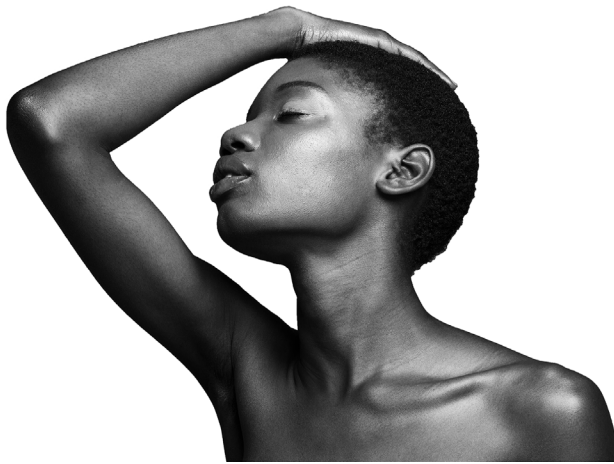


We're all going to experience the effects of skin ageing at some point in our lives; yet you may not have wondered exactly why it happens.

Why Do We Age?

Skin and Body:

You're exposed to a lot of contributors on a daily basis. UV-light, pollution in the air, smoking, alcohol and even micro-plastics in a lot of 'beauty' products. They all lead to skin ageing, and they all have one thing in common: **Free Radicals**.



Free Radicals are un-paired atoms which invade your body, shooting around your cells trying to find another un-paired atom to join with. The problem is, as the Free Radicals travel, they bump into your healthy cells and damage them in the process.

Imagine this happening constantly to your skin cells as you're exposed to the harsh environments around you. The damage is called oxidisation, and is essentially the same process as metal rusting!

The Prager Approach

Can you imagine how much damage it can do to your skin if you're left unprotected?

That's where Hydrogen comes in. Hydrogen is one of the most powerful anti-oxidants known to man, any by harnessing it we can not only prevent, but even repair the damage that has been done by oxidisation. Hydrogen water can even turn a rusty paperclip back to clean metal again!

There are ways to infuse your life with extra hydrogen, so keep your eyes peeled for a revolutionary new Dr Prager product coming soon. It's the perfect compliment to your skincare routine!

If you feel like boosting your skin with a Jetstream of pure Hydrogen Water, come in for our famed and exclusive Hydrogen Facial, the Beauty Editor's favourite.

Hydrogen is one of the most powerful **Anti-Oxidants** known to man. A single atom, so small it can penetrate any tissue. Infused in water or via inhaler, by harnessing it we can not only prevent, but even repair the damage that has been done by oxidisation. Hydrogen water can even turn a rusty paperclip back to clean metal again!



Coming Soon: Dr Prager Hydrogen Bottle.

The fact is, **Anti-Oxidants** neutralise Free Radicals, and every second of your day there is a constant battle going on. Your body constantly defending you against Free Radical attacks.

What natural weapons do you have in your arsenal? **Vitamins E, C and D** and **Superoxide Dismutase** are good examples of enzymes that break down Free-Radical attacks.

This is why we are all told to eat loads of anti-oxidant rich Superfoods. The problem is that there is a limit in how much your body is prepared to absorb. Eating 30g of tomato paste a day for instance can increase your skin's resistance against UV damage by a factor 2. Not much really.

By applying a carefully formulated **Vitamin C Serum** topically we can extend the skin's ability to cope with sun by up to 5 times. The skin, unlike the body, can absorb large amounts of anti-oxidants directly and therefore deal with free radical attacks much longer.

The Prager Clinic

Our **Dr Michael Prager Anti-Oxidant Serum** is possibly the most protective serum on the market for **Anti-Oxidant** boosting, thanks in no small part to its extremely rich formula, the expensive ingredients it is made from and its luxurious protective packaging. It gives you an extra protective layer which not only prevents Free Radical damage, but also infuses your skin with the extra help to **maintain** and **repair** itself.

Why don't you grab yourself a bottle of Serum, and help your skin win the war against Free Radicals!



Anti-Oxidant Serum with Vitamin C

£90

The Free Radical Catcher

Dr Michael Prager Anti-Oxidant Serum is designed to reduce skin damage by increasing your natural anti-oxidant levels in the dermis. Ideal as the first line of defence against pigmentation and loss of skin collagen. A small amount goes a long way and even contains moisturising hyaluronic acid for a beautiful smooth complexion.