

Healthy Skin Care Revolution

Electric Body Skin Care, founded by internationally acclaimed health consultant and cancer researcher Denie Hiestand, is making huge inroads into the world skin care market.

Launched in early 2007 in New Zealand, after only being available initially to Denie's private clients, it has rapidly grown to be marketed in Switzerland, UK, Europe, Canada and making a huge impact in New York and Los Angeles, particularly with the Hollywood set.

How is it that a small New Zealand company, run by kiwis, can burst onto the world scene with a natural skin care product, in such a short time? Beautiful You wanted to know the answers to these questions so we interviewed the founder of Electric Body Skin Care, Denie Hiestand.

DENIE, WHAT INSPIRED YOU TO ENTER THE BEAUTY AND SKIN CARE MARKET?

I developed Electric Body in response to a promise I made to a dying cancer client, who asked me to develop something that would give women beautiful skin and not overload her body with any more toxins. A number of years ago, when researching breast cancer, I came across a tremendous amount of research that suggested cancer could well be linked to chemicals and other non life giving compounds entering the blood. As a result of this research it was many years ago that I advised all my cancer clients, particularly those with breast cancer, to refrain from using all skin care products, hence the plea from my client.

WHY ONLY SKIN CARE – SURELY THERE ARE OTHER WAYS WE POLLUTE OUR BODIES?

The skin is one of the most effective delivery systems for chemicals through to the blood, which is why the medical profession uses patches and topical application of drugs. In fact, we could live in this polluted world, eating our not so pure food, for a hundred years and not put as many chemicals and other non life giving compounds into our blood, as one month of an average women's skin care protocol.



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SO WHAT IS DIFFERENT ABOUT THE ELECTRIC BODY SKIN ELIXIR?

The more I looked and researched, the more disillusioned I became with what is the cosmetic industry and the chemically-laced products available on the market. I started to look at the possibility of using biologically alive colostrum as the basis for a truly amazing life giving cosmetic. I asked myself the question, ‘what is beautiful skin?’ the only answer to that was – ‘healthy skin’. It is in my opinion that if you give the skin the necessary nutrition to be vibrantly healthy, all the skin issues we have will slowly and surely disappear. I believe women, in their desire to feel that they are beautiful, really desire healthy, glowing, natural skin.

WHY DID YOU USE COLOSTRUM AS YOUR MAIN INGREDIENT?

Colostrum is the most powerful life giving compound known to science. There are over 200 documented cellular and life enhancing properties known about colostrum. Colostrum is nature’s life starter. Colostrum carries with it the zeta potential (the bio-energy field), that actually triggers the DNA code in every cell to function. New Zealand colostrum is the most bio-available and life enhancing natural compound in the world. The trick was to combine New Zealand colostrum, with it’s intact energy field, stabilize it without chemicals or parabens for shelf life, and create a product that could be topically applied yet still be available to the cell membranes.

WAS THIS A DIFFICULT PROCESS?

Yes, it is probably the most difficult, mind bending, quantum physics learning curve I have ever attempted in my life. I was often told that what I wanted to achieve was not possible. The break through came when I looked at how nature works electrically.

Our ‘traditional’ based medical science is based on particle physics: one herb does this, one herb does that. In our western world, we have put this and that together with the belief that this and that will take place in the body. But nature doesn’t work like that. You can liken the above to musical notes, as in essence that’s what everything is, a vibrational frequency. Nature doesn’t recognize individual notes, it only recognizes the tune.

For example, take the simple tune ‘Mary had a little lamb’, if you took one note from that tune, and tapped it on the piano, you would not recognize ‘Mary had a little lamb’, it would only be one isolated vibration.

So once I decided on which natural ingredients I wanted to use in our Skin Elixir, i.e. once I got all the notes together, I then had to work out how to put those notes together to make a harmonious tune. You see if you took all the notes from ‘Mary had a little lamb’ and mixed up the order of delivery, the tune would not be harmonious or recognizable. This is precisely what is meant by my trademarks electrically formulated® and electrically available®, and this was my breakthrough in creating the magic of our Skin Elixir. I figured out the required tune that the skin cells recognized as life giving and health promoting and created the symphony of vibrations with my ingredients to make a harmonious tune that the cells recognized.

IS IT DIFFICULT TO MAKE YOUR SKIN ELIXIR?

Extremely so. You cannot just get all the ingredients and throw them together into a mixing bowl. The product just doesn’t work that way. We have to hand mix each ingredient with another specific ingredient at a given time and in a given order. This process can take up to a week for each batch. Our entire production facility of our skin elixir is hand batched and vibrationally stacked to my specific protocol. Of course, this is a closely guarded secret with only a few knowing the precise process.

SO IS IT JUST A FACE AND EYE CREAM?

My original intention was to make a life giving face and eye cream to create beautiful healthy skin, but due to its amazing effectiveness we have crossed the cosmetic barrier into enhancing wound healing and all other skin issues. Due to the bio-available colostrum our skin elixir is now being used by cosmetic surgeons, people with eczema, on sun burn, to reduce scarring, on bruises, cuts, mouth ulcers, cold sores, thrush and yeast infections, and has been used even as a personal lube. Due to its edible factor, it can be used internally as well as externally. In fact, one doctor wrote to us and described our Skin Elixir as a first aid kit in a bottle.

SO IT REPLACES A NUMBER OF PRODUCTS?

Absolutely! It can be used as your toner, your moisturizer, anti-wrinkle cream, anti-aging cream, as a skin softener, skin protector, neck cream, eye cream, and treatment cream for irritated skin on any area on the body.

SO YOU COULD SAY ELECTRIC BODY IS VERY ECO-FRIENDLY?

Yes, by all means. You see it replaces at least 4-5 different creams and lotions that an average household would have. So not only is its environmental footprint many hundreds of percent lower than other skin care lines, it is also financially extremely economical due to the fact that you only have to buy one product to cover your beauty and skin repair needs.


SO WHAT ABOUT OTHER BEAUTY NEEDS SUCH AS CLEANSERS OR DEODORANTS?

We have developed a chemical and metal free deodorant and skin conditioner called Body Spray which is getting rave reviews around the world. Also we have our Body Polish which contains New Zealand colostrum, for cleansing, exfoliating and softening the skin. Also, in response to consumer demand, particularly in the spa industry, we are developing a natural deep cleanser. We have been asked to develop shampoos, conditioners and hair care products and ultimately a whole franchise of EB, Everything Beautiful Spas which will offer completely healthy choices.

DO MEN USE ELECTRIC BODY TOO?

Definitely! Many men are avid users of our Skin Elixir due to its relative gender neutral fragrance and its amazing effectiveness. It is certainly a universal product for women, children and men.

WHERE CAN PEOPLE BUY ELECTRIC BODY SKIN CARE PRODUCTS?

We have made tremendous inroads into the Spa and Beauty industry in New Zealand and more and more spas, beauty therapists, cosmetic surgeons, and skin clinics are stocking, using and recommending our products. We have a very strong internet presence and our products are being sold through our website (www.electricbody.com) to many countries, from South Africa, to China, the Czech Republic, and all of Europe. Our products have been raved about on You Tube by users and has been listed on many websites that promote natural, eco-friendly, healthy products. Every day we receive requests from all over the world for Electric Body healthy skin care. And of course, people in New Zealand can order directly by calling 0800 88 SKIN (7546). 

THANK YOU DENIE.

Electric Body
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www.electricbody.com

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