

**skin for life featured product:**

**moisture booster**  
**+hyaluronic acid**



As the winter months approach we need to remember to hydrate our skin. Whether you have oily or dry skin, skin for life's moisture booster is the product for your clients and is sure to boost your retail sales.

**skin condition:** all skin conditions

**product purpose:** this hydrating serum is formulated with hyaluronic acid and leukocyte extract to promote an increase in hydration.

**product benefit:** to give the skin an additional boost of hydration

**key ingredients:**

- sodium hyaluronate
- magnesium ascorbyl phosphate
- leukocyte extract

**skin care gift with purchase promo**



skin for life full system skin care now offering Professional Backbar fall promotion: complimentary backbar trolley with full system and retail purchase of \$1500 or more **our gift to you!**

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**Hyaluronic Acid - The Natural Face Lift?**

by: Jakki Francis

**If So What Is It and What Does It Do?**

In Yuzuri Hara, a village in Japan, ten percent of the population is 85 or older. Diseases of aging, such as cancer, diabetes and Alzheimer's, are virtually unknown. People rarely see a doctor and their skin rarely shows signs of aging. They live long, healthy active lives.

As reported on the ABC News program 20/20, researchers have discovered the 'magical' ingredient that appears to keep people in Yuzuri Hara young. It is hyaluronic acid, which is found naturally in the carbohydrate foods that are unique to the hilly terrain of this village.

**What Is Hyaluronic Acid?** or HA is a natural substance that is plentiful in our bodies when we are born. It is found in all human connective tissue.

**What Does Hyaluronic Acid Do?**

Hyaluronic Acid occurs naturally in the deeper layers of our skin (the dermis). It helps to keep skin smooth and "plump" through its ability to hold up to 1,000 times its weight in water. Hyaluronic Acid plays a critical role in the rapid repair of wounds and other skin conditions.

Most importantly: **Moisture Retention**, the ability to retain and hold moisture is the secret to youthful, healthy, vibrant skin. Aging robs us of this innate ability to hold in moisture. As we get older our bodies produce less and less HA. The drop in HA starts at around the age of 18-20 years. But after the age of 40 the down slide becomes apparent. Skin starts to lose its elasticity and lines and wrinkles appear. HA also supports the formation and maintenance of collagen, an important connective tissue. Collagen degradation is believed to cause a decrease in skin tone and elasticity. Healthy, youthful skin comes from the inside out. By replacing the components that naturally deplete with age, we can reverse the signs associated with aging. HA skin care ingredients puts back in the skin what is naturally lost to restore radiance and youth.

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