

Natural Beauty

A local father and daughter team bring organics to a new level

Get ready to treat your skin to something that grows only in one corner of the world, the high mountains of Crete. However, its only distributors in the United States live here, in Birkdale.

Christina Kyriazi and her father, Leo Kyriazis, moved to the Lake Norman area from Greece eight years ago and operate BIOselect, a line of 'green' skin care products, from their home.

BIOselect creams, lotions, soaps and hair-care products are free of parabens and silicones and are made with organic extra virgin olive oil and a unique healing ingredient called

Dictamella, an extract of dictamo, a pulpy herb with fuzzy hairs. Centuries ago, Aristotle wrote that wounded animals would seek out the dictamo herb, climbing high mountains to eat it so



Christina Kyriazi and her father, Leo Kyriazis, operate BIOselect, a line of 'green' skin care products, from their home in Birkdale.

they would recover from what ailed them. Lucky for us, we don't have to climb mountains to get it. We just have to understand the benefits of it.

"Everything you rub into your skin reaches your bloodstream, in seconds," explains Leo, who has a doctorate in chemistry. "So doesn't it make sense to use something as close to natural human oils as possible? You can put the petroleum products contained in most cosmetics on your skin, and it's so much cheaper. But it clogs the pores, and then you often have to buy hypoallergenic creams to fight it."

BIOselect makes a cleansing milk that has a little higher pH to clean out the pores. You follow it with a tonic lotion that brings the pH level of the skin back to normal. "Customers with acne, rosacea or eczema say these are soothing," says Christina.



BIOselect products are not tested on animals.

"Our olive oil soap is not scented and is like Grandma used to make," adds Leo.

The olives come from the manufacturer's organic groves on Crete, while dictamo is harvested in its natural habitat at higher elevations.

"In Europe, 'organic' is huge, it's a movement," says Leo. "In Europe, if it's organic, there are guaranteed sales. Here in the United States, natural products are in the bottom of profitability."

BIOselect products are certified by ICEA, the Italian organization that certifies European organics. "ICEA is so strict that the makers of each ingredient have to be certified, and they are re-tested every six months," says Leo. "This means that manufacturers cannot switch to cheaper sources as they can here." In addition, products are never tested on animals, and are completely recyclable.

Says Leo, "It's better to understand and use what nature has already designed."

— Story and photos by Eloise D. Morano

THE SCOOP

BIOselect products cost between \$10 to \$50. The lotions & shower gels are approximately \$15 to \$20, and the face creams range from \$25 to \$50. You can request free samples at www.bioselect-us.com or purchase BIOselect products locally at Moore Chiropractic in Mooresville.

Shop & Tell

Mad Hatter and La De Daa's

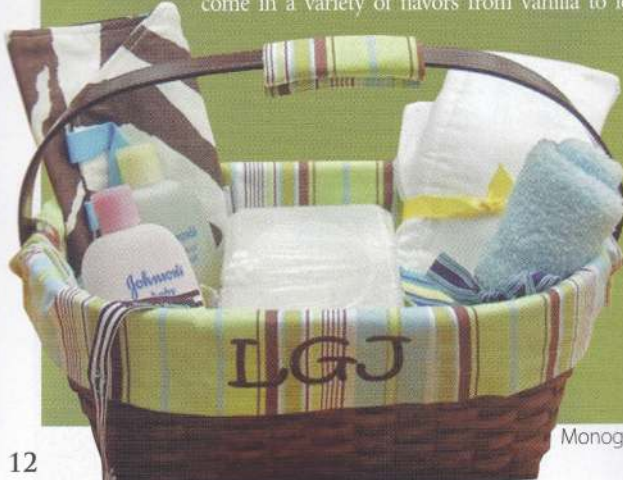
Hilda Gatton is the mastermind behind The Mad Hatter Bakery & Boutique in downtown Mooresville. Filled with all sorts of edible and non-edible treats (think whimsically hand-painted furniture, handmade jewelry and homemade soap), you'll feel like Alice in Wonderland as you browse around.

Gatton operated a home bakery in Statesville for five years before opening Mad Hatter. She's known for her pound cakes, which come in a variety of flavors from vanilla to lemon to

chocolate to orange. On Friday nights, Mad Hatter is open to 10 p.m., making it the perfect place to grab coffee and dessert with friends. 178 North Main Street, Mooresville, 704.663.7572.

Stacie Jorishie and Dorothy Parnian have opened La De Daa's, a preppy and prissy paradise in downtown Davidson. Monogram is the key word here, as almost every item from nap mats to bags to bottle wraps can be monogrammed (that's included in the price with the exception of belts).

The sweetest part of the shop is MJ's Sugar Shack, which is quickly becoming famous for its chai cupcakes. MJ Bowman is the baker in charge. If you need to buy a little happy, this is the place for you. 202 South Main Street, Davidson, 704.892.9700, www.ladedeas.com. — LKT



Monogramming is key at La De Daa's in Davidson.