

# “Il mio ESCLUSIVO Prodotto”

## Shea butter

Shea butter is a mixture of fatty substances obtained from the seeds of *Vitellaria paradoxa* (or *Butyrospermum parkii*), a tree belonging to the Sapotaceae family. This high trunk woody plant - also known as the "tree of youth", in memory of the extraordinary regenerative properties - grows in the arid and endless landscapes of the sub-Saharan savannah.

Shea butter is made from seeds (2-3 for each fruit).



### Production

According to the traditional production method, the fruits of the shea plant must be harvested from mid-June to mid-September. The seeds will then be freed from the pulp that surrounds them and will undergo a series of processes in order to obtain the butter. These operations consist of:

Crushing of the seed, crushing and grinding, until a pasty mixture is obtained;

The paste obtained in this way is added with water. The mixture is then brought to boiling and then filtered.

At the end of all these procedures an unrefined butter is obtained whose color can vary from white to yellow.

The product obtained, in order to be used at its best, must be refined, to remove impurities and to be used more easily.

### Composition

The composition of shea butter is influenced by several factors. In fact, it can vary depending on the conditions in which the plant grows, depending on the period in which the fruits are harvested and according to the extraction method used.

However, shea butter is mainly composed of a rich mixture of fatty acids, which are fundamental for the protection and care of the skin.

Among the components of shea butter we also find liposoluble vitamins with antioxidant action, such as provitamin A and E, which give it much of the precious virtues ascribed to it.

### Property

Given its rich and varied composition, shea butter has many properties that are used both in the dietetic and cosmetic fields.

## **In detail, shea butter has:**

Moisturizing - nourishing - emollient - regenerating - antioxidant properties.

The regenerating and antioxidant properties of shea butter mean that this product is particularly appreciated also in the world of anti-age cosmetics.

### **Cosmetic uses: Shea butter is used in the treatment of**

chapped skin, dry hair and more generally to tone and soften the epidermis.

For this reason it is recommended as: softener, emollient, anti-wrinkle,

anti-stretch marks, anti-inflammatory, skin anti-aging, calming, photoprotector and after-sun lotion.

**The product in its natural state is presented as a soft, ivory-colored paste.**

**At a temperature above about 35°, it turns into liquid.**

**Once spread on the skin, shea butter is quickly absorbed  
without leaving that unpleasant greasy sensation.**

**Naturally, the more the skin needs to be fed, the faster it will be absorbed.**

### **Used pure shea butter can be a very valuable ally in case of:**

Dryness of the skin - Reddening of the skin - Burns and burns - Skin irritation - Dermatitis - Erythema - Stretch marks (if applied during pregnancy, shea butter seems to be able to prevent its appearance) - Prevention of breast fissures caused by breastfeeding - Diaper, shaving and hair removal irritations.

At the same time, shea butter is able to protect the skin from solar radiation (even if, in the case of direct exposure to intense sunlight, it is appropriate to use an adequate sunscreen), it is also an excellent remedy to give skin relief after sun exposure.

In the tricological field it is used in the preparation of balms, to restore vitality to dry, frizzy and brittle hair. In this case, the product should be left on wet hair for a few minutes before rinsing it off with a generous wash. At the same time, pure shea butter can be used on the hair as a real mask to hold for about 30 minutes. After this time you can proceed with the normal washing of the hair that will appear softer and more hydrated.

My Shea Butter to make it more effective has been enriched with Sunflower seed extract, this to make Shea butter even more usable and because the high cosmetic qualities of Sunflower intensify that of Shea.

In fact, Sunflower in cosmetics is suitable for rejuvenating the skin, eliminating aging brought by sun exposure (photo-aging) and preventing scars, smoothes wrinkles and restores health to the skin throughout the body, nourishing and restoring elasticity, thanks to its high content of vitamins (Vitamin E and Tocopherols) and carotenoids (Vit A)

**The product is enriched with Lavender essential oil, which with its well-known characteristics,  
intensifies the action of Shea Butter, giving at the same time, a pleasant natural fragrance.**

COMPOSITION: Butyrospermum parkii - Helianthus annuus seed oil Lavandula Angustifolia.

**DOES NOT CONTAIN DYES or PRESERVATIVES**

More information: [\*\*mail@watimawe.it\*\*](mailto:mail@watimawe.it)