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## The Soap Box

### *Truly Organic Contents*

December 2006

**Dear Heather,**

Inspire: to stimulate someone to do something, especially creative work or the making of art.

As I contemplate solutions to the world's problems, I realize that the problems that we endure as a culture are vast, and for someone to feel as though he or she can tackle such a beast single handedly is absurd. Inevitably, that person will drown in his or her own inhibitions. First you work and work, and then you work some more. After that your ability to focus on the things that need attention diminishes and nothing gets accomplished. Soon you begin to feel the weight of the world as it slowly crushes whatever is left of your vision. I can tell you this because I was once in that place feeling the weight of the world. But the truth is that the solution can be summed up in one word: inspire. Yes, that's right. Once you embrace the fact that inspiration can quite literally save the world, the weight will be lifted.

You see, inspiration is what marketing people have been using for the powers of selling things for hundreds of years. It was just never labeled that. You see something that you feel like you want but don't have, and it is followed up by an appealing image or catchy phrase. So there you are in the checkout line whipping out your cash to purchase what inspired you. And then someone sees you with whatever it is that you bought and they want one too. This is called a fad or trend.

My life goal is always to be creating objects or concepts that inspire people to make changes or to see the world in a different way, inevitably causing a shift in the trends of this world. This goal makes it possible to take on way more than I could normally handle alone because I have the help of so many others who also wish for great change.

Thank you. You are all on the Pangea payroll; your benefits package is called the future.

Much love, peace and prosperity in the New Year!

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Joshua S. Onysko, Founder & CEO  
Hazel, The Office Cat

### *Best New Product of the Year!*

Our [Japanese Matcha Tea with Acai & Goji Berry Facial Mask](#) was awarded Best New Product of the Year '07 at New Hope Natural Media's Natural Products Expo East 2006 in Baltimore, MD (USA).



The ultimate multi-tasker, our Mask does everything from detoxifying, deep-cleansing and exfoliating, to toning, moisturizing, and even helps to reduce wrinkles. A powerful blend of antioxidants and anti-aging elements that will leave your skin polished, glowing and radiant - and that's not all!

Always mindful of the environment and our daily impact on the planet, Pangea has created **new packaging that is plantable!** Soak the box for one minute and plant it about 1" deep in soil. In just a few weeks you will be enjoying deliciously edible Genovese Sweet Basil!

[Check it Out](#)

### *Winter is Upon Us*



In preparing for winter, it is important to consider dry and/or dehydrated (aka Thirsty) skin. Although caring for Thirsty skin requires more than just drinking water, we encourage you NOT to underestimate the power of hydration when it comes to healthy skin. In addition to getting your fill of pure water, here are a few remedies we recommend:

First, stimulate oil production. This will address the underlying cause of true dryness (lack of sebum). Ingredients such as [blood orange](#), [lavender](#), [mandarin](#), [rice bran extract](#), [rose](#), [rosemary](#) and [sweet orange](#) balance sebum production.

Second, draw water to the surface of the skin with humectants (hydrators) and trap them with occlusive moisturizers (emollients). This will treat dehydration and provide immediate relief by creating and strengthening the skin's barrier layer, which holds moisture in and protects. [Comfrey leaf](#), [jojoba oil](#), [palmarosa](#), [rice bran extract](#), [rose](#) and [rosehip seed](#) are both hydrating and emollient.

Do any of the ingredients above sound familiar? You guessed it – all of them can be found in our skincare products for Thirsty skin. We recommend:

- **CLEANSER:** [Egyptian Calendula & Blood Orange](#)
- **TONER:** [French Rosemary with Sweet Orange](#)
- **CREAM:** [Italian Red Mandarin with Roses](#)

In treating Thirsty skin, most sufferers immediately turn to a heavy moisturizer for relief. Although this may seem like the obvious solution, the use of heavy creams can actually interfere with sebum (oil) production and prolong, or even exaggerate, the problem. Our facial cream for Thirsty skin is a lightweight moisturizer by design, and yet it is highly effective for dry and/or dehydrated skin. By enhancing sebum production, our [Italian Red Mandarin with Roses Facial Cream](#) brings dry and/or dehydrated skin into balance and helps to maintain its health and radiance.

Equally important in treating Thirsty skin is smoothing the surface to ensure that the protective layer remains intact. This is where exfoliation comes into play. In order to repair the top layer so that it holds moisture and provides a protective barrier, it is necessary to slough off the dead, jagged skin cells on top. Be careful with exfoliating products, as they have a tendency to be harsh, and over-use will create additional problems.

When it comes to exfoliating, we recommend our *new* [Japanese Matcha Tea with Acai & Goji Berry Facial Mask](#). With natural ingredients like blue violet leaf, vitamin C, rice bran extract and cane sugar – all of which are exfoliating by nature – our mask is gentle, and yet it works wonders on the skin. You'll see. While applying, we recommend that you take a few extra seconds to gently rub the mask into the skin, as well as a few extra seconds to gently scrub the skin as you rinse. Not only will a little manual stimulation aid in the process of exfoliation, it will also stimulate circulation and help promote that rosy glow. Ahh. Now doesn't that feel better? Now, with soft supple skin, you are prepared to be your true, radiant self all throughout winter.

Here's to healthy, glowing skin all year long!

Jen Murphy, Lic. Esthetician  
esthetician@pangeaorganics.com

[Looking for Answers? Visit our Ingredient Glossary](#)

*Congrats to Ideal Bite!*



Thank you to all who supported us in our nomination for Co-op America's Green Business of the Year [People's Choice Award](#).

We didn't take home the award this year, but there's always next year!

Congratulations to our friends at [Ideal Bite](#) who did. They deserve it. Who doesn't love their Daily Tips?

**Thank you once again for your support!**

**Get Tipped Off**

### ***Free Gift with Purchase of Luxury Spa Bento***



Now the fastest growing skincare line in the world brings you the fastest growing packaging in the world. Our product boxes are made using a new Zero-Waste process with 100% post-consumer paper and organic seeds like edible Sweet Basil and flowering Amaranth. Simply slip off the label, moisten with water and plant in the earth. Eliminate the need for wrapping paper and support Zero-Waste packaging with Pangea's beautiful, reusable [gift boxes](#).

Americans toss out enough paper and plastic cups, forks and spoons every year to circle the equator 300 times. Shocking, isn't it? We know. That's why we want to help you become part of the solution by offering you a **FREE** set of To-Go Ware when you purchase one of our new [Luxury Spa Bento](#) (\$149.99) online, plus FREE UPS GROUND SHIPPING! Just enter **To-Go Ware** in the promotion code at checkout.

The To-Go Ware utensil set includes: one reusable fork, knife and spoon, and one set of reusable chopsticks - all crafted out of renewable bamboo and beautifully wrapped in a decorative, fair trade, cotton travel case produced by Women's Education for Advancement and Empowerment (WEAVE), a women's cooperative on the Thai-Burma border that provides income for Burmese refugee women.

Help lighten the ecological footprint of someone you love this holiday season!

*Offer limited to the first 30 orders. Available at [pangeaorganics.com](#) only. Expires December 15, 2006.*

### **Make a Difference with your Gift Giving Today**

#### ***Avoid Cotton Packed with Pesticides***



Despite its wholesome, 'natural' image, cotton uses the most pesticides and fertilizers of any other crop. An estimated one-third of a pound of pesticides is used to produce one conventional t-shirt. Many of these pesticides are known to cause cancer and other diseases. Organic cotton farming, on the other hand, emphasizes the sustainability of soil and water resources – working in harmony with nature, rather than against it.

One company embracing organic materials, blending style and sustainability is Yoga, Tribe and Culture. Their tees and tanks combine socially conscious messaging with beautifully edgy designs for a cool, urban feel.

Shop [yogatribeandculture.com](#) before December 15th and receive **10% OFF** your first order. Simply type in **PANGEA10** in the discount code box at checkout!

**Be Comfortable in your Clothes!*****Green Holiday Shopping that Helps Non-Profits***

Shift Media has launched a new site called [Shift Your Gift](#), featuring its top 50 favorite sustainable products for the holidays. The best part? You can direct **5% of your online purchase to a non-profit** listed on the site.

Shift Your Gift was launched to raise awareness about sustainable shopping options, to promote a new generation of eco-entrepreneurs, and to support the non-profit sector. All in one click.

**About Shift**

Shift Your Gift is an initiative of Shift Media, a new media company that brings sustainable living options to the mainstream. Check Shift out at [www.shiftmag.com](http://www.shiftmag.com) and see how easy, fun and hip it can be to live more responsibly.

**Shift Your Gift*****Sam Suds and the Case of PVC, the Poison Plastic***

Have you seen the new, animated, spoof video: [Sam Suds and the Case of PVC, the Poison Plastic](#)? It's a hoot.

*Sam Suds, PI (Poisons Investigator) is no ordinary detective - his job is to protect the Johnson household from dangerous toxins. He'd been a hero in the past, locking away household villains like lead and DDT. Now, he faces one of the most toxic offenders yet: PVC, the poison plastic. But the trail had gone cold. Word around the bathroom was he was washed up. Until she floated in...*

Watch the three minute video, help Sam Suds crack the case, and have a laugh at [www.pvcfree.org](http://www.pvcfree.org), brought to you by the Center for Health, Environment and Justice.

Pangea plastic is PVC-free.

**Watch Now!**

[newsletter@pangeaorganics.com](mailto:newsletter@pangeaorganics.com)

1.877.679.5854 (Toll-Free)

<http://www.pangeaorganics.com>

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