

Melon Fresh Lotion Interview Transcript

Mike: On the phone with us right now our Chief Formulator Doug Wainright with some exciting news about our new Melon Fresh Lotion. Doug, tell us about this new lotion. What's it gonna do for us and what's it gonna do for our skin?

Doug: The melon lotion is really the spectacular in the sense that it's not only the best antioxidant lotion on the market, but melons also have an abundance of nutrients and some of the most important nutrients in fresh melons like water melon, cantaloupe and honeydew.

We use fresh, organic watermelons, cantaloupe and honeydew melons and we have a trade secret extraction process that we call bio-extraction where we take these fresh melons and



extract all the nutrients that eventually turns into a liquid that we emulsify into this lotion.

The melons provide high levels of an antioxidants called lycopene. Now that's mainly from watermelons and Lycopene is

an important anti-oxidant especially for the skin. As a matter of fact, it's the only anti-oxidant that is powerful enough a certain protection factor. Now of course you couldn't get an SPF as high as you could say, with Zinc oxide but just on its own Lycopene can provide maybe as high as a SPF factor of three. So when it comes to the skin and counteracting the effects of the damage of the UV rays from the sun, Lycopene is an extremely important antioxidant and there's an abundance of Lycopene in this lotion.

Now another important antioxidant in this new melon lotion is an antioxidant called Superoxide Dismutase. Superoxide Dismutase is considered to be the most important antioxidant in the body and the reason is because it's the only antioxidant that can neutralize what's known as a hydroxy free radical which is the most damaging form of any free radical that's formed in the body. And in particular the skin. Because of the UV rays and pollution that the skin is exposed to and many other factors, being able to neutralize that damaging, free radicals is extremely important, and Superoxide Dismutase is the only antioxidant that has the capability of doing that.

Superoxide Dismutase is found mainly in cantaloupe and honeydew melons and it's really important for the, as far as the levels of that particular antioxidant, as to how the lemons are grown. In other words, if the melons are grown on very depleted soil using lots of chemicals and that sort of thing, you can only get very low levels of that antioxidant. We are careful in the selection process of these melons and that's the reason why we only use organic melons. And we are particular where they are grown and where they come from so as to have high levels of that particular antioxidant in these melons. So this melon lotion is absolutely teeming full of that particular antioxidant.

Another important feature about Superoxide Dismutase is that, in the aging process, there's what's known as Collagen Oxidation. Collagen Oxidation is one of the primary process of aged skin whether it be wrinkled skin or sagging skin or something along that line.

What happens is the Collagen gets oxidized which means that it reacted with oxygen and Collagen is what holds everything together. It's what holds the skin tight and firm and it's kind of like the scaffolding structure of the skin and when that gets oxidized it gets weak and brittle and collapses and Superoxide Dismutase is the only antioxidant that will actually bind directly to Collagen and help prevent that from happening.

As far as anti-aging of the skin, that particular antioxidant is extremely important to look younger and have firm, tight skin. As a matter of fact, without keeping those levels of that particular antioxidant at up to optimum levels, it's not likely that that would happen. So that's an important feature of that.



There is another nutrient in the Melon Fresh which is, I think important as well, and that's a substance called Citrulline. Citrulline is mainly extracted from the rind of the watermelon and that's another thing I would like to just touch on.

When we do the extraction process of these melons, we use everything. We're using the rind, we are using the seeds, flesh--every part of the melon is utilized in the extraction process and that where the Superoxide Dismutase is, the greatest concentration of the Superoxide Dismutase is in the peel and the rind. It's not in the flesh.

But back to the Citrulline, the amount of the Citrulline that is in this lotion is high and Citrulline is important in the sense that it's a vasodilator so it increases blood flow to the skin which can be important as far as flushing toxins out of the cells and also delivering nutrients from the blood.

Also, it has a push back effect against fat. Now, I wouldn't necessarily say that using this lotion is gonna make you thin, but it does have a push back effect so it makes it less likely that you would accumulate your subcutaneous fat which is the fat right underneath your skin.

I think that's an important factor too because as everyone knows as we get older, we tend to put on a little extra fat and using this lotion has a little bit of a push back effect against that.



The honeydew not only has the Superoxide Dismutase but it has another substance and it's called a adenosine. And a adenosine is another really important nutrient in the sense that it's used medically to facilitate wound healing. Wounds that are having a hard time healing, adenosine will speed that process up. It's a growth promoter. It stimulates the cell to repair and rejuvenate at a faster rate and so when you combine all three of these melons, like we do into this melon fresh lotion, the synergy of the fact between the nutrients in the watermelon, the cantaloupe and the honeydew melons is just an absolute, incredible effect as far as anti-aging and renewing and repairing the skin and with completely all-natural, food source nutrients. It's really an amazing product.

Mike: And I guess even though it's called a body cream, it can be used to practically anywhere on the body, correct?

Doug: Yeah, I call it a lotion but it is actually more of a cream because if you look at the consistency of the product, it's actually a little thicker than a lotion but a little bit thinner than say, a face cream. So it's kind of midway into that category and skinis skin. I mean, you know the skin on your legs is the same as the skin on your face other than the capillaries. You have more capillaries on your skin on the face than you do your leg and the back concept and a few things like that but to answer your question, it's absolutely fine to apply on your face, on the nose, on the body. You can use it anywhere you have skin, from your feet all the way up to your face. Well absolutely, I would highly recommend you use it anywhere.

Mike: Even though it's a body cream Bill, does it absorb very quickly into the Skin?

Doug: It's a relatively fast absorbing cream. You know, we did some testing. One of our test subjects comes to mind. She is a seventy year old woman. She has been using some kind of lotion, I believe it was, the brand was like a Dove oriented brand and her exact words were when she used the lotion she had been using is that after a few hours, it just felt like nothing was on her skin, like she hadn't even applied the lotion. This particular cream, when she started using that, it made a really big difference in the sense that by the next day she could tell her skin felt soft and moisturized and so not only is it fast-absorbing, it's long lasting. It's gonna last at least twenty four hours or longer.



Mike: One of the things that I find fascinating is you said that not all forms of Superoxide Dismutase are beneficial to the skin. Can you explain that just a little further?

Doug: Yeah absolutely. The most important and the most beneficial form of Superoxide Dismutase for the skin is what's known as the Manganese forms and all forms of Superoxide Dismutase have either one of these metals. It could be Manganese, Iron, Copper or Zinc.

The Manganese form is the most beneficial and has the most effect as far as being able to bind the Collagen, which as I was talking earlier about the Collagen Oxidation. It's the most effective form for that. The melons not only have the Superoxide Dismutase but they have a lot of the

bio-available Manganese and what that does is that keeps the Manganese form to be the dominate form of Superoxide Dismutase in this particular product.

Because what happens a lot of times is if you have Superoxide Dismutase and then you have say, high levels of Iron from some other source, Iron can get in there and hijack the Manganese and if that happens, that disrupts the ability for Superoxide Dismutase to do its job, which is to prevent Collagen Oxidation and to neutralize the really damaging free radical known as the Hydroxy free radicals. And the other forms, the Zinc and the Copper, they just don't have the antioxidant power that the Manganese form has and that's a really good point. I am glad you brought that up.

Mike: Doug once again thanks for stopping by and bringing us up to date on the latest and the greatest from asking friend. Folks, you've heard it from the formulator's mouth. Get yourself a bottle of this melon fresh lotion today. Try it out. If you don't love it, we will buy it back.