

Margo Marrone, Co-Founder, The Organic Pharmacy
Using key biotransformed cosmetic ingredients

- 1. How do you prove the efficacy coming from herbs? Or it is working?**
We use the homeopathic and herbal monographs which identify all the clinical and non-clinical uses of medicinal herbs.
- 2. How do you test efficacy?**
We either outsource to an independent agency or do our in-house testing.
- 3. I noted that you listed homeopathy under the heading 'emotional'. Do you agree that homeopathy has no place in the treatment of physical ailments?**
Actually, I don't – homeopathy is listed under emotional for the purposes of the slides because it affects the entire body, emotional and physical whereas herbs do not have as high an impact on emotions as homeopathy.
- 4. Does the organic formula reach the same sensorial effect compared to petroleum based formula?**
Much better sensorial effect in my opinion.
- 5. What is the dosage range of the herbs you put into a formula? How do you prove their efficacy?**
5% generally and efficacy is according to the herbal and homeopathic monographs / pharmacopea.
- 6. How efficacious are these formulations vs non-naturally deceived ingredients and what are the main consumer benefits?**
I can't compare in such a generalised way- I can only comment on my specific formulations which are very efficacious.
- 7. Where did the title gene expression come from? Does the formulation have epigenetic properties?**
The idea for the serum came to me after working with the Imperial College Genetics team and the company Gene Onyx on an over the counter DNA antiageing test. Having spoken to the team the idea came to me and there are many ingredients that work at the epigenetic level, so I incorporated some in the formula.
- 8. Which is the preservative that you used?**
I use a combination of essential oils, herbal tinctures and of course the ecocert approved preservatives depending on the formula.
- 9. Does encapsulation still keep raw material organic?**
Yes, there are some that are classed as natural and as long as they are in the 5% non-organic approved level they can be used providing they are approved.