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## LIFESTYLE

### Pharmacist develops aloe vera hair care line

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Winifred Bate-Pope, R.Ph., launches Nature's Prescription, a new hair care line that contains moisture rich, healing ingredients from Mother Nature. Unlike most hair care products, the key ingredient in this product line is aloe vera, not water. The aloe vera base and other key ingredients, such as shea butter and mango butter, are what set her products apart from other hair care products on the market.

The Pre-Swim conditioner, the first product created, was originally developed in 1985. It creates a moisture barrier to protect damaged hair from chlorine and salt water.

After years of compounding the products for family and friends she decided to share the products with others. In 1999, she started her company, Naturceutics, Inc., which now offers a full line of Nature's Prescription shampoos, conditioners and moisturizers. This unique line of products stimulates growth, conditions the scalp, and naturally nourishes all types of hair.

The Nature's Prescription users are saying goodbye to dull, dry hair, thinning or bald spots and hello to luxurious heads of healthy hair.

Winifred Bate-Pope, R.Ph., CEO and president of Naturceutics, Inc., is a graduate of Florida A&M University's College of Pharmacy and Pharmaceutical Sciences. She now resides in Tampa, Fla., with her husband Keith. She is the mother of two daughters, Adrienne and Brittany Bate. Her expertise in pharmacy and compounding enabled her to create the Nature's Prescription line.

"As a pharmacist, it was important to me that my products were formulated with the finest ingredients; however, as a mother I wanted only the best ingredients for my daughters. All of my products have an aloe vera base plus the perfect combination of moisturizers, natural oils, herbal extracts, vitamins and proteins. Most products are water based," explained Pope. "Aloe is much more moisturizing, and our hair really suffers in the sun. Aloe vera is not an added ingredient; it is the base ingredient. If you burnt your skin, would you want to pour water on it, or would you want to put aloe vera on it? Well, hair is no different."

Everyday environmental conditions such as heat and UV rays cause damage to hair. Therefore, even if you don't swim or chemically treat your hair frequently, it's just as important to moisturize your hair as it is your skin. The daily replenishing moisturizer, MIST (moisture infusion steam therapy), is a one-of-a-kind daily remedy for moisture depleted hair.

According to Pope, "The three most important things that all hair types need are moisture, moisture and moisture."