

# ELLE

## ORGANIC PRODUCTS GET REALLY INTIMATE

by CHERYL WISCHHOVER

on MAY 10, 2011 - 4:18 PM

Tweet



Photo: Aloe Cadabra

It's not news that organic beauty products are in high demand. From hair care to skin care, naturally derived and non-toxic ingredients are all the rage. So it was only a matter of time before personal products got in on the act.

[Aloe Cadabra](#) is the world's first totally plant-based, organic personal lubricant. And by personal lubricant, we don't mean your hands (although the company also thinks it makes a terrific hand cream). Aloe Cadabra's founders wanted to offer women an alternative to traditional lubricants, some of which contain the same chemicals that are found in anti-freeze, aka not exactly what you want to put on your most intimate body parts.

It's made from 95% organic aloe vera gel, which turns out to be one of the most natural lubricants in existence. All of the other ingredients are plant-based and food grade. The company's website helpfully points out that it's totally OK to ingest it, and that aloe has even been shown to aid in digestion. You can contemplate what that means for you and how you, um, utilize this product with your partner.

So the most obvious use for a personal lubricant is to make sure everyone's happy and comfortable during sex. We spoke to Noreen Mulvanerty, RN, MSN, FNP-BC, a family nurse practitioner and herbalist with over a decade of experience in women's health. There are many times in a woman's life when dryness can be an issue. "It's generally related to hormonal changes," Mulvanerty said. Being on birth control pills, pregnancy, post-pregnancy, and even diet can affect things down there.

Aloe Cadabra's ingredients were purposely chosen for their therapeutic benefits. Mulvanerty told us that aloe is a star healer and lubricant, and it's absorbed by the body safely (bonus—no mess). Lavender and vitamin E are present, too, the former of which has antiseptic qualities and vitamin E's a well-known antioxidant that protects cell membranes.

There's still a lot of scientific debate about the safety of traditional synthetic chemicals, but if you're committed to going natural even while you're in the buff, you now have options.