

Tamiah Assevero

BUF 4700

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The Use of Clay

Recently over the last decade, a lot of women of color decided that they wanted to go natural in terms of their hair. They no longer wanted to put harsh chemicals from perms, salons, and excessive heat to their hair. With this becoming a new natural hair revolution, they wanted to find natural hair friendly products to include in their natural hair journey to get their hair back into its natural state. One of these methods is a product called Aztec Indian Healing Clay and when paired with Apple Cider Vinegar, it strips the hair of any product build up and toxins from other products. This combination helps the natural hair bounce back to its natural state and retains moisture easier.

Aztec Indian Healing Clay is mainly Bentonite Clay and is not just for hair which makes its very versatile for the owners because it can be used for skin as well. According to Clay Love, “Bentonite clay is incorporated in products today to address internal and topical disorders. The clay has detoxifying properties that bind to impurities and draw them out and away from the body.” This clay can help with breakouts, black heads and refreshing the face by tightening it. The clay has so many uses in just one jar alone so you can get what you pay for and then some.

Aztec Indian Healing Clay became popular because of how versatile it is to everyone’s skin and hair type. Everyone can use it and get the desired results they are looking for. If it’s for skin, the clay works for all skin types such as oily, dry or a combination of both. If it’s for hair, it works on all hair types and textures to detoxify the hair of any product. Now what you add to the

clay is how you can make it more unique to you but just using the clay with water can be beneficial on its own. "...clay's main function is to suck out and absorb oils and moisture, like a sponge." Says Cosmopolitan.

A lot of cultures have been using clay as a beauty product for as long as history has it on record. It was said that "Neanderthals, who roamed the earth at least 200,000 years ago, may have used clay and mud to bathe and calm skin and wounds. Jump forward to the 300s BC and we find the Greek philosopher, Aristotle writing about those who ingested clay internally for health purposes." (Clay Love, 2020). Clay has always been known to have healing properties and our ancestors before us used it to treat internal and external wounds and issues. "Cleopatra used clay from the Nile River and the Arabian desert over 1800 years ago, as part of her beauty ritual. German and Roman spas have been using clay packs and treatments in the spas they built 4,000 years ago. Many of these spas still exist and use clay even today." (Aztec Healing Clay, 2018) This shows that clay still has a huge impact in the beauty industry with how much it can be used to live a balanced and healthy lifestyle while also looking your best.

Women today don't realize how far back using clay for beauty standards go and it shows just how timeless the use of clay is. They even found different ways to mix different ingredients with the clay in our own homes to effectively specify it for what we need it to do. It's hard finding things that are tailored to just our hair and skin so being able to able the knowledge and ingredients into a routine and share it with the rest of the world is just another way of how our ancestors paved the way for us to use the earth as needed. Clay even goes beyond skin and hair. It can also be used for according to history, "Pharmaceutical formulations, Oral applications, Topical applications, Gastrointestinal protectors, Osmotic oral laxatives, Anti-diarrheal,

Dermatological protectors, Cosmetics, Use as excipients, Influence on the liberation process of drugs, and Influence in the drug's degradation.” (Enviromedica, 2023)

All in all, Clay has been a huge part of human beauty all throughout history from the Neanderthals to the Romans to Cleopatra and possibly more that haven't been documented. Even though this specific clay was manufactured in 1983, the principle of the clay is timeless. It has the same uses now as it did before and probably more as this society evolves and find new ways to use the clay in our lifestyle. Clay has been useful since it has been discovered and using clay as a beauty ingredient is taking the knowledge our ancestors left us and making it better for us in our time.

Work Cited

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