



# the allergy + gluten free show

21-23 May 2010 Olympia, London

**28<sup>th</sup> April 2010**

**FOR IMMEDIATE RELEASE**

## **Beauty is in the eye of the bugs; chances are your lipstick contains crushed beetles!**

### **Organic mineral make-up producer Green People to showcase new range at The Allergy and Gluten Free Show, free from (commonly used) harmful chemicals!**

According to organic mineral make-up producer Green People, it is a shocking fact that many cosmetic products on today's high street contain at least one, or a combination, of potentially harmful chemicals such as mercury, phthalates, parabens, carcinogens or carmine ( aka crushed beetles)!<sup>1</sup>

Green People have chosen The Allergy and Gluten Free Show (21 – 23 May, Olympia, [www.allergyshow.co.uk](http://www.allergyshow.co.uk)) to promote their new collection of 9 natural make-up essentials, which have all been certified by Ecocert, and which contain none of the aforementioned chemicals.<sup>2</sup> Keen to encourage onsite product engagement, Green People will be offering make-overs to visitors of the show for only £5, which can then be redeemed against any purchase made at the event!

Charlotte Vohtz, Founder, Green People says, "Our skin deals with up to 515 different chemicals every day - foundation alone can harbour 24 independent chemicals. This toxic way of living can cause problems from skin irritations and allergies to fertility issues and links to cancer. Our new collection offers an organic alternative with all the added benefits from mineral make-up including non-pore clogging and full, natural coverage without the chemical cocktail!" [www.greenpeople.co.uk](http://www.greenpeople.co.uk)

Green People represent one of a stunning selection of exhibitors at The Allergy and Gluten Free Show (AGF), offering hundreds of different solution at the only UK event for the millions of people who live with asthma, eczema, sensitive skin, hay fever, chemical sensitivities, food intolerances, coeliac disease and other allergies / intolerances.

With a relevant audience of millions (and the NHS significantly under equipped to cope with demand), AGF represents the only place for people to go to absorb all the latest information, all under one roof at one time. This opportunity has been recognised and acted on by new owners F2F events Ltd, who have developed a vast array of exciting content for their inaugural edition of the show, which will include free expert public seminars, free entertaining live cooking and product demonstrations, and a communal 'free from' visitor recipe exchange.

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<sup>1</sup> The Green People Ltd

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## AGF 2010: the place to find...

- The latest advice and sample solutions for allergies / intolerances.
- Over 100 specialist exhibitors specialising in providing help in these areas.
- Show discounts on a range of relevant products.
- Free expert seminars from consultant allergists, dieticians, asthma nurse specialists, nutritionists and other health professionals.
- Delicious 'free from foods' and cooking demonstrations.

## Buy your ticket today!

You can purchase your ticket for this event now. Tickets cost £6 in advance (£9 on the door), though under 16s go free if accompanying a paying adult. Book online at [www.allergyshow.co.uk/tickets](http://www.allergyshow.co.uk/tickets), or call the box office on 0844 4818898.

**-ENDS-**

### Notes to editors:

Event: The Allergy & Gluten Free Show 2010  
Date: 21-23 May 2010  
Venue: Olympia, London

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**Green People Organic mineral make-up is made without Parabens, Phthalates, Propylene Glycol, PEGs, Mineral Oils, Synthetic fragrances and colourants to bring you the purest make-up that nature can offer.**

## Did you know...

- **Lipsticks can contain crushed beetles!** 'Carmine', 'Cochineal' or CI 75470 is a red pigment used to create a vivid red lipstick. Consider this, it takes 70,000 insects to make one pound of cochineal dye!
- **Mascara may contain Mercury!** Legally allowed as a preservative, it can accumulate in the body over time. Toxicologists worldwide recommend avoiding it wherever possible.
- **Foundation can harbour 24 different chemicals!** Amongst them Polymethyl methacrylate, which adds a soft and smooth feel but worryingly is linked to cancer, disrupting the immune system and causing skin allergies.
- **Propylene Glycol is a main ingredient in anti-freeze!** A known skin irritant found in foundation, lip products, eye shadow and mascara, it alters the structure of the skin by allowing synthetic chemicals to penetrate and enter the blood stream.