
KEY INGREDIENTS

SMART FOR YOU AND YOUR SKIN



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COFFEE : COFFEA ARABICA EXTRACT

While you may only usually turn to coffee for a morning pick-me-up, coffea arabica extract has been clinically proven to bring some incredible benefits to the skin. Teams of international researchers, ranging all the way from Japan to Brazil, have thoroughly studied the various improvements that coffee can have on the skin, proving that this is an effective topical ingredient to fight everything from aging to redness.

Coffea arabica extract is created by cold pressing green coffee beans, with the cold pressing process leaving all of the antioxidants intact, meaning that this is a great ingredient to use to target premature skin aging, whether this may be caused by sun exposure, pollution

or free radicals. Studies have shown that improvements in wrinkles, skin firmness and texture can be noticed significantly in just 12 weeks, thanks to the way in which coffee extract is able to increase the skin's production of collagen and elastin, while protecting against the loss of moisture.

For those who experience under-eye puffiness, coffee extracts are a great ingredient to turn to, as the caffeine in this restricts blood flow to the area around your eyes, reducing any swelling. In general, coffea arabica extract has powerful anti-inflammatory properties, with researchers discovering that the caffeine is able to reduce inflammation almost as much as aspirin does. In addition to this, coffee extract is a known diuretic, meaning that it is able to temporarily minimize the appearance of cellulite, as it draws fluid away from fat cells, shrinking their size and tightening them up. With such a wide range of different benefits, coffea arabica extract is a key ingredient to keep an eye out for in your skin care products.



Coffea Arabica Extract

RESVERATROL

A natural antioxidant that is found in high amounts in the skin of red grapes, as well as Japanese knotweed, resveratrol is an ingredient that has undergone years of clinical studies, with results showing that it has the ability to provide a significant level of protection against skin aging. In the natural world, resveratrol is an important part of a plant's defence system, with its antimicrobial properties protecting the plant from stress, infection and UV radiation, all of which it is able to do for the skin as well.

Free radicals, which are unstable molecules caused by everything from sun exposure to pollution, are a huge contributor to skin aging, and work by attaching themselves to healthy cells, resulting in damage at DNA level. However, resveratrol is able to form complex molecules that inactivate ions within the skin, preventing free radicals from forming in the first place. In addition to this, resveratrol has been proven, in several different studies, to be able to reduce the oxidative stress that the sun's UVB rays cause, while also preventing UVA damage, both of which would also help to prevent the formation of free radicals within the body.

While the way in which resveratrol is able to eliminate free radicals, while also preventing them from forming, is one of its key benefits, it is also effective when it comes to stimulating the production of collagen within the body. It does this by protecting the collagen matrix from damaging enzymes, meaning that the fibroblasts are able to function at an optimal rate. By boosting collagen production, resveratrol is able to have a significant impact when it comes to smoothing out the skin and reducing the appearance of fine lines and wrinkles.



GREEN TEA: CAMELLIA SINENSIS LEAF EXTRACT

Also referred to as green tea extract, camellia sinensis leaf extract comes from the leaves of the camellia sinensis tea plant. This is a completely natural, and extremely powerful, ingredient, and has been featured in multiple clinical studies over the years, all of which have helped to pin point the exact benefits that green tea extract can have.

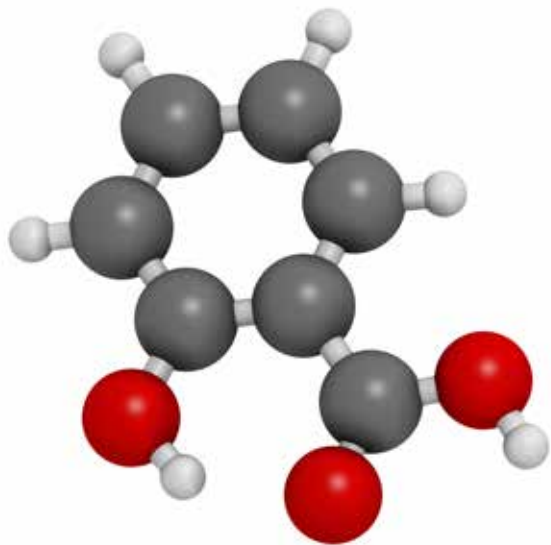
One of the most well-studied benefits of camellia sinensis leaf extract is the way in which it has strong antioxidant effects, and is actually one of the most potent antioxidants out there, meaning that it can really protect the skin from free radical damage. It is also a fantastic anti-inflammatory ingredient, and can go a long way when it comes to reducing inflammation and redness in the skin.

Camellia sinensis leaf extract is also a great source of catechins, especially EGCG. These are antibacterial agents that help to detoxify the skin and eliminate bacteria, making it a great ingredient for those who experience

regular bouts of acne to use. Thanks to its natural astringent properties, green tea extract is also able to decrease the skin's natural sebum, or oil, production, which, again, can significantly cut back on acne breakouts.

Recent studies on camellia sinensis leaf extract have also discovered that, when used topically, it is able to treat certain types of skin cancer. It does this by repairing damaged DNA within cells, while also boosting the immune system and preventing free radical damage. Since camellia sinensis leaf extract does contain caffeine, it can also be used as an effective way to treat puffiness under the eyes, especially if this has been caused by water retention.





Collagen is a protein that forms a part of the building blocks of your skin, making it key when it comes to skin elasticity and smoothness. This is the most abundant protein found in the body, making up 30% of the body's protein in total, and is composed of a mixture of important amino acids. However, as the body ages, the rate at which it naturally produces collagen begins to decline, which is why it is important to boost these levels as much as you can.

Collagen has undergone a number of clinical studies, and one of the key benefits to this ingredient that has been found is the way in which it is able to significantly improve skin elasticity and moisture, while reducing dryness and roughness, all without having any side effects. Thanks to the way in which it is able to increase elasticity and moisture, this has a huge effect on wrinkles and fine lines, which is why collagen is considered to be an essential ingredient for those who are looking to minimize the effects of aging on their skin.

Many studies have also discovered that, thanks to the selection of amino acids that collagen contains, this ingredient is extremely powerful when it comes to minimizing dark spots and scars. It does this by helping the skin to heal and repair itself, promoting the formation of new, healthy tissues while speeding up the overall healing process. Those who experience dry skin would also benefit from the use of collagen, as it will contain the necessary amino acids that your skin is lacking, which will then help to keep your skin moisturized and hydrated.

RETINOL (VITAMIN A)

"Retinol is a derivative of vitamin A, and has over 40 years of clinical studies behind it that prove that this is one of the most effective anti-aging skin care ingredients out there. Retinol turns into retinoic acid when it comes into contact with the skin, which is an active form of the ingredient that the skin is able to best make use of. Since this is such a potent ingredient, it needs to be introduced to the skin gradually, building this up as your skin is able to tolerate more of it.

One of the key benefits to using retinol is the significant improvement that it will have when it comes to diminishing wrinkles and fine lines, and this is due to its high antioxidant properties. By rejuvenating and smoothing the skin to such a noticeable extent, it is no surprise that this is one of the most popular of anti-aging ingredients.

Retinol also contains exfoliating properties, meaning that it is able to help the skin shed its dead skin cells, while stimulating the production of fresh new cells. This process is known as cell turnover, and naturally slows down as the body ages, which is why retinol is so useful for helping to speed this back up. Thanks to these exfoliating effects, retinol has been proven to be able to even out the skin tone, and lighten any skin discolorations, while improving overall skin texture at the same time.

For those who suffer from acne, topical retinol could quickly become your best friend. This ingredient is able to unclog your pores and follicles, which would otherwise have led to a breakout, while also destroying the acne-causing bacteria that lies within your skin. Using retinol on a regular basis would mean that your pores are consistently kept free of any debris, which would, over time, help to improve their shape and size.

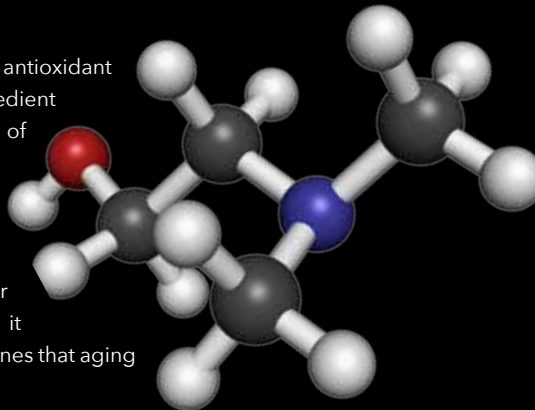


DMAE : DIMETHYLETHANOLAMINE

Short for dimethylaminoethanol, DMAE is naturally produced by the brain in small amounts, and can also be found in certain types of fish, including salmon, sardines, and anchovies. While it was always known that DMAE was able to protect the structure of cells within the body, clinical studies on the ingredient began in more detail in the 50's, leading to the discovery of all of the skin-boosting benefits that DMAE can bring.

DMAE is packed with antioxidants, which are vital when it comes to protecting the body from free radicals, which would have otherwise damaged skin cells at a DNA level and contributed to premature aging. By strengthening skin cells, as well as their membranes, DMAE is able to prevent free radicals from causing their damage. It is thanks to these cell-protecting qualities that DMAE is also able to reduce the amount of stress that cells face, which then leads to a reduction in the production of arachidonic acid. This is a chemical in the body that is a common cause of pain and inflammation, and can lead to everything from skin discoloration to broken blood vessels.

In addition to all of the benefits that the antioxidant properties of DMAE can bring, this ingredient also promotes the production of acetylcholine, which helps to tone the muscles, especially as it is able to penetrate deep into the skin's layers. By doing so, DMAE is able to bring about a tighter, smoother and younger looking complexion, while protecting it from the onslaught of wrinkles and fine lines that aging usually causes.



DEAD SEA MINERALS

The Dead Sea is one of the natural wonders of the world, as it is one of the saltiest lakes on the planet. While sea water contains a 3% salt content, the water in the Dead Sea consists of 32% salt, as well as high levels of 21 other key minerals, including magnesium, potassium, bromide and calcium, with 12 of these minerals not being found in any other ocean or sea. Each one of these Dead Sea minerals has been clinically proven to benefit the skin, and can be used for just about every skin type.

With its high levels of calcium, Dead Sea minerals are able to strengthen skin cell membranes and cleanse the pores, while the magnesium accelerates the rate at which skin cells are able to metabolize, and can also have an anti-allergy effect. Bromide is an anti-inflammatory, as well as a natural antibiotic, while sodium chloride stimulates cell detoxification, removing any toxic waste, while also hydrating and nourishing skin cells.



There is also a significant amount of zinc that can be found in Dead Sea minerals, and this mineral is an excellent antioxidant. In addition to regulating skin regeneration, growth and renewal, it also increases the production of collagen and elastin, both of which are key when it comes to reducing the appearance of wrinkles and fine lines, while tightening up the skin. If all of that was not enough, zinc can also regulate the production of sebum, or oil, within the skin, while providing anti-inflammatory properties at the same time, making Dead Sea minerals great for those with acne. Dead Sea minerals also contain boron, potassium and sulfur, all of which are able to help relieve the symptoms of psoriasis, while providing a hydrating boost to dry skin.

GOLD

Gold has been used for cosmetic purposes for centuries, although it is only now, thanks to scientific advances, that its exact benefits are being understood. Primarily, gold is an antioxidant, meaning that it is great for protecting cells against the deep damage that free radicals can cause. Free radicals are produced in the body as a reaction to everything from sun exposure to pollution, and are one of the key contributors to premature aging.

Gold also contains a number of anti-inflammatory properties, meaning that it is able to reduce skin redness and calm inflammation, even if caused by acne. It does this by helping oxygen molecules to better enter the skin cells, which also speeds up the cell renewal process. This is something that naturally slows down as the body ages, which is why gold is often used by those who want to tackle the visible onslaught of aging. In terms of skin healing for certain inflammatory disorders, studies have found that gold is able to inhibit the skin enzymes that are involved in the formation of blisters, leading to a clearer complexion overall.

Collagen and elastin are key when it comes to firm and smooth skin, but this is something else that the body produces less of as it ages. However, gold is able to help restore the skin's elasticity, while slowing down the breakdown of collagen, all of which help to prevent sagging skin and bring about a visible tightening effect.



VITAMIN C

Also referred to as ascorbic acid, vitamin C is an antioxidant that has so many clinically proven benefits, to the point where 85% of skin care product consumers are making use of the ingredient in their beauty regime. Its benefits were first discovered in the 1930's, and these have only been better understood as the years have gone on, with scientists all being in agreement about the fact that this is quite the skin-boosting powerhouse.

One of the main highlights of vitamin C is the fact that it contains a range of important antioxidants, all of which help to prevent the skin from being damaged by free radicals. They are also able to help minimize dark spots and uneven pigmentation, leading to a much more even skin tone and appearance, while increasing skin elasticity and firmness. These same antioxidants can even help to repair some of the skin damage that has been caused from sun exposure, affecting even the lower layers of your skin.

When it comes to skin aging, the sun is responsible for a huge part of this, and is actually the cause of up to 90% of facial wrinkles and fine lines. While a sunscreen is essential for protecting against this, vitamin C can actually significantly increase the effectiveness of your sunscreen, and should be applied either with it, or before it. While it does not absorb UV light in the way that a sunscreen does, its antioxidant activity protects the skin from UV-induced damage. Since UV light decreases your skin's vitamin C levels, it is always a good idea to boost this up yourself topically.



DIAMOND DUST

Diamonds have been used in alternative medicine for centuries, as the way in which they are able to influence the workings of many of the body's organs has been highly prized. From increasing metabolism to boosting immunity and blood circulation, this is an ingredient that has come into the spotlight even more in recent years, as its powerful properties are finally being better studied and understood.

Diamond dust consists of diamonds that have been ground very finely, and, with diamonds being the hardest naturally-occurring substance in the world, diamond dust is fantastic for exfoliation. While larger particles may be too harsh for the delicate skin on the face, diamond dust has a powder-like consistency, making it perfect for a mild exfoliation. It works gently but effectively, clearing away the dead skin cells that sit on the surface of the skin, and therefore allowing subsequent products to better penetrate into the skin's layers, increasing their absorption by up to 50%.

Diamond dust also brings with it brightening and optical diffusing effects. When diamonds are crushed so finely, they provide a beautiful luminosity to the skin, reflecting the light in a way that really brightens the complexion. In addition to this, diamonds also contain cyclopentasiloxane, which is a compound that is able to help fight against wrinkles and blemishes, while also being an emollient, meaning that it can help the skin with moisture retention, keeping it hydrated and plump. This means that not only is it an excellent ingredient for those who have anti-aging concerns, but it will also bring about quite a difference to dry skin, as it will help to prevent the water loss that dry skin often experiences.



WHITE PEARL

The use of white pearl powder for cosmetic purposes can be traced all the way back to ancient China, and while this ingredient has been used in Asian skin care products for many years now, it has only recently begun to make its mark on the Western world. Since the main component of pearl powder is calcium carbonate, this means that the ingredient can be quickly and easily absorbed by the skin, bringing about quick and powerful results.

White pearl is a strong antioxidant, meaning that it can help to prevent free radical damage and reduce peroxidation, thereby minimizing any visible signs of aging. It is also a natural exfoliant, thanks to the conchiolin that it contains. This is an organic protein that removes dead skin cells from the surface of the skin, while giving the pores a deep clean, which also then helps to prevent acne-causing bacteria from building up.

Nacre is another component that is found in white pearl powder, and this contains the essential amino acids needed to heal and maintain all of the cells within the human body, including skin cells. When the skin is deficient in any of these amino acids, it takes on a coarser, more wrinkled appearance, but the use of white pearl can help to reverse this. Research has also shown that white pearl is able to stimulate the metabolic activity of the DNA and RNA in skin cells, which therefore helps to speed up the cell renewal process. This is something that naturally declines with age, and speeding it back up will bring back the youthful glow that was experienced in earlier years.



BEE VENOM

Also known as apitoxin, bee venom is, as you would imagine, created by bees, and is extracted from their stingers using a non-invasive method that does not cause them any harm. When applied to the skin, bee venom fools the skin into thinking that it has been stung with melittin, which is a toxin, and this then stimulates the skin to react by increasing blood circulation. This rush of blood leads to an immediate plumping effect, giving it a healthy glow.

Another reaction that the skin has when it has been stung is an increase in collagen production, which is something that tends to naturally decline with age. Thanks to the way in which bee venom is able to boost collagen levels within the body, using this ingredient on a regular basis can be extremely effective when it comes to minimizing fine lines and wrinkles, as well as sagging skin, and there are a number of studies to back this up.

Bee venom is also an anaphylactic, meaning that it has the ability to temporarily relax your facial muscles, which is why it is often touted as a natural facelift. By relaxing facial muscles, bee venom works in a similar way to botox, resulting in a smoother and firmer complexion, making it no surprise that it is increasingly being found in anti-aging products. While bee venom does contain compounds that can contribute to inflammation, it also contains many, if not more, that protect against it, which is why its overall effect on the skin is a positive one.





TUBER AESTIVUM (WHITE TRUFFLE) EXTRACT

Commonly referred to as white truffle, *tuber aestivum* is not only a culinary delicacy, but also contains many medicinal and skin-boosting properties. While white truffles, just like other fungi, may be made up of 73% water, the other 27% contains a cocktail of vitamins and minerals, especially those that help with the skin's natural renewal process, such as magnesium, potassium and calcium. They also contain a high concentration of essential fatty acids, which not only keep the skin hydrated and smooth, but also help to reduce the appearance of fine lines and wrinkles.

Another key benefit of white truffles is their high vitamin C content, as vitamin C is key when it comes to brightening the complexion, as well as fading dark spots and hyperpigmentation. They also contain large amounts of niacin, also known as vitamin B3, which is essential in repairing damaged skin. Vitamin B6 can also be found in white truffles, and this helps to prevent dry skin, while vitamin B12 can protect against hyperpigmentation.

In addition to all of this, white truffles are a powerful antioxidant, meaning that they can help to protect skin cells from free radical damage. This is all due to a special enzyme they contain called superoxide dismutase, which has also been proven to have the ability to repair damaged skin. White truffles are also immunomodulators, which means that they can control immune function and keep the immune system operating at the perfect level. An immune system that is not functioning optimally, for whatever reason, can bring about a number of detrimental changes in the skin, which is why using an immunomodulator is always going to be beneficial.

TUBER MELANUSPORUM (BLACK TRUFFLE) EXTRACT

While there is no denying the way in which black truffles, also known as *tuber melanosporum*, can really enhance the taste of your food, many do not realize that it is also capable of significantly boosting the health of your skin. When applied topically, black truffles, and all of the vitamins and minerals that it contains, can really nourish the skin at such a deep level. Truffles are mushrooms, and, once they penetrate the skin, are able to relax skin cells and work in harmony with the skin's natural renewal process, leading to a more youthful appearance.

Black truffles contain an enzyme called superoxide dismutase, giving them antioxidant properties. This means that they are able to isolate any free radicals within the skin, neutralizing them and preventing them from causing damage. Since free radicals are a significant contributor to premature aging, this is a great ingredient to use for those who have aging-related skin concerns.

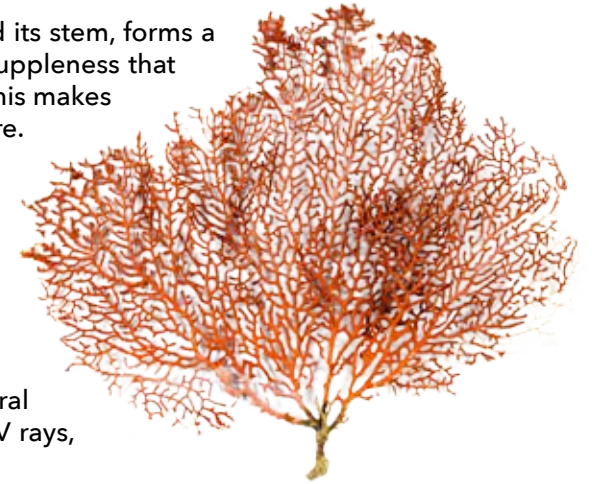
Black truffles also contain essential fatty acids, which help the skin to produce its natural protective barrier. This barrier is not only responsible for protecting the skin from the environment around it, but is also key when it comes to moisture retention. When this barrier is damaged, the skin can quickly become dry and sensitive, which is why it is important to keep it strengthened by using the right ingredients. These essential fatty acids are also vital when it comes to keeping the complexion smooth and clear, as they are able to fill in any fine lines and wrinkles, while preventing any new ones from forming.

CORAL ALGAE

Coral algae is a small, calcareous algae that is red in color, and, due to the calcium carbonate that settles around its stem, forms a part of coral reefs. When using coral algae topically for the first time, many people are surprised at the instant suppleness that their skin takes on, and this is because coral algae has the ability to immediately hydrate and condition the skin. This makes it perfect for those who suffer from dry or sensitive skin, as it will immediately be able to add in some extra moisture.

A powerful antioxidant, coral algae is able to protect the skin from free radical damage and premature aging. It is high in a number of essential amino acids, proteins, and a wide range of vitamins. These include vitamins A, B, C and E, all of which have been scientifically proven to be extremely powerful when it comes to boosting the health and appearance of the skin. Coral algae is also high in certain minerals, such as zinc and potassium. These are minerals that many people are often deficient in, and a topical boost of these can do everything from improve elasticity to repair damaged skin cells to increase collagen production.

There are still currently many ongoing studies taking place that are focussing on the many other benefits that coral algae could potentially have. One of these is the way in which coral algae is able to naturally protect against UV rays, which cause irreparable damage to the skin.



GOLDEN SAPPHIRE

When it comes to gemstones, there are nine in total, with the golden sapphire being one of these. This stone would traditionally be used by being placed in direct contact with the skin, but it can now be found in a wide range of skin care products, bringing its benefits directly to your skin's deepest layers, as well as the rest of your body.

One of the key benefits of golden sapphire is the way in which it is able to treat a wide array of skin conditions. From eczema and psoriasis to acne, and even skin cancer, the properties that can be found within golden sapphire can help to return your skin to its healthiest state. It does this by speeding up your skin's natural detoxification process, clearing out all of the toxins that would have built up within your skin cells. Another positive effect that this ingredient can have is the way in which it encourages blood dissemination within the body, strengthening the veins and improving blood circulation. This results in a much healthier, plumper, and radiant complexion, as poor circulation is often the cause of dull and tired-looking skin.

Golden sapphire can also be used to protect skin cells from the damaging effects of solar radiation and electromagnetic radiation, while helping your DNA to react to any environmental changes that may have occurred. The way in which it is able to protect against radiation is not limited to just the sun, as golden sapphire can also help to protect your cells from the radiation that is acquired through air travel and other lifestyle choices.



While black onyx may be most known for its appearance in jewelry, this gemstone can actually bring quite a few benefits to the skin too. Onyx is a type of quartz, and has been valued for centuries in terms of healing and protecting the body. After being ground to a micro-fine powder, black onyx is then mixed with a mixture of other vitamin-rich ingredients, in order to turn it into an effective skin care product.

Thanks to the way black onyx is able to improve the skin's circulation, this ingredient is perfect for those who are seeking an instant pick-me-up for their skin, as it will leave you with a plump and healthy complexion. It is also able to stimulate the skin's natural detoxification process, which will quickly lead to a much clearer appearance, especially if you usually suffer from acne, as toxins building up within the skin is a common cause of this.

Black onyx has long since been associated with the healing of inflammation and skin conditions, and can be used to treat everything from bacterial infections and rashes to irritation and sunburn, making it incredibly versatile. When used on a wound, black onyx is able to quicken the healing process, returning your skin to its normal state much faster than it would have otherwise been. Black onyx is also able to reduce the stress that your skin cells experience on a daily basis, which will go a long way in delaying the aging process, especially when coupled with onyx's ability to speed up your skin's cell regeneration process.



AMBER

When it comes to traditional healing, amber is an ingredient that has long since been used, but has only recently begun making its way into modern skin care products. The main healing element within amber is called succinite, and, when amber is applied to the skin, the warmth of the skin allows the succinite to be released, after which it makes its way through your skin's layers. This resin has a number of scientific studies behind it, proving that it is able to help the human body in many ways, not only by improving immunity but also by boosting blood circulation.

Amber contains natural anti-inflammatory properties, making it a great ingredient for those with acne or redness to use, as it will calm and soothe your skin. It is also an ideal ingredient for those who want to stimulate their skin's natural detoxification process, as it is effective at cleansing the epidermis while maintaining the skin's elasticity and firmness. When applying a product containing amber to your skin, you may even notice a slight warming effect, and this is the result of the amber stimulating and energizing your skin cells.

Amber is often referred to as an adaptogen, meaning that it helps the body to heal itself. This applies to the skin as well, which is why amber can be used to treat a number of different skin conditions. Rather than targeting the various specific symptoms of each condition, amber works by strengthening the overall health of the skin itself, so that it is then capable of treating these conditions itself, completely naturally.





KELP / SEAWEED

There are a number of marine plants that are able to improve the health of the skin, but kelp, also known as seaweed, does this to such a great extent. This ingredient is packed with anti-inflammatory compounds, many of which are particularly beneficial for reducing acne breakouts. Since acne is caused by inflammation within the pores, the anti-inflammatory effect that kelp will have will be noticeable. Acne is also caused by blocked pores, but kelp is a natural exfoliant, meaning that it will keep pores clear of any debris, toxins and dead skin cells, once again preventing acne from forming in the first place. Rosacea is another condition that is commonly faced by those with inflammation, but, thanks to the vitamins B1, B2, B6 and B12 that can be found in kelp, the symptoms of rosacea can really be reduced after using this ingredient, as it is able to reduce the way in which blood pools under the skin.

Seaweed has long since been used for detoxification purposes, and this is because, when it is applied to the skin, it is able to draw out any waste and excess fluid, while acting as a cleanser for any impurities that are sitting on the surface of the skin. Kelp is absolutely packed with essential minerals, such as calcium, magnesium, zinc, fluorine and selenium. Each of these minerals has been scientifically proven to have the ability to significantly boost the health of the skin in a number of different ways, and they are all vital when it comes to maintaining skin health.

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