

# The Insider's Guide On **HOW TO LOOK** **10 Years Younger**



**P.S. Find out the one food  
that experts say reduces  
lifetime aging by 30%!**

## **In this guide, you'll learn:**

- Main factors that cause aging.
- The first facial feature we scan to estimate another's age
- How to Identify where your skin is currently at in aging process.
- #1 reason people fail at skin care
- A simple, natural skin care routine for everyone.
- Key preventatives for aging (some will surprise you)
- The one food that reduces aging by nearly 70%
- And much, much more...

A Publication of:

# **AVIVA PURE**

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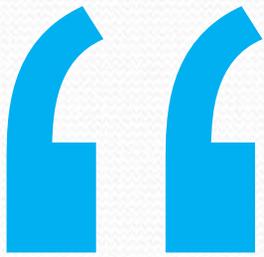
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Disclosure: This book not indented as a substitute for medical advice from a qualified physician. The intent of this book is to provide general information in regard to the subject matter covered. If medical advice or other expert help is needed, the services of the appropriate medical professional should be sought.

# Chapter 1:

## Main Factors that Cause Aging



**She Looks Old for Her Age"**

When it comes to aging and the maintenance of our skin, there is no denying a youthful appearance has a strong correlation with higher self-esteem, more confident social interactions and better overall quality of life.

A number of studies have shown that humans are evolutionary wired to instantly scan each other for signs of health and vitality. Here are the top five facial attributes in age estimation:

- 1) **Mouth Area:** wrinkles around the lips
- 2) **Eye Area:** wrinkles and dark circles
- 3) **Overall Skin Tone:** uneven coloration, presence of brown spots
- 4) **Nasal Fold:** "parentheses" sign around the nose and mouth
- 5) **Frown Lines:** forehead wrinkles

# 1) PROTECT YOUR SKIN FROM UV RADIATION

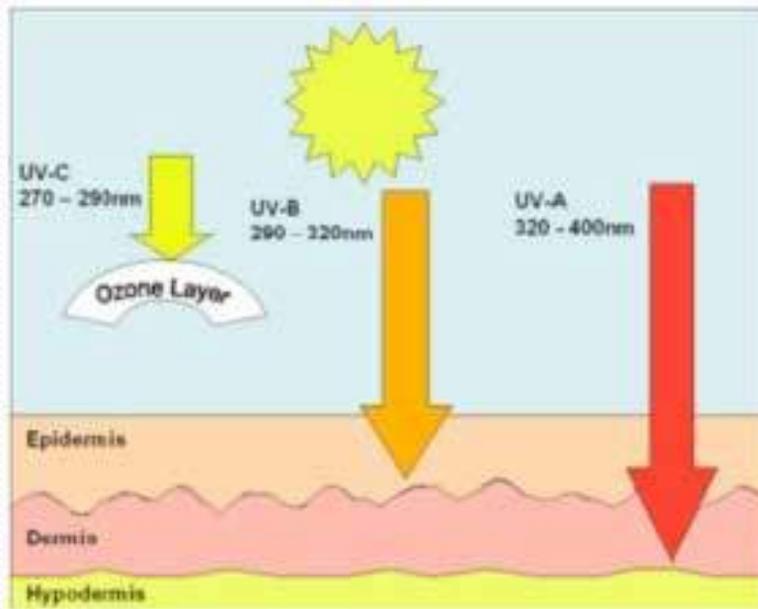
The debate among experts for decades has been how much ultraviolet radiation plays in the aging process.

In the 1960's, scientific journal articles were published showing UV radiation accounting for as much as 100% of the external influences that result in aging, while others studies have since shown UV radiation accounts for nearly 80% of the external influences in aging.



SPF refers to the ability to block UVB rays.

UVB rays are mostly absorbed and eliminated in the Epidermis. UVA rays, however, are the main cause for accelerated skin aging.



(Photo: UniqueVerve.com)

UVA rays pass straight through to the epidermis, resulting in a massive increase in enzymes that tear apart collagen. As the damages continue to worsen, blood appears to be closer to the skin because the skin has thinned out, leading to discoloration, or sun spots. We will show you how this can be prevented in a later chapter.

## **2) WATCH YOUR DIET:**

In the Monash University Study by Martalena Purba, PhD, it stated that independent of sun and other environmental factors, a consistent diet in healthy foods is directly correlated with significantly fewer wrinkles and signs of facial aging.

Scroll to the next page to see a list of foods known for promoting wrinkles.

In the study, below is a list of foods and beverages singled out as wrinkle promoters:

- **Processed Meats**
- **High Fat Dairy**
- **White Potatoes**
- **Butter, Margarine and Saturated Fat**
- **Baked goods; cakes, pastries and sugar rich desserts**
- **Soft Drinks**

**“nutritional equivalent of putting your face in front of a sunlamp”**

Sugar encourages the production of Advanced Glycation End Products (AGEs). According to Alan Logan, ND, Mark Rubin, MD, and Phillip Levy, MD, in their book, Your Skin, Younger, the high quantity of sugars we consume along with the AGEs in the foods we commonly eat, are the “nutritional equivalent of putting your face in front of a sunlamp.”

### **3) REDUCE CHRONIC INFLAMMATION:**

Poor diet, stress, lack of physical exercise - these are a few of the main factors that lead to chronic inflammation.

Inflammation is at the root of skin aging and skin conditions (acne, psoriasis and virtually all skin conditions in between).

Alan Logan, ND, Mark Rubin, MD, and Phillip Levy, MD, describe inflammation damage to the skin as “the same way that waves erode a coastline - once set in motion, inflammation in the skin will further promote oxidative stress.”

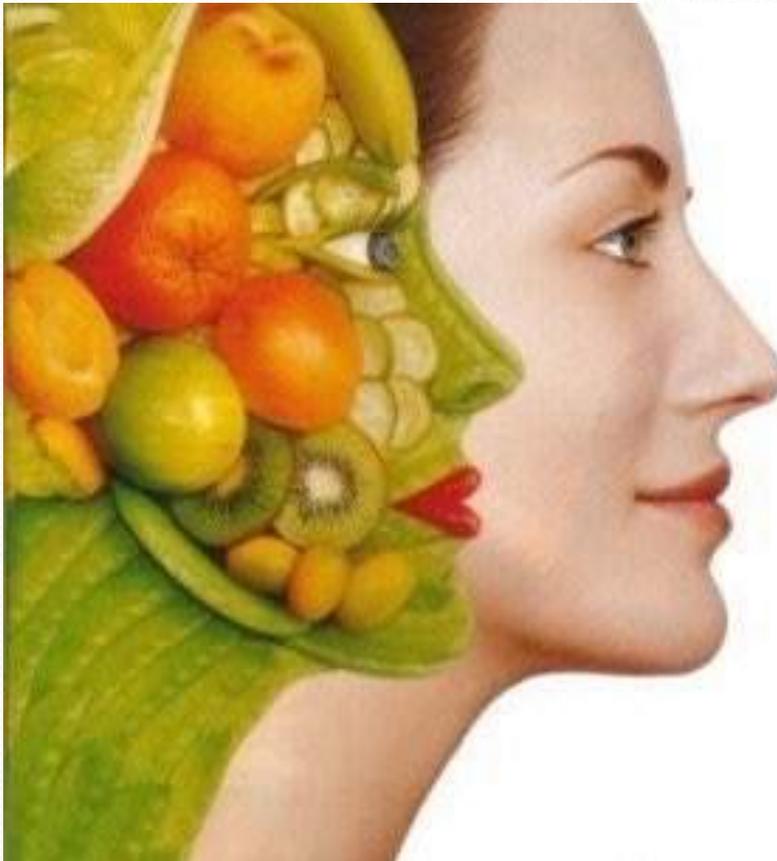
Oxygen is used to produce energy in the human body, and one of the byproducts of this is free radicals. Free radicals are one of the top enemies to human skin. They create a never ending vicious cycle in which oxidative stress promotes inflammation, and inflammation creates more oxidative stress.

The body is equipped with defense mechanisms for this, but it also must be fed with vitamins and phytochemicals from fruits, plants and herbs for this process to slow down skin aging.

So now you've seen major causes of aging. Next, we will show you key preventatives for aging. Continue to the next page.

# Chapter 2:

## Key Preventatives for Aging



(Photo: gammaonhealth.com)

In this chapter we will discuss key preventative measures that you can take to prevent aging.

You really don't have to look old for your age if you're able to follow these key principles! Scroll to the next page to find out more.

## 1) OMEGA-3 FATTY ACIDS FROM FISH OILS

Doctors have long preached about the importance of Omega-3 fatty acids in our diets, and additional studies have confirmed the link between Omega-3 found in fish oil and reduced damage caused by UV rays.

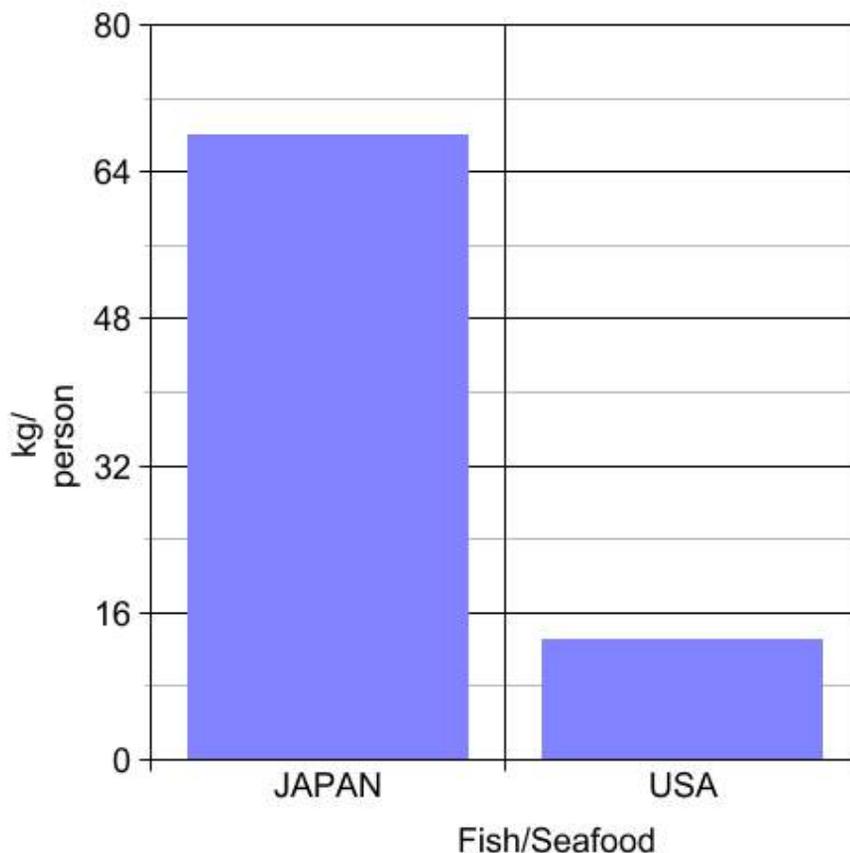
“ The ingested fish oil (EPA) was estimated to provide a SPF of 1.15. A consistent SPF of 1.15 without applying any topical sunscreen translates to a 30% reduction in the lifetime risk of skin cancer.”

The above is from a study published in the Archives of Dermatological Research (1992), with participants taking taking 2.8g of fish oil (EPA) daily. Since agents that reduce skin cancer are also anti-aging for the skin, this study highlighted the importance of Omega-3's from fish oil for youthful skin.

Let's take another look at how beneficial fish and seafood are for anti-aging.

Have you ever noticed how Japanese women are able to maintain their younger looks well into the later years of their life?

An observational study showed that North American females between 29 and 69 years old experienced an earlier onset of facial wrinkles and sagging compared to that of the Japanese. A reason for this could be in the difference in average annual consumption of fish/seafood per year between the USA and Japan. Take a look at the graph below:

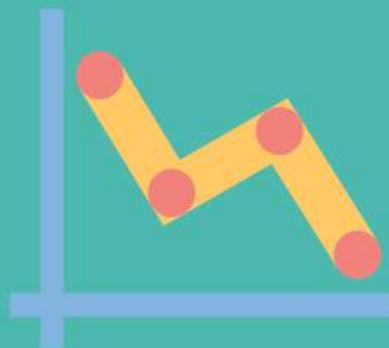


## Check Out This Infographic Highlighting The Top Anti-Aging Foods:



### *Diet-Wrinkle*

• Correlation •

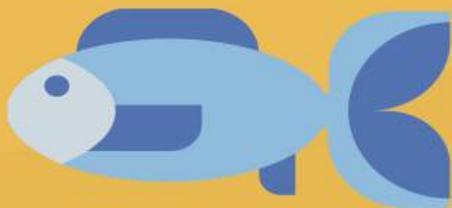


Independent of sun and other environmental factors, a consistent diet in healthy foods is associated with fewer wrinkles and visible signs of facial aging.

## EMBRACE THE RAINBOW



Studies have shown that the combination of antioxidants found in colorful fruits and vegetables can put a stop on the aging process.



## Omega-3 Fatty Acids From Fish Oils

1.15

"The ingested fish oil (EPA) was estimated to provide a SPF of 1.15. A consistent SPF of 1.15 without applying any topical sunscreen translates to a 30% reduction in harmful UV Rays."

## Other Powerful Anti-Aging Foods



**Green Tea**

**Spices**



**Cocoa/Cinnamon**

### SOURCES :

Black and Rhodes. "The potential of omega-3 fatty acids in the prevention of non-melanoma skin cancer." *Cancer Detection Prev* 2006;30: 224-232.

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by: **AVIVA PURE**  
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Scroll to the next page for more anti-aging preventatives.

## 2) ANTIOXIDANT RICH FRUITS & VEGETABLES

Studies have shown that the combination of antioxidants in Vitamins A, C & E found in colorful fruits and vegetables can put a stop on the aging process. Below is a list of foods with a high antioxidant content:

Asparagus	Cherries	Eggplant	Pomegranate
Avocado	Chili Powder	Fuji Apples	Raspberry
Beets	Cinnamon	Ginger	Red Grapes
Bell Peppers	Cloves	Green Tea	Spinach
Blueberries	Cocoa	Kale	Strawberry
Broccoli	Cranberry	Oranges	Turmeric

## 3) FOODS WITH LYCOPENE

Lycopene is a member of the Vitamin A family of antioxidants called carotenoids. Studies have shown lycopene to prevent UV induced sunburn. Foods that are abundant in lycopene include tomatoes, grapefruit and watermelon.

#### **4) ORGANIC CARRIER & ESSENTIAL OILS**

By now we have learned that Vitamins A, C & E are effective when they are ingested via fruits and vegetables. They are also able to penetrate in the layers via topic applications of organic oils.

An example of an organic oil that works well for anti-aging is Rosehip Seed Oil. With skin rejuvenating Vitamins A, C and E, Rosehip Seed Oil is considered a safer alternative than Botox to repair the skin's surface and restore elasticity. Other organic oils include Coconut Oil, Argan Oil, Jojoba Oil, Lavender Oil.



## **5) EXERCISE/YOGA/MEDITATION**

All three of these tools play an important role in stress reduction and improving ones outlook on life.

How does this relate to skin care? Stress and a positive outlook are associated with lower levels of inflammation. Inflammation as we know is the root of all the harmful skin conditions on the body. Regular meditation can increase serotonin and melatonin levels by up 123%. Both of these chemicals are critical for healthy collagen and younger looking skin.

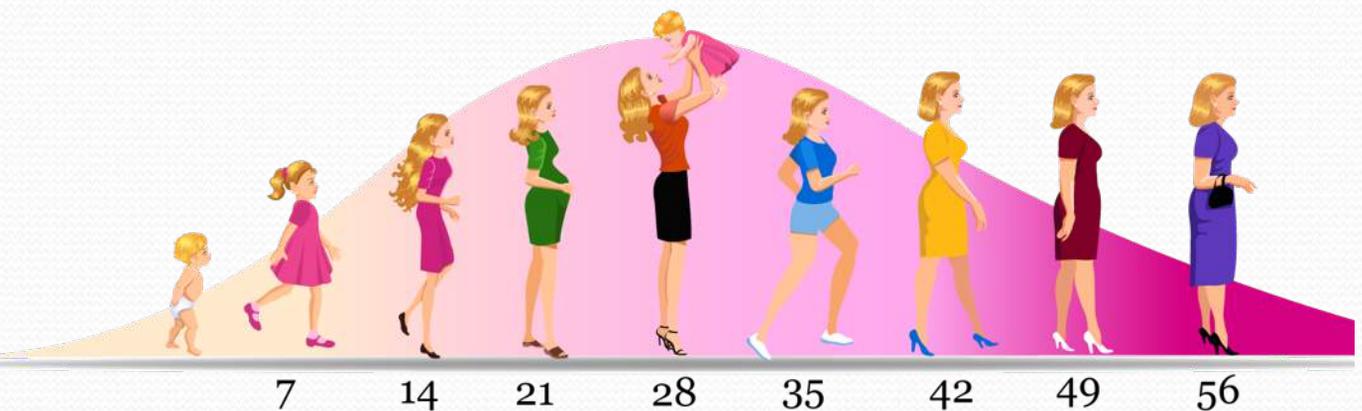
## **6) SLEEP**

Tryptophan is an amino-acid found Turkey, and when combined with sweet potatoes or cranberry sauce, it is the reason why we feel sleepy after a Thanksgiving meal. It also plays an important role in skin. Depletion of Tryptophan through sleep deprivation encourages the breakdown of collagen, causing the skin to loses its strength and elasticity.

No wonder why people say to be sure to get your beauty sleep!

# Chapter 3:

## Where's Your Skin at in the Aging Process?



(Photo: Ladysformula2.com)

As you hit certain age milestones in your life, the body undergoes rapid changes. On top of the body's natural cycle; stress, diet, exercise and sun damage all begin to add to the aging process.

We will take a look at what to expect from your skin in each decade of your life, as well as ways to help slow aging. Continue to the next page to find out where your skin is currently at in the aging process.

## 20s

After battling hormones for much of your teens, the 20's are when you finally see your skin begin to settle down and see a noticeable change. It's also a key time when you set the foundation for your skin for the remaining decades.

Your 20's are when you should be setting up a complete skin care routine. You should begin using a cleanser and moisturizer regularly, and to create a habit of using an exfoliator to remove dead skin cells at least twice monthly. Your skin may still experience the occasional breakout, but it is important to consider if these are related to other areas in your life such as diet and stress.

The most important skincare habit to develop in your 20's is to minimize sun exposure. Sun exposure ages your skin faster than anything else and breaks down collagen and elastin. Always use a moisturizer with an SPF, or apply sunscreen regularly. Focusing on this habit now will benefit in the upcoming decades when skin begins to naturally age faster.

## 30s

The 30's are a time when life when you begin to see the most personal growth in your life. You have settled into your career and maybe have begun to raise a family. They are also a time when you start to a notice a visible change to your skin. How well you treated your skin in your 20's plays a key role in determining how fast these changes begin to appear.

If you have not started a skincare routine by now, it is critical that you establish a disciplined routine going forward. Researchers shown that the glycation process in the skin is turned on in full gear at age thirty-five. The collagen and elastin start to break down, causing fine lines to appear around the eyes, mouth and forehead.

Continuing to moisturize your skin will help in maintaining healthy skin. Key areas to focus on in: Early signs of sun damage and fine lines around the eyes.

## 40s

Courtesy of changing hormones, your skin goes through some radical changes after 40. All that sunbathing you thought you'd gotten away with starts to deliver results in the form of dark spots and uneven tone. And the biggest change in your skin after 40 is its sudden lack of moisture.

As you notice deeper lines beginning to form around the mouth and eyes, the skin will require products to boost the collagen. Retinol may help in bring back your skins natural firmness and texture.

Continue to focus on protecting the skin from the sun as well as sticking to the normal routine of cleansing, exfoliating and moisturizing. Diet, sleep and exercise also play crucial roles in promoting healthy skin. Make sure you eat plenty of fruits and vegetables, lean proteins, and healthy fats.

## 50+

Great skin at midlife is actually simpler than you think. Moisturizing the body and face regularly is very important, especially the neck, as it is one of areas of body that reveal true age.

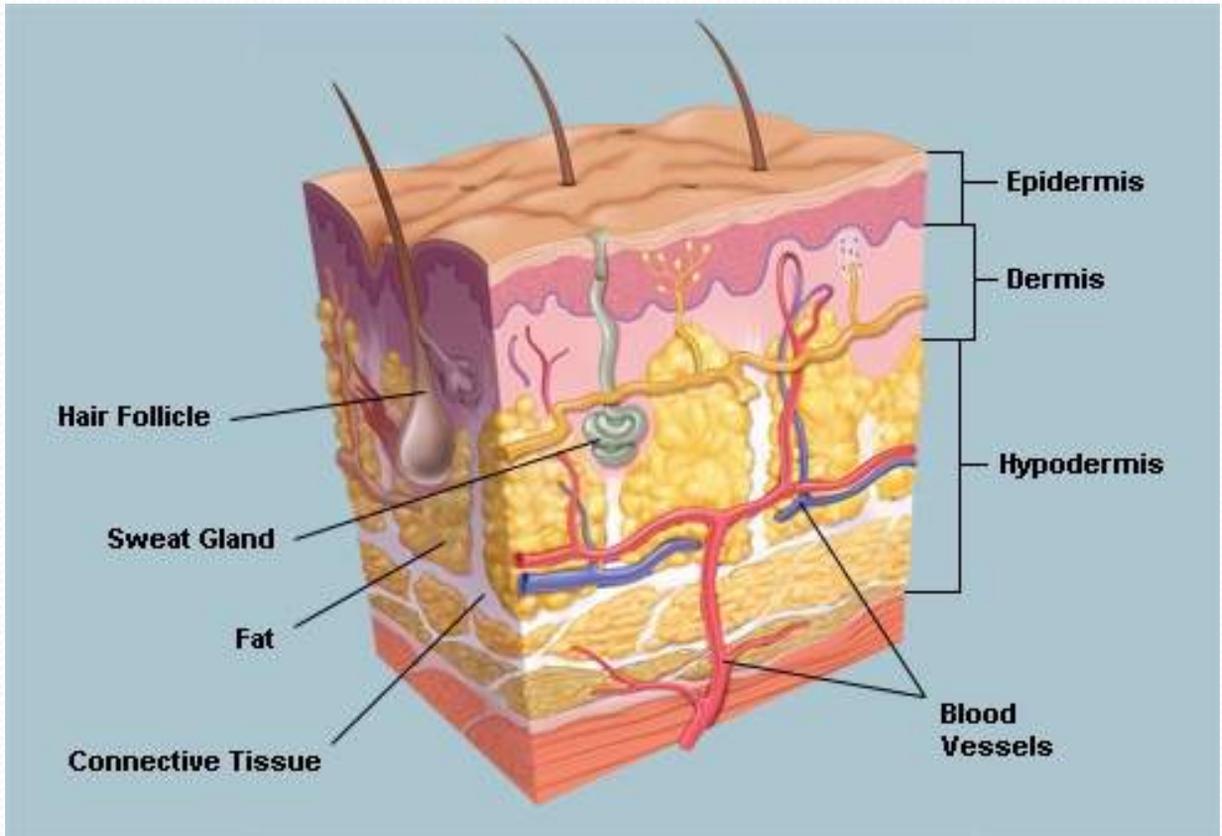
Skin can begin to sag and age spots may be visible; so minimizing your exposure to the sun is crucial if you do not want any existing age-spots to worsen. Be sure to seek shade between 10 a.m. and 2 p.m. and whenever possible, wear a wide-brimmed hat, pants, and long sleeves. Slather on the sunscreen every day before going outdoors.

Diet and exercise continue to play a role in the health and physical condition of the skin. Focus on Omega-3 fatty acids and a daily supply fruits and vegetables.

Get plenty of sleep: It's called beauty rest for a reason. Sleep gives your body time to refresh and renew itself. At this point you should also be visiting the dermatologist occasionally.

# Chapter 4:

## Anatomy of the Skin



(Photo: Ablestock.com)

Before we get into the details of a skin routine, it's important to have a general understanding of normal, healthy skin.

The skin is broken into three main layers: the epidermis, dermis & subcutaneous tissue. Gaining an understanding of the three layers will help in the future when purchasing skin care products to measure how effective they are in penetrating each layer of the skin.

## **EPIDERMIS:**

The outer layer, or part of the skin that you see. The epidermis makes melanin, which is what gives your skin its color. The epidermis is also responsible for making new skin cells, which takes place at the bottom of the epidermis.

Renewing the epidermis takes about four weeks in normal skin. As we age, this turnaround times increases by as much as 50%.

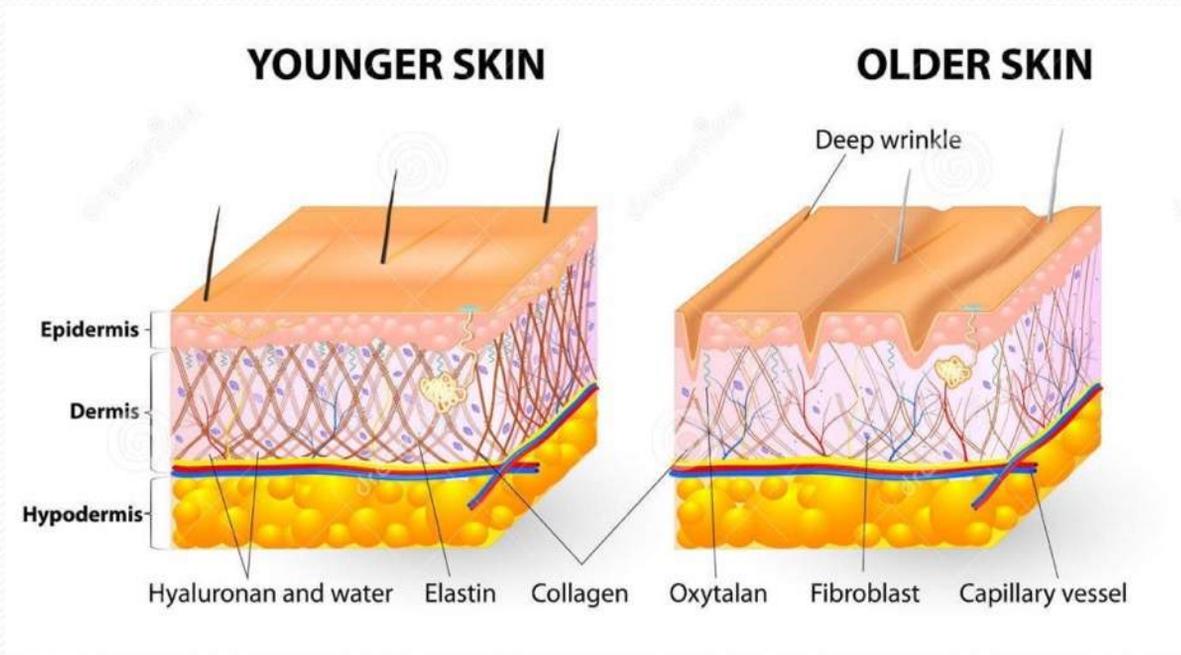
## **DERMIS:**

considered the building blocks of your skin, this part is similar to the hardware of a computer system. Problems with any the parts of the dermis lead to visible signs of aging. The dermis contains Collagen, a protein which gives skin its strength and elasticity, and Elastin, the protein that allows tissues to resume their shape after stretching or contracting. Hyaluronic acid makes up 70% of the GAGs total and is a well known nutrient in cosmetic care.

## **SUBCUTANEOUS TISSUE:**

consists mainly of fat cells, it acts as the shock absorber and insulation between skin and muscles. This explains how loss of muscle through the aging process can have an effect on the skin's appearance.

Next, we will look at an example of skin that contains visible signs of aging and damage.

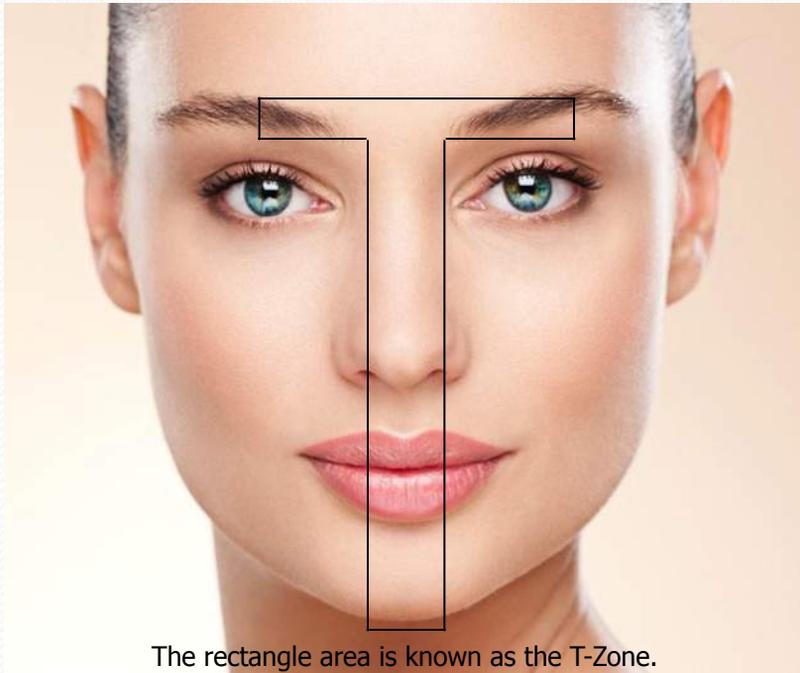


(Photo: MyPureRadiance.com)

A breakdown in the epidermis is shown by the deep wrinkles resulting from water loss and dehydration. In the dermis, aging is shown by the disorganization of collagen fibers, causing the structure to crumble and sag. Elastin & GAGs have also decreased, which is important because these provide the skin volume, hydration and firmness through the aging process.

# Chapter 5:

## Identifying Your Skin Type



The rectangle area is known as the T-Zone.

Identifying your skin type is an important first step in knowing how to treat your skin, what products to use, and how to have perfect skin.

It is estimated that 99% of people who fail at skin care fail to identify the correct skin type. Similar to how a doctor performs a general assessment before they make any recommendations, we will help you to identify your skin type before we suggest any routines. Continue to next page to see the steps in determining your skin type.



# Steps to Identify Skin Type

**Step 1:** Wash your face with a gentle cleanser and pat dry. Make sure to remove any makeup or dirt and oils that have accumulated during your day, allowing your skin to appear fresh.

**Step 2:** Wait an hour. During this time, your skin should return to its natural state.

**Step 3:** Dab your face with a tissue, pay attention to the T-zone (see picture on previous page for example of T-zone area): your forehead and nose.

**Step 4:** Use the chart on the next page to identify your skin type.

Assessment	Skin Type
Skin shows neither oil nor flaking skin when dabbed with tissue. It should feel supple and smooth.	Normal
Skin is characterized by the grease on the tissue. It is also common for a person with oily skin to have large pores and a shine.	Oily
Skin may feel stiff or show flakes of dead skin. It is associated with small pores. Moisturizing is important for this skin type.	Dry
Most common skin type. It exhibits traits of all three of the above skin types. Usually, the skin is oily in the T-zone and normal to dry elsewhere	Combination

# Chapter 6:

## Creating a Natural Skin Care Routine



The 4 Step Skin  
Care Routine for  
Beautiful Skin

(Photo: istockphoto.com)

After research and testing, we've identified a simple, 4 step natural skin care routine. These 4 steps provide the framework of every effective skin care routine. If you can master these four steps, we are confident you can create a lifetime of beautiful skin. See the next page for a complete breakdown.

## THE FOUR STEPS

1. Cleanse
2. Exfoliate
3. Moisturizer with Serum
4. Seal with Oil or Cream

### **1. USE A CLEANSER (BUT DO NOT OVER-CLEANSE:**

The first step in your routine should be cleansing. The removes any makeup, dirt, debris from your skin's surface. The cleanser should be oil based, and should leave skin soft and hydrated, not tight and dry. Avoid any chemical ingredients or fragrances, as these can irritate the skin and cause further damage.

Keep in mind that oily and acne skin is often dehydrated underneath, so you do not want to use any harsh cleansers that strip the skin of its oils. To apply, use light strokes of the fingertips to gently massage cleanser into skin and then wipe away with a soft towel.

**Note:** One of the biggest skin care mistakes is over cleansing. Start with once per day in the evening, and if necessary, increase to two times but it should never be more than that. This could irritate and dry the skin out enough to ruin the entire routine before it has started.

## **2. EXFOLIATE, EXFOLIATE:**

The main purpose of exfoliating is to rid the top layer of skin of any excess so the skin care products are able to achieve their purpose of getting to the intended areas. A key takeaway regarding exfoliates: they are NOT to irritate or inflame your skin.

For dry skin, exfoliating keeps dry skin flakes from clogging the pores. For dry skin, start by exfoliating once per week and if any irritation occurs delay to 10-14 days between exfoliations. For oily skin, exfoliation is important for removing excess sebum. Excess sebum can trap dead skin cells in the pore and contribute to congestion. Depending on sensitivity of your skin, it might be useful to exfoliate more than once per week.

Exfoliation via products containing Alpha-hydroxy acids (AHAs) and beta hydroxyl acids (BHAs) have been shown by research to provide a smooth appearance and make wrinkles appear less. Though lately there have been conflicting reports with these suggesting they increase your sun sensitivity. If these are going to be used, the skin should be monitored for any changes. Organic facial scrubs can also be used with ingredients such as sandalwood powder, rose powder and clay powder. The skin should be monitored for any sensitivity to certain ingredients but these are also excellent ways of exfoliating.

### **3. MOISTURIZE WITH A SERUM:**

Of all the products in your routine, the serum and moisturizer are considered to be the most important. The purpose of the serum is penetrate and moisturize deep into your freshly cleansed skin. The serum is made of powerful oils to strengthen the skin by feeding it with vitamins and antioxidants. It is responsible for collagen building and anti-aging, hence why it stays on your skin the longest.

Look for products with organic carrier and essential oils formulated for your skin type. It is crucial that these are applied on a daily basis.

### **4. SEAL WITH AN OIL OR CREAM:**

The final step is to seal in the serum. A study in the Journal of Investigative Dermatology confirmed that fancy, expensive anti-aging beauty creams contain ingredients that block key nutrients from reaching their target. Instead, a cream should be viewed as a way to seal the serum into the skin so it is able to effectively accomplish its task. In the morning, seal the serum in with creams that contain SPFs. At night, use oils such as Coconut Oil or Rosehip Seed Oil to lock the serum in.

## **Additional Comments**

### **How do I apply serums and creams?**

Taking a page out of the Japanese's skin care routines, it is most effective to apply serums and moisturizers onto freshly washed, barely dry skin. Next, apply a small amount of the product onto your warm hands and gently press it on your skin. Using warm hands encourages faster absorption and penetration. When apply the cream or night oil, wait 1-2 minutes until the serum is dry before apply. This will allow the serum to fully sink into the skin.

### **How much to apply?**

When applying oils, a little goes a long way. For most people, one drop can go a long way. Try to avoid over-saturating your face.

### **What about a toner?**

Toners help to balance the skin's pH and complete the cleansing process. Any impurities that can still be lingering after washing with a cleanser will be removed by a toner. Our skin requires a more acidic pH (4–5.5 roughly, depending on your individual skin type. A toner is not considered a necessity and should be determined by your skin type. If a toner is applied, finish by applying the serum and cream to the skin.

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