

## NEW & IMPROVED RICH MOISTURIZER

Our same popular Rich Moisturizer with the same fabulous base (sunflower oil, glycerin, aloe vera leaf juice, panthenol, and jojoba oil) reformulated with the following additions and/or improvements:

- **Paraben Free Preservative System**
  - Sodium Benzoate (Plant Derived Preservative)
  - Gluconolactone (Corn Derived Preservative)
- **5% Matrixyl 3000** (two peptides to stimulate collagen):
  - Palmitoyl Oligopeptide
  - Palmitoyl Tetrapeptide-7
- **Green Tea Extract**
  - Contains polyphenols with potent antioxidant, anti-inflammatory and anticarcinogenic properties
  - Suppression of UVB (ultraviolet rays from the sun) and skin cancer
  - Epigallocatechin gallate (EGCG) can prevent collagen breakdown and guard skin against the dangers of UV exposure and DNA damage
- **Pomegranate Extract**
  - Increases dermal cell proliferation and collagen synthesis by providing nutritional support for fibroblast cells
  - Inhibits MMP-1 production (enzymes that break down collagen)
  - Helps reverse visible signs of aging by promoting a thickening of skin's outer layer (epidermis)
  - Helps protect the skin against the age-accelerating threats of ultraviolet light and inflammation
- **Cucumber Extract** (Cucumis Sativus Fruit)
  - Soothing, refreshing, anti-inflammatory, tightening
  - Contains amino acids & organic acids to strengthen skin
  - Excellent for stressed, oily skin, and burned skin

### What is a peptide?

Like proteins, peptides occur naturally in the body and are composed of amino acids. Like words and sentences, different peptides and proteins in the body are comprised of different sequences and combinations of amino acids. When a chain of amino acids is over 50 acids long, it is usually a protein. When a chain of amino acids is less than 50 acids long, it is usually a peptide. Peptides produce different biological effects by signaling cells to perform various functions by attaching to "receptors" found on the surface of each skin cell. Think of a peptide as a key and the receptor on your skin cell as a lock. The beauty of a peptide is that it will have no effect where it is not needed (no entrance).

### What is Matrixyl 3000™ and why is it beneficial to the skin?

Matrixyl 3000 is the trademark name for palmitoyl oligopeptide and palmitoyl tetrapeptide-7. It contains matrikines which are messengers of cutaneous restructuring and repair to help counteract some of the natural aging process. As we age, fibroblasts slowly lose the capacity for collagen production. Matrixyl stimulates the "matrix" layers in the skin (primarily collagen and fibronectin) to produce more collagen. Results of a clinical study by Sederma (makers of Matrixyl and Matrixyl 3000) of 23 volunteers, who applied a 3 percent Matrixyl 3000 cream to one-half of their face against a placebo or 3% Matrixyl to the other half, twice a day for 56 days:

Results	Matrixyl 3000	Matrixyl	Placebo
Surface occupied by deep wrinkles	- 44.9	- 27.7	4.3
Main wrinkle density	-37.0	-27.3	-9.6
Main wrinkle average depth	-15.1	-9.8	-3.2
Main wrinkle average volume	-18.5	-14.7	-8.7
Roughness	-14.4	-10.8	1.4
Complexity (Lifting effect)	-16.6	-12.7	4.2

Complete Ingredient Deck: Deionized Water, Helianthus Annuus (Hybrid Sunflower) Oil, Glycerin (Plant Derived), Aloe Barbadensis (Organic Aloe Vera) Leaf Juice, Palmitoyl Oligopeptide, Palmitoyl Tetrapeptide-3, Stearic Acid (Plant Derived), Stearyl Alcohol (Plant Derived), Cetyl Alcohol (Plant Derived), Glyceryl Stearate (Plant Derived), Polysorbate-60 (Plant Derived), Punica Granatum (Pomegranate) Extract, Cucumis Sativus (Cucumber) Fruit Extract, Camellia Sinensis (Green Tea) Leaf Extract, Ascorbyl Palmitate (Vitamin C Palmitate), Retinyl Palmitate (Vitamin A Palmitate), Carbomer, Simmondsia Chinensis (Jojoba) Seed Oil, Panthenol (Pro-Vitamin B5), Tocopheryl Acetate (Vitamin E Acetate), Annatto (Natural Yellow), Triethanolamine, Sodium Benzoate (Plant Derived Preservative), Gluconolactone (Corn Derived Preservative), Fragrance