

Bimpe Brand & Product Glossary

1. Bimpe: gorgeous in Yoruba.
2. Handmade: made by hand, not by machine, and typically therefore of superior quality.
3. Natural: not made or caused by humans.
4. Vegan: containing no products derived from animals.
5. Kosher: genuine and legitimate.
6. USDA certified organic ingredients vs USDA certified organic products: meaning the ingredients that are used to make the product are USDA certified and not necessarily the products or the company has been USDA certified.
7. Non-GMO project verified: **non-gmo means** a product was produced *without* genetic engineering and its ingredients are not derived from **gmOs**.
8. Elixir: is a particular type of therapeutic solution.
9. Pre poo: a solution used before shampooing. Pre poo helps to strengthen the hair, helps to maintain moisture and natural oil.
10. Body butter: a whipped type of topical solution used to soften the skin.
11. Tonic: a therapeutic substance.
12. Product integrity statement: gives an overview of how a company seeks to exceed a customer's expectations for quality, reliability, and performance over the life of the **product**.
13. Virgin: having not been tainted.
14. Cold pressed: **cold pressed** refers to the method used to extract the juice from fruit and vegetables. A **cold press** juicer works by firstly crushing the produce then pressing the fruits and vegetables in order to get the highest juice yield with the highest nutrient content.
15. Premium: high grade.
16. Therapeutic grade: this means it has come straight from the distillation or expression and straight into the bottle. Although a **therapeutic grade essential oil** is not recognized nor regulated, the term **therapeutic grade** was made to identify high-quality **oils**.

17. Paraben-free: the term ‘parabens’ is used to refer to a group of chemicals, mostly synthetic, that are commonly found in health, beauty and personal care products. **They act as a form of preservative, preventing the growth of potentially harmful microbes such as bacteria or fungus, thereby increasing shelf-life.** Parabens usually show up on products’ ingredients lists as:
- a. Methylparaben
 - b. Ethylparaben
 - c. Propylparaben
 - d. Butylparaben
 - e. Isobutylparaben
 - f. Isopropylparaben
 - g. Phenylparaben
 - h. Benzylparaben or
 - i. Pentylparaben
18. Clean ingredients: fewer **ingredients**, and simpler **ingredients** at that; it means moving away from highly processed **ingredients** and toward **ingredients** from natural sources.
19. Cruelty-free ingredients: manufactured or developed by methods that do not involve experimentation on animals.
20. Socially responsible sources: **social responsibility means** that businesses act in a manner that benefits society. **they** promote the well-being of society and the environment.
21. High potency: the quality or state of being potent. Chemically or medicinally effective.
22. GC/MS testing: **gc/ms** analysis is an analytical **testing** method that combines features of **gas chromatography** and **mass spectrometry** to identify different substances within a sample. **Gc/ms** is commonly used to identify unknown samples, contaminants, or residual solvents.
23. Optimum freshness: the best or most favorable point, degree, amount, etc.,
24. Mineral-free: products do not contain pore clogging minerals.
25. Petroleum free: products do not contain harmful petroleum.
26. Petrolatum free: products do not contain harmful petrolatum.