## The making of the mask

The ancient Etruscans used the mineral-rich clay and water from Nocera Umbra in Italy for bites, burns and even in drinks. Here is a look at how Fresh incorporates the clay into its beauty products.



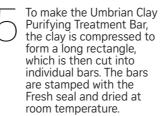
Naturally occurring clay from a quarry in Nocera Umbra is transported to a factory close by.



In the factory, the clay is put into a turbo mixer and sifted to remove impurities.

 $\begin{array}{c} \mbox{ It is then spread onto plates} \\ \mbox{ to extract water and dried at} \\ \mbox{ room temperature.} \end{array}$ 







For the mask, the dried clay is broken into large pieces and ground to a fine powder. It is then transported to the Fresh Research Lab in

France, where it is mixed with other ingredients.

PHOTOS: FRESH STRAITS TIMES GRAPHICS