

## pure performance serums

Our serums are designed to create visible change to the skin. If we cleanse and hydrate our skin correctly then we can maintain healthy skin. If we want to reduce the signs of aging due to environmental damage and other factors then we need to target these challenges directly with a specific product. Advancement in science has meant that we now have the opportunity to work with the skin more closely. Fine Lines, skin tone, discoloration, age spots, skin texture can now be targeted with visible results.

Cutting edge technology sees peptides supporting failing skin functions, fighting secondary effects of external antagonists by restoring skin tissues physiological functions. Peptides are chains of two or more amino acids, scientifically designed to address concerning skin conditions. These peptides can compensate for disorders related to aging and aggressions through their regenerative capacities.

The aim being to restore skin homeostasis.

The glycation process can dramatically affect the skin and its condition.

It has been established that excess sugar can lead to a variety of health concerns; too much sugar can also affect the skin. If there is too much sugar in the body, protein molecules can cross-link with sugar molecules. Once this cross-linking process has occurred, the new sugar proteins are called advanced glycation end products (AGEs). The human body does not recognize AGEs as normal, and will produce antibodies that cause inflammation in the skin. Inflammation dramatically affects the skin and the body. Once formed, AGEs tend to gravitate toward dermal collagen and elastin.

As people age, proteins in the body can become damaged through the introduction of AGEs—one of the key factors in aging of the skin. The more sugar you eat, whether processed or natural, the more AGEs are produced. When the body is overwhelmed with AGEs, collagen becomes compromised. Effects of the glycation process at the cellular level of the skin's structure may result in wrinkling, loss of elasticity, stiffness, accelerated aging and compromised barrier function.

In keeping with our philosophy of working with nature we have taken the best that our earth has to offer teamed that with the latest in innovation and peptide technology. Our aim is to provide the very best in both these domains. Thanks to the scientific study of all the processes that occur within our skin, peptides are capable of reaching the target areas through inhibiting, stimulating or accurately mimicking the biological mechanisms (biomimetic). All our ingredients are chosen for their purity, their performance and with a commitment to the environment in mind.

By including a serum into your daily range you have the potential to specifically target the areas of concern for the individual. Should you not want the use of a "peptide" we have options that are focused on ingredients directly from nature such as supernatural8.

The dosages of each active vary depending on the product it is blended into and the other peptides/ ingredients present. Our percentages are between 3-10% in accordance with optimum efficacy.

## skinfood4 vitamin serum

### who am I?

This holistic anti-ageing vitamin enriched skinfood is designed to work harmoniously to protect and repair your skin from harsh environmental influences. These proven 4 fundamentals in skincare, vitamins A, B, C and E are captured in a pure blend of certified organic Aloe Vera. This luxurious serum will firm and promote luminosity back into your skin.

### what are the benefits of using me?

- protects and repairs
- aids in collagen production by supporting proline
- provides and anti-inflammatory effect with the vitamin C
- supports the skin's barrier function, key for locking in moisture
- reparative action from vitamin E

### who can use me?

- created for all skin types looking to reduce the signs of premature ageing.
- for sensitive skin, patch test first and then use 1-2 times per week for 2 weeks, then 4-5 times a week.

### how do you use me?

- apply a pearl size drop to fingertips and massage gently over face and neck once per day after cleansing and prior to your moisturiser.
- may be used post "over exposure" to sun to help reduce sun damage

### what am I made from?

Certified organic content 80%

**Organic Aloe Vera Gel:** Luscious Aloe Vera provides nourishment and the humectant properties that the skin needs to repair and maintain moisture. This striking green succulent has a rich history across various cultures. It is said that Cleopatra applied the gel to her body as part of her beauty regimen; the ancient Greeks used it to cure everything whilst the Native Americans have called Aloe Vera "Wand of the Heaven."

**Vitamin A:** Proven to reduce wrinkles, fade brown spots, and smooth roughness. Organic Nation's Vitamin A is encapsulated in algae microspheres it's the best fountain of youth topical ingredient currently available.

**Vitamin B:** Vitamin B boosts ceramide production and strengthens the skin's barrier function, which is key for locking in moisture and keeping irritants and pollutants out. It has also been known to help with inflammation, hyper-pigmentation, particularly from acne by evening out the skin tone.

**Vitamin C:** Vitamin C's ability to stimulate collagen production does wonders for the skin. Not only does this powerful anti-aging nutrient rebuild collagen, its potent anti-oxidant power also protects skin from age-causing free radicals. The most abundant forms of free radicals that damage our skin are environmental factors that we can't escape, sun damage, pollution and oxygen.

**Vitamin E:** Vitamin E is a skincare superstar. Vitamin E has been proven to ease dryness and boosts skin's UV defense. It's the reparative moisturizer, an antioxidant that reduces the formation of free radicals and helps to strengthen the skin's moisture barrier.

**Rose:** Rose is an intoxicating aroma that is one of the most revered essential oils around the world. Known as the "queen" of essential oils, Rose will not only repair and hydrate your skin it will awaken your senses and calm your mind.

