

## All About Dead Sea Products

The Dead Sea is known to possess many health benefits ranging from helping people with chronic skin diseases like psoriasis, to cardio-vascular disease and lung disease. To appreciate these benefits most people make the Dead Sea their holiday destination to soak up the sun, sea, air and earth. For the rest of us, the benefits of the Dead Sea can be found in black mud, facial scrubs, mineral soaps, bath salts, masks, creams, lotions, serums, gels, and in a variety of other formats. The key is in the Dead Sea's high mineral concentration, which has been collected over thousands of years through a combination of rapid evaporation, sea water deposit and its unique geological structure. The black mud pools and the salt beds located at the Dead Sea are rich in minerals, containing high concentrations of essential trace elements such as potassium, sodium, calcium, and magnesium and up to 17 other beneficial elements or minerals.

Modern science has completely proven that the minerals contained in the salt and mud of the Dead Sea stimulates circulation, enhances cell regeneration, improves skin tone and provides relief from skin, rheumatic, joint and inflammatory ailments.

Research has proven that the skin will only absorb substances it recognizes as similar components to its own cells. The rare minerals found in the Dead Sea happen to be an exact replica of the mineral composition of our own skin. In other words, your skin is able to absorb all of these nourishing minerals. Swisa products are imports of these life-giving ingredients from thousands of miles across the ocean and hundreds of feet below sea level, directly from the Dead Sea itself. The salts and mud are then brought here in their unique raw and natural state, nothing added and nothing taken away. Finally, in the swisa laboratory they combine a unique blend of Aloe, luxurious oils and anti-oxidant enriched ingredients to leave your skin healthier and more beautiful then you have ever felt it before.

From a skincare perspective, Potassium helps regulate the moisture level in the skin while Magnesium promotes healing. Sodium is an essential element for the body to function while calcium is essential for bones and muscle. The mineral mud soothes and softens the skin, promotes the natural shedding of the skin to deliver a radiant complexion and cleansing at the same time. The high concentrations of humic acid found in the mud have also been proven to be beneficial for soothing painful muscles, rheumatic conditions and arthritis. The minerals can be used in spas and baths to stimulate the immune system, which also deliver direct benefits to the respiratory systems and aid in many conditions such as asthma.

Swisa's use of Aloe as a primary ingredient in the majority of their health and beauty products remains untouched by any other comparable manufacturer. Swisa has realized the importance of this ingredient as being one of Nature's best skin healing products on Earth. The decision to use Aloe as a base, instead of water in the majority of the products, furthers Dror Swisa's vision to provide the very best product in the most unique way.

## About the Author

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