

Maria Cruz

# The Woman's Guide To Organic Skin Care

How To Obtain A Natural  
Beauty With Organic Skin  
Care (Your keys to Success)

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## Meet Maria Cruz



Maria is a housewife, cleaner and entrepreneur with two grown boys, a husband who is a semi-retired 23 year military veteran, one cat and two dogs

Maria was one of ten children (Seven sisters and three brothers) and original hails from Madeira which is a small island belonging to Portugal.

She left school at 15 to help support her family and moved to the UK where she worked in hotels and started her own cleaning business.

Maria also has a love of cooking, gardening and growing orchids.

With Maria's eBook's, you will find a unique selection of trending topics ranging from "Beauty Tips and Tricks" to "How to shop on a budget" and everything in between.

# Introduction

What does beauty mean to you?

It's a concept that has been somewhat lost along the way in the digital age. Companies trying to sell products with photo shopped women wearing far too much makeup, Instagram accounts run by "influencers" who spend their time pouting at the camera and taking selfies.

These influences have warped our perceptions of what it means to be attractive in the modern age, and they have unfortunate, destructive impacts on our health and happiness.

And this is a serious problem.

Before we get ahead of ourselves and start attacking the health and beauty industry, we should first remember that this is nothing new. Culture has shaped perceptions of beauty for centuries, which has a huge impact on how we feel about ourselves, our aspirations, and our health. It guides how we treat ourselves, and ultimately what we look for in partners.

Unfortunately, it just so happens that this can be a toxic and harmful influence.

But there is a truer type of beauty that transcends trends and fads. It is the natural, glowing beauty that comes from being truly **healthy** and happy.

Because while you can try and hide or alter your looks with expensive products, they are ultimately all trying to emulate the appearance of natural youth, energy, and vigor (we'll discuss this more in the final chapter).

When you naturally look and feel great, you don't need to do this. You will simply look naturally healthier, more vibrant, and more attractive.

People will notice that you look different, but they won't be able to put a finger on it. They'll say you have a "glow." You'll feel and look great, and people will be drawn to you.

The best part? The journey it takes to get here doesn't involve using damaging chemicals, or going through painful procedures. It is the very act of nourishing and caring for yourself that will lead to that organic beauty. That outward glow is simply a reflection or a projection of your inner state of being.

This is the appeal of organic, natural beauty. And it's something that anyone can achieve.

In this book, you'll learn more about what it means to chase after "organic beauty" and how it can change the way you think about your appearance and your grooming. Are you ready?



# Chapter 1

## The Science of Beauty – Why Are Some Things Beautiful?

Why is it that some things are considered 'attractive' and other things are considered off-putting? What is it about clear skin in particular that makes someone seem like a better catch? And how can understanding the science behind this attraction help us to be more effective at improving our own looks?

This post will explore those concepts.

### Evolution and Looks

The key to understanding the seemingly arbitrary set of rules that define attractiveness is to understand the role that evolution played in creating them.

Evolution you see, is all about survival of the fittest. It's about the traits that help us to stay alive longer and pass on our genes becoming more dominant. This also accounts for our 'tastes' when it comes to the opposite sex. People who choose evolutionarily 'better' partners, are more likely to pass their genes more effectively.

In other words, then, our desires and our tastes in men or women are dictated by the signals that suggest a higher chance of survival. We pick people who look healthy but we also pick people who seem to be resourceful, powerful and important. This way, we think that our children will be better cared for and will inherit more of those positive traits.

### What Does Skin Have to do With It?

So, with that in mind, where does healthy skin come in? What does this tell us about a potential mate?

For starters, healthy skin suggests a good diet. This in turn suggests access to resources that will benefit offspring and it suggests generally better health.

At the same time, healthy skin also suggests a good balance of hormones which might in turn suggest more virility and fertility.

Next up, healthy skin makes us look more symmetrical. Why is symmetry important? This part isn't actually clear but one theory is that symmetry suggests healthy cell division. The cells in our body reproduce by splitting in half to form two exact copies – a process called mitosis – and this occurs millions of times a day.

The problem is that the process doesn't always go completely smoothly. Sometimes, a small error will creep into the process, leaving the cells not quite identical. Normally this isn't a big deal but sometimes it can cause damage to integral parts of the DNA – and this is where cancer comes from.

Cancerous cells then spread because they continue to split and reproduce and as a result the 'flaw' in that cell is reproduced throughout the body.

### **Organic Beauty = True Beauty**

There are many more examples, but essentially beauty and health are very closely linked. And this is why organic beauty is the truest form of beauty. Organic beauty means making yourself healthier first so that your natural beauty shines through.