

'Tawas' nature's wonder powder

WHAT are Tawas crystals?

Tawas crystal, known by its scientific name as Potassium Alum (nothing to do with aluminum), is a colorless crystal formed from non toxic minerals in mother earth. It has been widely used in Asia, Europe, and Mexico as a natural deodorant for the feet and underarms.

How does it work?

Alum's antibacterial properties eliminates the bacteria that causes odor. On application, a little of the crystal dissolves and sits on your skin's surface as an invisible microscopic protective film, eliminating odor for 24 hours or until you next wash. The Alum's molecular structure is too big to pass into the body. This means your pores are not blocked as with anti-perspirants. Instead your body continues to naturally detoxify by sweating but without the associated odor.

What is deodorant allergy

The most common symptoms that arise from deodorant allergies are a redness that spreads under the armpit along with the need to scratch. Both of these, if experienced, should warn you immediately of an allergy to your deodorant. Some deodorants will cause only slight redness, and perhaps a minor itching sensations or a bit of dry skin, while others can cause a full blown rash, complete with oozing blisters, and peeling skin. Neither of these symptoms of deodorant allergies are particularly harmful, but can become extremely painful if left untreated.

If you think you may be suffering from deodorant allergies, there are a few things that you should do. The first of which is to stop using that particular brand of deodorant immediately. If you have had the same reaction to several different brands of deodorant, you may be allergic to the aluminum contained in many underarm deodorant products.

If an aluminum compound, such as aluminum chlorohydrate or aluminum zirconium, which are very soluble, is used as an antiperspirant, that compound is readily absorbed. Once in the body, the aluminum portion of the molecule ionizes, forming free or radical aluminum (Al+++). This passes freely across cell membranes, and forms a physical plug, that when dissolved is selectively absorbed by the liver, kidney, brain, cartilage and bone marrow. It is this concentration of aluminum that has been the source of concern in the medical community and has prompted the research being done on Alzheimer's Disease and Breast Cancer victims.

Potassium alum molecules have a negative ionic charge, making it unable to pass through the cell wall. They Are Not Absorbed. This is why Milcu Deodorant Powder is safe to use and will not cause high levels of Aluminum in your system. alum and aluminum are two different substances, with distinct chemical signatures. They possess different chemical properties which create different chemical attributes.

This information is provided to alleviate any concerns about the safety of our Milcu Deodorant Powder.

What causes smelly feet?

Perspiration leads to the cause foot odor. With more than 200,000 sweat glands each, your feet are one of the parts of the body that perspire most. Perspiration is basically just salt and water, so it doesn't have a distinctive smell. The smell is actually caused by bacteria on our skin that feeds on the sweat and excrete waste, which has a strong odor. Wearing the same pair of shoes every day means that sweat builds up inside the shoes. This keeps the shoes moist, contributing to the production of excessive

perspiration, bacterial growth and often, an unpleasant smell. If your footwear is left unused for a few days, the smell usually goes away. But once you put the footwear on again, the warmth returns and so does the bad smell.

Milcu's Way of controlling Body Odor

Body odor can be embarrassing in addition to being unpleasant and, for most people, it is a constant problem. We have experienced body odor at some time in our life - whether it was after perspiring through a blistering climate, a selective arduous activity or a strenuous game of sport.

Common knowledge suggests that perspiration is the cause of body odor. However, perspiration by itself is basically odorless, but it is the bacteria and odor from other sources that are the real culprits. As the body's metabolism goes to work, it gives off odors which is the body's way of ridding itself of waste. Any imbalances in metabolism will result in certain and stronger odors.

Body odor is a byproduct of the metabolic process of various bacteria which break down organic substances found on the skin, in sweat or on clothing. These bacteria flourish in moist warm areas of the skin, like the arm pits and feet, where moisture cannot readily evaporate. Body odor is not a permanent problem.

Milcu Deodorant Powder with its natural formulation restores the natural balance of bacteria by destroying the unwanted odor-causing bacteria on the skin thereby eliminating the odor.

Milcu Deo is safe and All Natural

Our product does not have any of the following:

- Alcohol that burns or irritates the skin
- Perfume which leads to an

unpleasant body odor

- Chemicals or Preservatives
- Emulsifiers or oils that clog up your pores

- Parabens (linked to breast cancer)

- Anything that may stain your clothes

- Aluminium chlorohydrate or Zirconium (linked to Alzheimer's & breast cancer)

How do I use it?

- Sprinkle some Milcu powder on your palm or use the Magic Puff foam and rub evenly on your freshly

cleansed, dry skin.

- Sprinkle a small amount of Milcu powder daily into footwear to freshen them up.

- Make a footbath and have a relaxing soak to clear up athletes foot.

About Milcu:

In 1958, Milcu was founded by Milagros Cusi with a mission: to help millions of people eliminate body odor naturally and effectively.

For over 50 years, Milcu has been proven and tested by its consumers to be the best All Natural deodorant. Milcu is the pioneer maker of Tawas crystal deodorant powder in the Philippines.

Today, Milcu is environmentally friendly in many ways:

- We use recycled packaging to reduce land fill

- No chemicals are used that contribute to water pollution

- We don't do animal testing or support practises that do

- All employees are fairly treated and there is also no child labor involved

- We donate to Philippine charities such as The Springboard Foundation who aims to help children in the Philippines by raising funds to provide them with good education, nutrition, medical care and good quality career opportunities.

(Advertising Supplement)

Philippine Chamber Rondalla's KuwerDanza a big hit

HILLSBOROUGH, NEW JERSEY – "No other group can play these songs," was how Philippine Consul General Cecile Rebong praised the Philippine Chamber Rondalla of New Jersey in closing the group's gala concert last September 13. "Your performance was beyond my expectations.... Your hard work, discipline, and devotion really paid off. Time for you to put the rondalla on an even higher plane - the world concert stage," remarked composer, ethnomusicologist, and folklorist Bayani Mendoza De Leon. Rev. Sandra J. Jenkins, Pastor of Sayreville United Methodist Church, commented "What a pleasant way to spend a Sunday afternoon. The music of the rondalla was beautiful!"

Such was the enthusiastic response of the audience to *KuwerDanza*, PCR-NJ's presentation last September 13 at St. Andrew Church in Avenel, NJ. The full house Philippine Chamber Rondalla Presents *KuwerDanza* was treated to a unique program of tangos, rhumbas, and danzas. "The repertoire is unusual for the Philippine rondalla. We

carefully selected our pieces to showcase the rondalla as a self-contained ensemble and not just mere accompaniment to folk dancing," expounded Clarita Ramos, PCR-NJ President. "Judging from the ebullient applause we received, we achieved our goal," she added.

The audience was equally impressed by soprano, Katrina Saporantos, First Prize winner of Manhattan School of Music's 2008 Eisenberg-Fried Concerto Competition (Voice), with her expressive rendition of Constancio De Guzman's *Lihim Kitang Iniibig* and a rhumba medley of Philippine love songs. Violinist and PCR-NJ rondalla coach, Maria Leonor Llorin Paliguin, evoked nostalgia with Antonio Molina's *Hatinggabi*. Craig and Samantha Abaya Campos, *Dancing with the Stars* Season 7 Junior Champions, sparkled with their ballroom dance moves.

PCR-NJ is already preparing for its next big project. Visit <http://PhilChamberRondalla.multiply.com> for the latest information about its upcoming activities and its CD recording, *Crossroads*. ■



PCR-NJ posing with guests of honor after a successful presentation, from left to right: Philippine Consul General Cecile Rebong, Napoleon Pamplona, Rudy Reyes, Clarita Ramos, Cordelia Gow, Nathaniel Soliven, Bayani Mendoza De Leon, Nephtali De Jesus, Dante Tolentino, Rosemarie Pablacio, soprano Katrina Saporantos, violinist Leonor Llorin Paliguin, ballroom dancers Craig and Samantha Abaya Campos, and Flor Yalong.

Milcu®

DEODORANT POWDER

All Natural ✿ Mild ✿ Unscented



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