

ALL YOU NEED TO KNOW ABOUT

Lánua

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A LITTLE ABOUT US

La Nua was created to renew the world of wellness by infusing it with pleasure.

Why? Because we care about what you (and your customers) put onto and into your bodies. We are passionate about the world of health and believe that pleasure shouldn't be separated, rather integrated into your wellness as a whole. It is our goal to bring this world to you with honesty, sincerity, and absolute transparency about our products, our process, and our ingredients.

How? By meticulously investigating the ingredients we put into our expertly formulated products and ensuring our products actually work. Once you experience them for yourself, we are confident you will understand. And if you don't understand, we are happy to share our knowledge with you.

Pleasure requires trust. It requires safety. It requires transparency. La Nua is where health and pleasure come together.

KEY POINTS

ABOUT LA NUA

We make products that make you feel good about what you put on and in your body. From the ingredients we use down to the bottle, every aspect is carefully considered with the consumer's health and wellness in mind, along with our planet.

1. Our ingredients are **clean** and the ingredients that our lubricants are composed of are all EWG-rated between 0-2.

What is the EWG?

The EWG (Environmental Working Group) is a nonprofit organization that specializes in research of legislation, harmful practices, and industry loopholes that pose a risk to human and environmental health. In 2004, they launched a database called Skin Deep® to help people understand the safety of the products they are using. Due to an outdated regulatory system for skin products such as shampoos, toothpaste, deodorant, skincare, makeup, personal hygiene etc, that doesn't require health studies or premarket tests of chemicals, the EWG cross-references each ingredient in nearly 60 toxicity and regulatory databases. Then, they score it on a scale of 0-10. 0 being the cleanest, 10 being the most toxic and harmful.

2. We use glass bottles because unlike plastic, glass is infinitely recyclable. Additionally, glass doesn't degrade over time so you never have to worry about micro-plastics leeching into your products and bodies.

ABOUT OUR PRODUCTS

Unflavored Water-Based Lube:

- Made from **almost** 100% plant-based ingredients. All but two!
- pH range of 4-4.5 which is within the healthy vaginal pH range
- Glycerin Free
- Paraben Free
- Phthalate Free
- Propylene Glycol Free
- Non-tacky
- Dries clean, not sticky
- No aftertaste
- Shelf Life: 2 years

Flavored Lube:

- Made from **almost** 100% plant-based ingredients. All but two!
- pH range of 4-4.5 which is within the healthy vaginal pH range
- Glycerin Free
- Paraben Free
- Phthalate Free
- Propylene Glycol Free
- Naturally flavored
- Flavors are not overwhelmingly dominant
- Non-tacky
- Dries clean, not sticky
- No aftertaste
- Shelf Life: 2 years

All our unflavored and flavored water-based lubricants are non-tacky and leave no aftertaste!
All our natural flavors (except **Strawberry Coconut**) are 100% unsweetened! The Strawberry Coconut flavor is sweetened with sugar.

Our **Honey Vanilla** flavored lube is not made with real honey, making it vegan-friendly.

Silicone Lube:

- Cruelty Free
- Glycerin Free
- Paraben Free
- Sulfate & Phthalate Free
- Propylene Glycol Free

Toy Cleaners:

- Paraben Free
- Alcohol Free
- Non-Toxic
- Cruelty Free
- Body Safe
- Sulfate & Phthalate Free
- Glycerin Free
- Good for 12 months after opening

DETAILED INGREDIENT BREAKDOWN BELOW

WATER-BASED LUBRICANTS (UNFLAVORED + FLAVORED)

Ingredient	Benefits
Water (Aqua)	This one is self-explanatory ;)
Chondrus Crispus (Red Algae) Extract	<p>Rich in Vitamin A and Vitamin E. Vitamin A is an essential nutrient that supports reproductive health and immune function.</p> <p>Some benefits of Vitamin A: Assists in promotion of healthy collagen and elastin formulation. Influences cells to behave in a younger, healthier way, leaving skin looking youthful and more radiant. Supports skin's immune system and promotes natural moisturizing.</p> <p>Vitamin E is an antioxidant which means it helps protect cells from damage throughout your body.</p> <p>Some benefits of Vitamin E: Keeps moisture in your skin. Softens skin.</p> <p>High sulfur content which contributes to its antimicrobial, antibacterial, and noncomedogenic (does not clog pores) properties. Balances the skin microbiome</p>
Natto Gum (Natural Moisturizer)	Keeps moisture in and also acts as an antioxidant. Protects cells from damage while elongating lubrication.
Propanediol (Retains Moisture)	Helps sustain lubrication longer and enhances skin penetration and absorption, meaning all the awesome ingredients in our formula will reach the places they need to!
Macrocystis Pyrifera (Kelp) Extract	Removes toxins and soothes skin. Aids in regulating skin tone and texture.
Citric Acid (Fruit-Derived PH Balancer)	Assists in maintaining a pH level of 4-4.5 which is within the natural vaginal pH range.
Hydroxyethylcellulose (Plant-Derived Thickener)	Used to create the luxe feel.
Cellulose Gum (Plant-Derived Stabilizer)	Stabilizers help maintain the products' original texture and physical characteristics. Cellulose Gum also helps retain moisture.
Potassium Sorbate (Antimicrobial)	Antimicrobials kill or stop the spread of microorganisms such as bacteria, viruses, and mold. This ensures our products stay fresh and effective, longer.
Sodium Benzoate (Antimicrobial)	Antimicrobials kill or stop the spread of microorganisms such as bacteria, viruses, and mold. This ensures our products stay fresh and effective, longer.

SILICONE LUBRICANT

Ingredient	Benefits
Dimethicone	One of the best silicone polymers for lubricant due to its non-comedogenic properties which keeps it from clogging pores and causing irritation.
Dimethiconol	Used in skincare to promote hydration while providing a protective layer on the skin. Also helps increase viscosity (thickness) in our lubricant to create its silky feel.
Propanediol (Retains Moisture)	Enhances absorption. Since silicone polymers (like above) aren't absorbed by the skin, in this case, propanediol acts as the carrier that delivers all benefits of the ingredients below to your body!
Aloe Barbadensis (Aloe Vera) Leaf Extract	So many benefits – Offers anti-inflammatory, antimicrobial, antioxidant, antiseptic, and soothing qualities. It is also filled with loads of natural vitamins such as vitamin B complex, folic acid, vitamin c, and many more beneficial compounds.
Theobroma Cacao Seed Butter	AKA Cocoa Butter – Acts as a soothing barrier to the skin and preserves moisture.
Lepidium Meyenii (Maca) Root Extract	Maca Root is known to increase libido, boost energy, endurance, and mood. It also promotes natural antioxidants in the body.
Ginkgo Biloba Leaf Extract	Packed with antioxidants. May improve circulation and may reduce anxiety.
Acorus Calamus Root Extract	May relieve inflammation and increase circulation.
Tynanthus Panurensis (Clavo Huasca) Extract	Viewed as an herbal aphrodisiac that also has anti-inflammatory properties.

TOY CLEANERS

Ingredient	Benefits
Cocamidopropyl Betaine	Loosens gunk and other impurities.
Lavandula Angustifolia (Lavender) Oil	Natural disinfectant with great antibacterial and deodorizing properties. It is also known for its light, floral scent and calming characteristics.
Tetrasodium Glutamate Diacetate	Stabilizer and rinsing aid. Helps the mist and foam cleaners rinse away quickly, which ultimately may reduce water consumption. Win win.