

### DEAD SEA MUD POWDER

*Suitable for beauty and personal care applications.*

**INCI:** Maris Limus (Dead Sea Mud)

**Extraction:** Collected from the Shores of the Dead Sea

**Processing:** Sun Evaporation

**Shelf Life:** 3 Years

**Origin:** Jordan

#### Background:

The Dead Sea is the deepest salt lake in the world. Its saline content is approximately six to eight times higher than that of the oceans. It is named the Dead Sea because the salt concentration is so significant that plant and animal life cannot be sustained in these waters. In addition to its noteworthy sodium chloride (salt) content, the Dead Sea is rich in other minerals including Potassium, Magnesium and Calcium. It is said that those that swim in the Dead Sea easily float on the surface of the water due to the high concentration of sodium chloride.

Dead Sea Mud, also known as Black Mud, is a fine, wet mud comprised of the soft earth found on the shores and at the bottom of the Dead Sea. It has been used for centuries for its beauty, cosmetic and wellness benefits. Praan Naturals Dead Sea Mud Powder is 100% natural and offers all the benefits of traditional wet Dead Sea Mud. It has been sun dried and then irradiated to offer a longer shelf life with reduced risk of microbial contamination.

Praan Naturals Dead Sea Mud Powder is expertly and meticulously collected, dried, sifted, irradiated and packaged using standards that maintain the purity, freshness and beneficial properties of this highly nutritive ingredient.

#### Ethical and Sustainable Sourcing:

Our Jordanian manufacturing partner upholds stringent business and social standards, and they strive to minimize the environmental impact of their operations. They comply with all environmental laws, and a third-party international inspector is on-site to ensure adherence to all universal environmental criteria. Our partner is committed towards ensuring fair treatment and hygienic working conditions for all employees, and they contribute a portion of their revenues towards social responsibility programs.

**Recommended Usage:** 1-100%



#### Uses:

When reconstituted into a mud or incorporated into liquid formulations, Praan Naturals Dead Sea Mud Powder helps to gently exfoliate the skin while absorbing dirt and impurities. It promotes glowing skin that appears smoother, softer and healthier. It can be used in formulations intended for both the face and body. It is perfectly suited for application in a spa setting. Dead Sea Mud Powder can be used in facials, scrubs, body wraps and masks. It can also be used in the formulation of hair pastes and other hair care products that help to naturally cleanse the hair and scalp. This premium quality powder can be simply mixed with water, or it can be incorporated into a wide range of facial, body care, exfoliation and mask formulations.

#### Properties:

- 100% Natural
- Irradiated
- 600 Micron Particle Size
- Medium Brown, Cocoa-Like Hue
- Minimal, Characteristic Aroma
- Slightly Gritty Texture

#### Dead Sea Mud Powder is Perfectly Suited for the Following Personal Care Applications:

- Skin Care
- Hair Care
- Wellness Applications

#### Standard Packaging:

Polyethylene Lined Polypropylene Bags



**For more information about Praan Naturals premium quality Dead Sea Mud Powder, cosmetic clays and other specialty ingredients for use within innovative natural beauty and personal care product development, visit [PRAANnaturals.com](http://PRAANnaturals.com) or call our Customer Care department at (800) 340-0080 or (203) 702-2500.**

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