Scientific studies describing the Dead Sea treatments and products leave no doubt that for most conditions which have shown to respond to this mode of therapy, this natural treatment has major advantages by being: Remarkably effective, practically free of side effects both during and after the treatment even for refractory cases, suitable for children and for pregnant women, with only very few contraindications, safe, pleasant and well accepted.

The natural health Dead Sea treatments have been proven to be of value in the following type of chronic diseases:

- Skin diseases.
- Rheumatic diseases.
- Respiratory diseases: Asthma, Cystic Fibrosis, Chronic Obstructive Pulmonary Disease.
- Others: Eye, Cardiac and Gastroenterological diseases (Uveitis/ Crohn's disease/ Heart disease & Hypertension/ Orthopedic Rehabilitation).
- Skin diseases:

Skin the largest organ of the human body, forming a protective mechanism from the harmful effects of the sun’s rays, pollution, weather extremes of seasonal changes. Skin problems are a common aspect of the aging process throughout the spectrum of human development. Certain skin problems affect people at different stages of development and for each it is important to support and nurture the skin in order to restore health and enhance general function.

Skin disorders e.g. Acne, dermatitis, blackheads, psoriasis, eczema, dandruff, scabies, scaled head, seborrhea, vitilago; as well as hair falling and balding, breast firming.

**Skin Diseases- Acne**

Acne is a skin condition comprising of inflammation due to excess oil or sebum produced by the glands together with dead skin pores. These two in combination, clog the pores resulting in inflammation, which may become purulent whiteheads or blackheads due to bacteria in the area. If the inflamed or clogged pore runs deep into the skin, this area may form a cyst. The cyst typically is only painful or colored when it becomes infected. There are many cases of acne, falling into four categories, namely: bacteria, hereditary, hormonal, or clogged pores. Acne typically affects 80-90% of adolescents of both sexes, boys more than girls. Acne can develop later in adult years. Acne usually affects the face, chest back and sometimes- upper arm. Acne can also be found in infants due to the activation of sebaceous glands in uterus.
Acne can be a chronic problem or resolve spontaneously after 4-5 years as noted in 70% of acne sufferers. The incidence of acne at age 40 years is about 1% for men and 5% for women. Acne is not caused by dirt, a diet with too much sugar caffeine although these can aggravate it. Other factors that can affect acne include over exposure to certain weathers, stress, hormonal changes, oily skin, endocrine conditions, certain tumors and response to certain medications or drugs.

Since acne can not be prevented. Dead Sea products (FORTUNE Soap, Scrubs, Mud Masks, Lotions & Creams as well as the bath salts) which have a high sulfur content are useful in the cleaning required to purify the skin of acne sufferers. Antibiotics and hormonal or steroid medication are prescribed in severe cases; however other management is always advisable first as these medications all have negative side effects.

Skin Diseases- Aging & Wrinkles

Aging & Wrinkles: as one ages, elastin & collagen weaken. Elastin is responsible for the skin's flexibility and collagens (protein fibers) provide physical support for the skin. Skin natural fatty layer also reduces with age, causing the skin inward; Added to all these factors is the constant pull of gravity, which increases the sagging of the skin. Aging also leads to the appearance of the wrinkling (which also appears due to long exposure to the sun) and our skin also becomes more susceptible to irritation. Dead Sea products, due to the high mineral content, which helps both in cleaning and replacing, required electrolytes necessary for healthy skin. Recommended for skin aging & wrinkles on your face:

- FORTUNE Facial Scrub.
- FORTUNE Facial Mud Mask & Removable Mud Mask.
- FORTUNE Facial Moisturizer.

Dead Sea Cosmetics have also shown a 40% reduction in the depth of the wrinkling.

Skin Diseases- Psoriasis
Psoriasis, a common skin condition, is a chronic non-infectious inflammatory dermatosis characterized by well-demarcated erythematous plaques topped by silvery scales. Affecting 3% of the world’s population. The nature of psoriasis is to afflict the suffer with scaly areas on the scalp, palms, soles of the feet, knees, elbows and other areas sustaining repeated trauma. The condition is unpleasant to look at and embarrassing for all sufferers.

Psoriasis is hereditary and there is no known cure for it.

Mud and bath salts eliminate toxins, regenerate new cells, increase circulation and assist in body purification. Which are also known to be at least as effective as other treatment modalities both in terms of disappearance of lesions and duration of remission and also have been recommended as an alternative treatment for the conditions.

Those recurrences are usually less severe than the previous attack. No corticosteroids or cytotoxic medications are required.

Psoriasis - Recommended FORTUNE Products
Psoriasis- What products should I use?

- FORTUNE Dead Sea Salts

Bathing in these pure FORTUNE Dead Sea salts calms stress and nervous conditions, the salts are healing and naturally exfoliating to remove any dry, rough skin. They naturally hydrate the skin too.

- FORTUNE Body Lotion & FORTUNE Massage Concentrated Dead Sea Water
  (Or Hand Cream, or Face Moisturizer)

This is a very pure product which can be used to cleanse and moisturize the face and body. It can also be used as bath oil alone or in conjunction with the Bath Salts. This product gives a barrier effect helping to seal and to retain the moisture content.

- FORTUNE Mud Soap
The Therapeutic Potential

This product is recommended for dry skin conditions with a balanced PH there for suitable for cleaning both the face and body.

All FORTUNE Dead Sea products contain pure Dead Sea minerals. These minerals exfoliate and hydrate the skin, they are antiseptic and antibacterial helping to prevent any infections and the minerals are balancing to the mind and the body. You may find any of the Dead Sea FORTUNE products help your condition.