

Another National Award for Startup Natural Skincare online store

Monday 19 November, 2012

Start-up business <http://www.thepureemporia.com> has celebrated its third national award just over a year after launching.

The latest awards were launched to showcase the very best products in the natural beauty, health and wellbeing market, and following rigorous testing, The Pure Emporia was recognised for its range of completely natural products.

Awarding The Pure Emporia was natural lifestyle guru Janey Lee Grace who herself has recently been awarded the most influential person in the natural skincare industry. Janey recognised The Pure Emporia for the stores ethos of checking each of its products ingredients to ensure that they are free from 'nasty' ingredients.

Sharon the owner says that "only 3% of a product has to be natural for it to be listed as such and could contain some unwanted ingredients. All our products are checked thoroughly to ensure that nothing unwanted is included. We are so proud of the quality of our products and it's great that we keep being recognised".

Sharon started the business when a number of friends and family all became ill at the same time. She started researching what they were putting on their skin and was shocked to find harmful ingredients can be used to make skincare. After hours of research she built a database of over 4,000 ingredients.

"I took the decision to put my extensive research to good use, and launched The Pure Emporia which is dedicated to providing beauty and skincare products that are free from 'nasties' and not just free from the well knowm ones like Parabens".

"Winning the awards gives us such a confidence boost and shows that our efforts have been worthwhile, although the best award we have had is when a young child could stop using steroids for his eczema after swapping to our natural childrens range."

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