PURA VITALIA

A FIVE-MINUTE FIELD GUIDE

read the back of the *bottle.*

the five soap ingredients worth recognizing — what they are, what they do, and which one we personally skip. no chemistry degree required.

OLIVE-OIL CASTILE SOAP · CASTILE, SPAIN

THE PREMISE

your skin is a *doorway*, not a wall.

here's the proof, and it fits in two sentences: when doctors need medicine in your bloodstream slowly and steadily, they don't always hand you a pill. they hand you a patch — nicotine, hormones, motion-sickness meds — and your skin does the rest.

01

> *your skin absorbs. that's not a flaw. it's how it was made.*

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which means the back of the bottle is quietly one of the most important labels in your house. this guide teaches you to read it — five ingredients, five minutes, no chemistry degree.

INGREDIENT ONE

sodium lauryl sulfate *(SLS)*

WHAT IT IS

a detergent. it's what makes cheap soap foam like a car wash.

WHAT IT DOES

it cleans by stripping — and it doesn't distinguish between the day's grime and your skin's own natural oils. that's why some soaps leave you feeling tight and dry ten minutes after the shower.

02

OUR TAKE

it's not a danger — it's a preference. some skin tolerates it fine. ours doesn't, so we skip it.

> *if your skin runs dry, this is the first ingredient worth noticing.*

also appears as — sodium laureth sulfate (SLES), ammonium lauryl sulfate

INGREDIENT TWO

“*fragrance*” (or “parfum”)

WHAT IT IS

here's the interesting part — nobody outside the company knows exactly. "fragrance" is a single word allowed to stand in for a blend of ingredients that don't get listed individually.

WHAT IT DOES

makes things smell nice. what else is in the blend stays between the manufacturer and the bottle.

OUR TAKE

we prefer scent with a name. "lavender oil" tells you what it is and where it came from.

> *“fragrance” asks you to take its word for it. you don't have to.*

INGREDIENT THREE

olive *oil*

WHAT IT IS

the same thing that's in your kitchen. food-grade, pressed from olives.

WHAT IT DOES

as a soap base, it cleans gently and leaves the skin's own moisture where it belongs. it's been the backbone of the finest soap in the world for centuries — long before anyone needed a guide to read a label.

04

OUR TAKE

this is the hero.

> *when olive oil is the first ingredient, most of your questions about the rest of the label get smaller.*

INGREDIENT FOUR

aloe

WHAT IT IS

the inside of a leaf. that's the whole story.

WHAT IT DOES

soothes and softens — the reason people have been snapping the plant open over sunburns forever.

OUR TAKE

recognizable, pronounceable, and it earns its place.

05

> *an ingredient you could grow on a windowsill is an easy yes.*

THE RULE

the short-*list* rule

no single ingredient tells you as much as the length of the list.

real soap needs a handful of things: an oil, something to turn it into soap, water, maybe a scent with a name. when the label reads like a chemistry final, most of those extras are there for the shelf, the foam, or the color — not for your skin.

> *the shorter the list, the fewer questions you have to ask. count the ingredients before you read them.*

YOUR ONE-WEEK ASSIGNMENT

read *one* label.

this week, read one label. just one — the product that touches your skin most often. probably your body wash or your hand soap.

count the ingredients. find the ones you now recognize. notice what's named and what isn't.

that's the whole assignment. no purge, no panic, no throwing anything away.

07

> *you can't unsee a label once you can read it — and what you do next is entirely up to you.*

WHO WE ARE

a label you can read *out loud.*

we're pura vitalia. we make castile soap the way it's been made for centuries — olive oil, organic aloe, a label you can read out loud without stumbling.

if you ever want to see what a short list looks like, ours is here.

SEE THE LABEL

puravitalia.com/pages/your-skin-eats-too