

Sherina Jamal,
owner of
Ancient
Secrets,
believes in
educating the
public first.



Ancient Secrets

In 1998, before the word natural was synonymous with healthy, Sherina Jamal was developing her own all-natural formulas for skin care products. Her mixed background of Indian and East African instilled in her traditional uses of natural medicines and skin care after being surrounded by natural remedies growing up. Her priority has always been about educating people on the benefits of all-natural ingredients for skin care. "I was interested in quick, easy and effective. I still carry that same philosophy in everything I do," she said. Early on Sherina began teaching people how to make scrubs and masks with things people can find from the grocery store. "A lot of women tried to make things at home, but there are bacteria and molds to consider. There is a right way to blend things." Since then her interests have extended to more advanced formulations that use indigenous ingredients from around the world. She was the first to integrate Canadian indigenous formulations into spa treatments.

"My interests expanded into developing ready-made formulas for spa oriented treatments that are effective," she said. "I think things are changing so much that it isn't just about one ingredient anymore. It's not good enough," she added. "Things have to be advanced as well as holistic, a mix of science and nature."

Her highly advanced products combine the right amount of ingredients that work together. "That's the one thing I love, coming up with something new. You have to stay current."

She continues to educate with seminars, writing articles, through her website and with her products. "We are coming from a very honest point of view, I will always say what the percentage is of whatever is in the product and I will tell them why." ❧

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