Foaming Facial Cleanser – Pink Grapefruit (75ml): Water, Decyl Glucoside, Aloe Barbadensis Leaf Gel, Glycerin, Citrus Grandis (Grapefruit) Oil, Panthenol, Citric Acid & Silver Citrate, Glucose & Glucose Oxidase & Lactoperoxidase, Tocopherol, Melaleuca Alternifolia (Tea Tree) Leaf Oil. \*This product contains silver and / or its salts. Avoid contact with broken or abraded skin.

Balancing Toner – Active Hyaluronic Acid – Pink Grapefruit (110ml): Water, Aloe Barbadensis Leaf Gel, Hamamelis Virginiana (Witch Hazel) Water, Polysorbate 20, Glycerin, Water & Vitis Vinifera (Grape) Fruit Extract & Actinidia Chinensis (Kiwi) Fruit & Honey Extract, Panthenol, Sodium Hydroxymethylglycinate, Citrus Grandis (Grapefruit) Oil, Glucose & Glucose Oxidase & Lactoperoxidase, Tocopherol, Sodium Hyaluronate, Melaleuca Alternifolia (Tea Tree) Leaf Oil.

<u>Daily Alpha Lipoic Acid (50ml)</u>: Water, Aloe Barbadensis Leaf Gel, Glyceryl Stearate Citrate, Isopropyl Palmitate, Caprylic/Capric Triglyceride, Cetyl Alcohol, Glycerin, Stearyl Alcohol, Simmondsia Chinensis (Jojoba) Seed Oil, Glyceryl Oleate Citrate, Oenothera Biennis (Evening Primrose) Oil, Butyrospermum Parkii (Shea Butter), Thioctic Acid, Panthenol, Sodium Hydroxymethylglycinate, Lavandula Angustifolia (Lavender) Oil, Tocopherol, Rosa Eglentaria (Rosehip) Seed Oil, Ascorbyl Palmitate, Glucose & Glucose Oxidase & Lactoperoxidase, Xanthan Gum, Citric Acid & Silver Citrate, Copernicia Cerifera Wax: Retinol, Tocopherol, Cholecalciferol, Citrus Grandis (Grapefruit) Seed Extract, Dimethyl Sulfone, Melaleuca Alternifolia (Tea Tree) Leaf Oil, Sodium Riboflavin Phosphate, Aerobic Oxygen. \*This product contains silver and / or its salts. Avoid contact with broken or abraded skin.

Alpha Lipoic Acid Night Cream (50ml): Water, Aloe Barbadensis Leaf Gel, Isopropyl Palmitate, Glycerin, Caprylic/Capric Triglyceride, Cetyl Alcohol, Glyceryl Stearate Citrate, Glyceryl Oleate Citrate, Stearyl Alcohol, Simmondsia Chinensis (Jojoba) Seed Oil, Thioctic Acid, Oenothera Biennis (Evening Primrose) Oil, Butyrospermum Parkii (Shea Butter), Rosa Eglentaria (Rosehip) Seed Oil, Parfum\*, Copernicia Cerifera Wax: Retinol, Tocopherol, Panthenol, Tocopherol, Ascorbyl Palmitate, Sodium Hydroxymethylglycinate, Glucose & Glucose Oxidase & Lactoperoxidase, Citric Acid & Silver Citrate, Epilobium Angustifolium (Canadian Willowherb) Extract, Xanthan Gum, Cholecalciferol, Citrus Grandis (Grapefruit) Seed Extract, Dimethyl Sulfone, Melaleuca Alternifolia (Tea Tree) Leaf Oil, Sodium Riboflavin Phosphate, Aerobic Oxygen. \*Parfum = natural essential oils only. \*\*This product contains silver and / or its salts. Avoid contact with broken or abraded skin.

Alpha Lipoic Acid Eye & Neck Serum (30ml): Water, Glycerin, Thioctic Acid, Caprylic/Capric Triglyceride, Glyceryl Oleate Citrate, Glyceryl Stearate Citrate, Isopropyl Palmitate, Copernicia Cerifera Wax: Retinol, Tocopherol, Simmondsia Chinensis (Jojoba) Seed Oil, Cetyl Alcohol, Stearyl Alcohol, Tocopherol, Ascorbyl Palmitate, Glucose & Glucose Oxidase & Lactoperoxidase, Sodium Hydroxymethylglycinate, Citric Acid & Silver Citrate, Hydroxyethylcellulose, Citrus Grandis (Grapefruit) Seed Extract, Dimethyl Sulfone, Citrus Aurantium Dulcis (Sweet Orange) Oil, Citrus Aurantifolia (Lime) Peel Oil, Aerobic Oxygen, Citrus Medica Limonum (Lemon) Oil, Melaleuca Alternifolia (Tea Tree) Leaf Oil.

## **Newco Enterprises Inc.**

402, 5723-10th Street N.E. Calgary, AB T2E 8W7
Ph: 1-800-726-4155 Fax: 1-888-295-9566
www.organicteatreeoil.com • newcoteatree@telus.net



## Newco Natural Technology Alpha Lipoic Acid Series

w/ Vitamins A, C & E, Rose Hip Seed Oil and Shea Butter















## Alpha Lipoic Acid Series

Step One: Foaming Facial Cleanser Step Two: Balancing Toner Step Three (AM): Daily Alpha Lipoic Acid Cream Step Three (PM): Alpha Lipoic Acid Night Cream Step Four (PM): Alpha Lipoic Acid Eye & Neck Serum



Skin Type: Normal, Mature

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Step One: Foaming Facial Cleanser - In an innovative, patented foaming pump bottle, this cleanser is very mild and non-irritating. It gently takes away dirt and oil without stripping the skin of moisture and is lightly scented with Pink Grapefruit essential oil. This distinctive formula combines Aloe Vera Gel and Glycerin for moisturizing and can be used by all skin types. Best used morning and evening followed by Newco's Balancing Toner and one of Newco's moisturizing creams.

Step Two: Balancing Toner - This toner is specially formulated to gently exfoliate with 3.5% fruit acids and is non-drying at less than 1.3% alcohol. Witch Hazel provides the astringent to effectively tone and gently tighten the skin and to help close the pores after cleansing. The key to this toner is the addition of Active Hyaluronic Acid (H.A.) to hydrate the skin. Using a toner is important after cleansing to remove any residual traces of dirt and oil and to help prepare the skin to receive a moisturizer. This toner is lightly scented with essential oil of Pink Grapefruit.

Toners are often a misunderstood product. A common misconception is that they contain high levels of alcohol which can dry out the skin and help those with oily skin and acne. What this can do though is create a situation where the oil glands are negatively stimulated to over produce oil in an attempt to create a balance in the skin. A balanced toner will not only remove any residual dirt or oil which was not removed during cleansing, but to also gently firm and tighten the skin which will help to close the pores after they have been cleansed. This is a very important step as it helps prepare the skin to receive the moisturizer and leaves it in the ideal condition for the active ingredients to be absorbed and take effect.

Newco's <u>Daily Alpha Lipoic Acid</u> and <u>Alpha Lipoic Acid Night Creams</u> have been reformulated with new ingredients to improve their effectiveness, feel, stability and will heighten your Newco Skin Care experience. Since these formulas were introduced, there have been many exciting developments in natural skin care ingredients which has now made it possible for us to make significant improvements to these creams. We have incorporated new emulsifiers which are more effective and enhance the absorption of the active ingredients and increase the stability of the creams. New actives like <u>Rose Hip Seed Oil</u> and <u>Shea Butter</u> have been added to improve the effectiveness and the synergy of the blends.

<u>Step Three (AM): Daily Alpha Lipoic Acid Cream</u> - A light, super antioxidant, anti-aging moisturizing cream featuring <u>Alpha Lipoic Acid</u>, <u>Ascorbyl Palmitate (Vitamin C)</u>, <u>Vitamin A (Retinol)</u> and <u>Rose Hip Seed Oil</u>. This formula is lightly scented with Lavender Essential Oil.

Alpha Lipoic Acid is an amazingly powerful antioxidant that has the ability to recycle and regenerate other antioxidants such as Vitamins A, C & E to make them more effective and longer lasting at a cellular level. It can possess up to 400 times more antioxidant activity than Vitamin C! Many signs of aging such as wrinkles, fine lines, puffiness and bags under the eyes can be attributed to increased inflammation in skin cells by free radical damage. Alpha Lipoic Acid can help fight that inflammation and can also help repair skin damage. One other beneficial aspect of Alpha Lipoic Acid is that it is both water and oil soluble which allows for easier absorption. It can also help increase the cell's energy level to help maintain cellular function which naturally slows as we age.

Ascorbyl Palmitate is the fat soluble version of Vitamin C and is derived from Ascorbic Acid (Vitamin C) and Palmitic Acid (a fatty acid derived from Palm). The blend of those two ingredients creates a form of Vitamin C that is not irritating or acidic and is more easily absorbed into the skin (6X more absorbable than regular Ascorbic Acid). Vitamin C has many vital roles in the body and specifically, it is essential for collagen production and also helps decrease inflammation. Ascorbyl Palmitate is beneficial for fine lines, wrinkles, sun-damaged, irritated or inflamed skin.

<u>Vitamin A (Retinol)</u> is an antioxidant known to help with acne and other skin issues such as fine lines and wrinkles. Pure Retinol can be irritating to the skin and relatively unstable which means it could oxidize quickly and not enough of it may absorb into the skin to be beneficial. Newco uses a palm encapsulated Retinol in combination with Vitamin E which reduces the irritation factor, protects it from oxidation and helps deliver it into the skin where it can be most effective.

Rose Hip Seed Oil (Rosa Eglentaria) contains essential fatty acids—omega 3, 6 and 9—which helps keep skin moisturized. It also contains many antioxidants including carotenoids such as beta-carotene and lycopene and even Vitamin C. One important feature is its naturally occurring Vitamin A content which is very beneficial for skin care. Rose Hip Seed Oil has been shown to help with wrinkles, skin healing, scars, burns, stretchmarks, hyperpigmentation, and skin disorders such as acne and eczema.

Shea Butter (Butyrospermum Parkii) is high in Oleic & Linoleic Acids (Omega 6 & 9 EFA's). It also contains phytosterols that can help with inflammation & triterpenes such as cinnamic acid and lupeol that have UV-b absorbing properties. It is also a source of eight kinds of catechins (Antioxidants also found in Green Tea) and quercetin. It helps increase circulation and is an excellent moisturizer.

We have also included <u>Vitamin E</u> and <u>MSM (Dimethyl Sulfone)</u> for extra antioxidant protection and additional skin nutrition as well as <u>Aloe Vera</u> and <u>Evening Primrose Oil</u> for skin soothing and moisturizing.

<u>Step Three (PM): Alpha Lipoic Acid Night Cream</u> - This is a richer, more intense cream designed for use at night during the skin's repair cycle. It has higher levels of the key active ingredients - <u>Alpha Lipoic Acid</u>, <u>Ascorbyl Palmitate (Vitamin C)</u>, <u>Vitamin A (Retinol)</u> and <u>Rose Hip Seed Oil</u> - as well as <u>Evening Primrose Oil</u> and <u>Shea Butter</u> for increased moisturizing.

In addition, the Night Cream contains <u>Canadian Willow Herb Extract</u> which has antiinflammatory, anti-irritant and wound healing properties. It has also been shown to kill the Propionibacterium acnes bacteria, commonly associated with acne. An important ingredient to help soothe and heal the skin during the night repair cycle. This cream is lightly scented with natural Citrus essential oils.

<u>Step Four (PM): Alpha Lipoic Acid Eye & Neck Serum</u> - This serum has the highest amount of <u>Alpha Lipoic Acid</u>, <u>Vitamin A</u> and <u>Vitamin C</u> in the series for intense skin repair. The key ingredients will help decrease fine lines and wrinkles and can also be used for redness and inflammation associated with acne and rosacea. The Serum also contains <u>MSM (Dimethyl Sulfone)</u>, <u>Jojoba Oil</u> and <u>Aerobic Oxygen</u>.

It is best used sparingly at night by lightly patting on more visibly damaged areas such as around the eyes (crow's feet) and around the mouth (smile lines). The skin around the eye area specifically is very delicate and pulls easily, so gentle application is necessary to prevent any further damage. The Serum is also great for the commonly forgotten areas on the neck and décolleté to keep the skin moisturized and help decrease the visible signs of aging. This Serum is also lightly scented with natural Citrus essential Oils.

\*You may experience a slight tingling sensation while your skin adjusts to the product (10 – 14 days). This is the result of the combination of active anti-oxidants taking effect and is not harmful, it is actually beneficial! This applies to the Daily Alpha Lipoic Acid Moisturizing Cream, Alpha Lipoic Acid Night Cream and the Alpha Lipoic Acid Eye & Neck Serum.