

International Women's Day 2018 – Empowering the Women – Beauty + Health Campaign

ADELAIDE, SA, AUSTRALIA, March 8, 2018 /EINPresswire.com/ -- International Women's Day 2018 – Empowering the Women – Beauty + Health Campaign Adelaide, March 8 – Belle'Botanique Pty Ltd a South Australian company is dedicating its recently launched Beauty + Health campaign to celebrate and honour International Women's Day 2018 – empowering the women across the globe.

Everyday a woman combats internal and external stressors, she makes choices to feel good and look good, and that requires maintaining emotional and physical wellness daily. Nourishing inside & outside strategy, to beautify the whole being and by combining nutrition and quality skincare, is a win-win result. Pollution is everywhere and is increasing worldwide. So, it is important to reduce exposure to toxic compounds and toxicity in the body. It is a responsibility every woman is carrying, not only for herself but also for the generations to come.

[Watch the Video:](#)

<https://youtu.be/kovSBjHagt4>

“We at Belle'Botanique are developing skincare and haircare products, and 100% natural perfumes applying principles and processes of 'Green-Chemistry' using only safe and natural ingredients,” said Peta-Ann Jain, a perfume designer, artist and co-founder of Belle'Botanique Pty Ltd. “Every day I meet and talk to many young and mature women, I am surprised that most women

don't know that majority of perfumes, whether be expensive or economical, are made with synthetic chemicals. A large number of these aroma-chemicals have been proven to be [endocrine \(hormonal\) disruptors and have properties to cause reproductive toxicity.](#)”

https://www.ewg.org/sites/default/files/report/SafeCosmetics_FragranceRpt.pdf



Emotional centres in the brain are deeply connected with the sense of smell, and skin is not only the largest organ of the body but also 'An Outpost of Immune System'.

"As the digital-age of Artificial Intelligence is approaching fast, it is vitally important to keep what makes us human and our humanity, women have been endowed with emotional intelligence," said Josh Adams senior researcher at Belle'Botanique. "[Whether be general wellbeing, perfumes or skincare](#), we are providing safe and effective choices for the women to feel good, look good and combat pollution."

Recently launched 'Beauty + Health' campaign by Belle'Botanique will empower the women across the globe by increasing the awareness and by providing the effective solutions.

Contact:

Peta-Ann Jain

Email: info@bellebotanique.com.au

Facebook: <https://www.facebook.com/bellebotanique>

WeChat ID: BelleBotanique

Peta-Ann Jain

Belle'Botanique Pty Ltd

+61-8-83956750

email us here



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