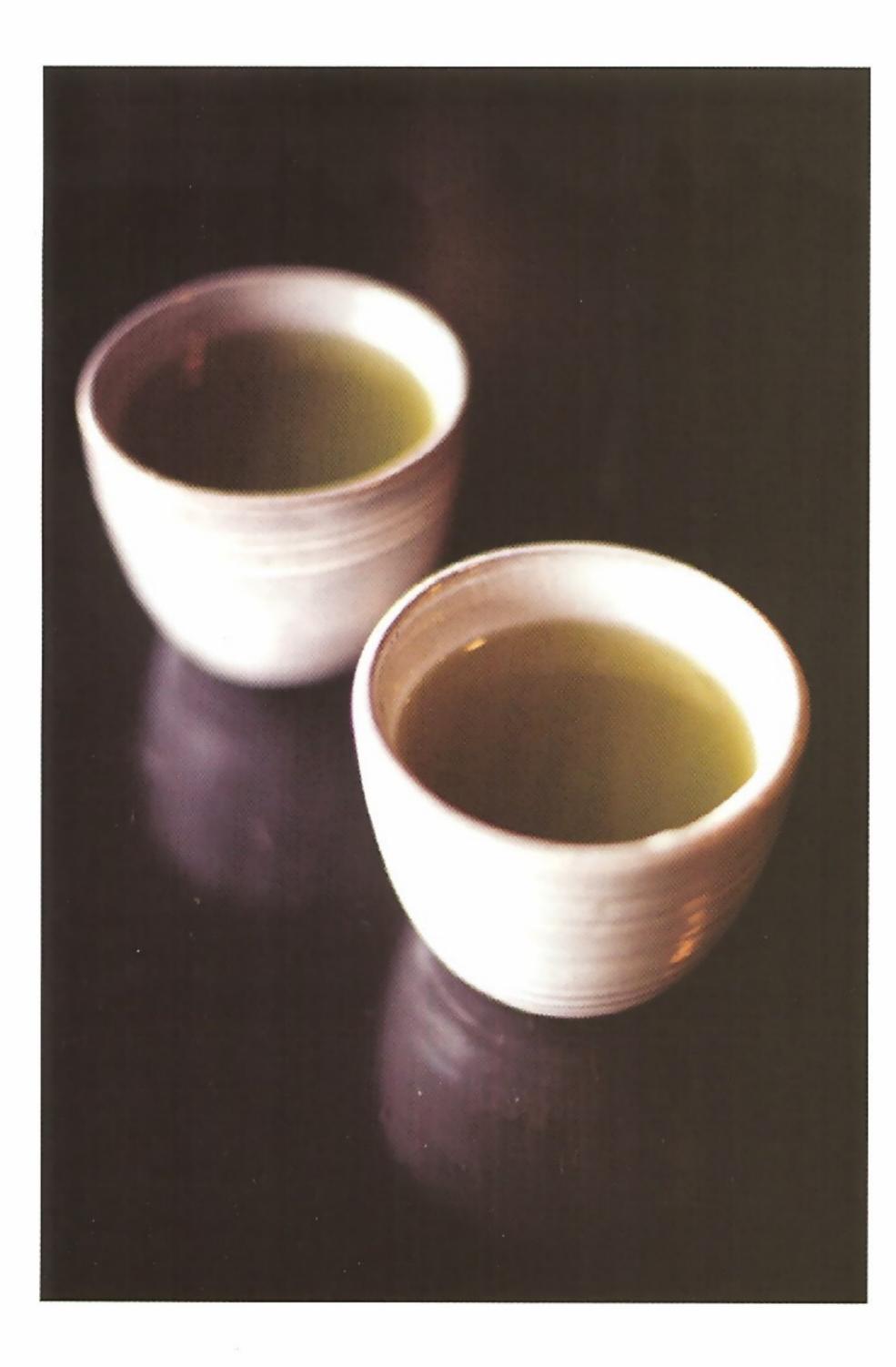
Promoting HEALTHYSKIN from Within ...

Of all the news coming from the beauty community, the loudest buzz may be about the power of vitamins, minerals, and other nutrients to give skin a more radiant, healthy, and yes, youthful glow. The excitement is focused not only on creams and lotions that you put on your skin but also what you put *into* your body.

with Fiona Wright, MD



ur skin is the largest organ in the body and it thrives when the body is well nourished and healthy. It is also the most vulnerable organ as it is continuously compromised by sun and aging as well as an ever-increasing exposure to pollution and stress. Your skin's condition can suggest your state of health and culturally it plays a role in defining one's beauty.

Hormones, sun exposure, diet and lifestyle are all relevant to the appearance of your skin. They may have an impact on the hallmark signs of aging, as well as your skin's complexion and clarity. Nutritional supplements can help optimize general health, which is ultimately reflected in your skin's appearance. Nutritional support is a critical mode of defense that addresses the very foundation of healthy skin. And to help us, exciting scientific developments continue to reveal that oral supplementation with specific nutrients provides targeted protection for the skin. But not all supplements are created equal.

When looking for a nutritional supplement it is important that the company brand has had certified, independent laboratories test for potency and purity of the actual product. Each product should be verified to contain exactly what it claims on the label. For sensitive people, supplements should be hypoallergenic, without any hidden ingredients (found in the binder/filler/coating), and free of wheat, yeast, gluten, corn, sugar and starch. I recommend Pure Encapsulations as they meet all of these criteria and provide a

scientifically designed skin-support program based on innovative dietary supplements. To help you decide what your skin needs, I have commented on some of the latest advances on promoting

healthy skin from within.

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STEP ONE: MULTIVITAMIN AND MINERAL SUPPLEMENT

A multivitamin/mineral supplement, including the B complex vitamins, is relatively inexpensive health insurance. A good one will probably require at least two doses daily. Generally, a single tablet alone is not adequate to hold the wide range of nutrients you should be getting.

STEP TWO: ANTIOXIDANTS: THE AGE FIGHTERS

Equally important is a well-rounded antioxidant defense found in vitamins A, C, D, and E along with the mixed carotenoids, including Lutein. These versatile antioxidants help neutralize free radicals that are generated from sun exposure and they also cooperate with vitamins and minerals to help support collagen formation and slow down the signs of aging.

There is a substantial body of new research that reveals the tremendous power of antioxidants in general and in some specific nutrients in particular toward making an important difference in the way your skin looks and feels—and even in how well it ages. Green tea and Coenzyme Q-10 are relative newcomers to the skin care industry; however, their value for general health and nutrition is rather well-known and well-researched.

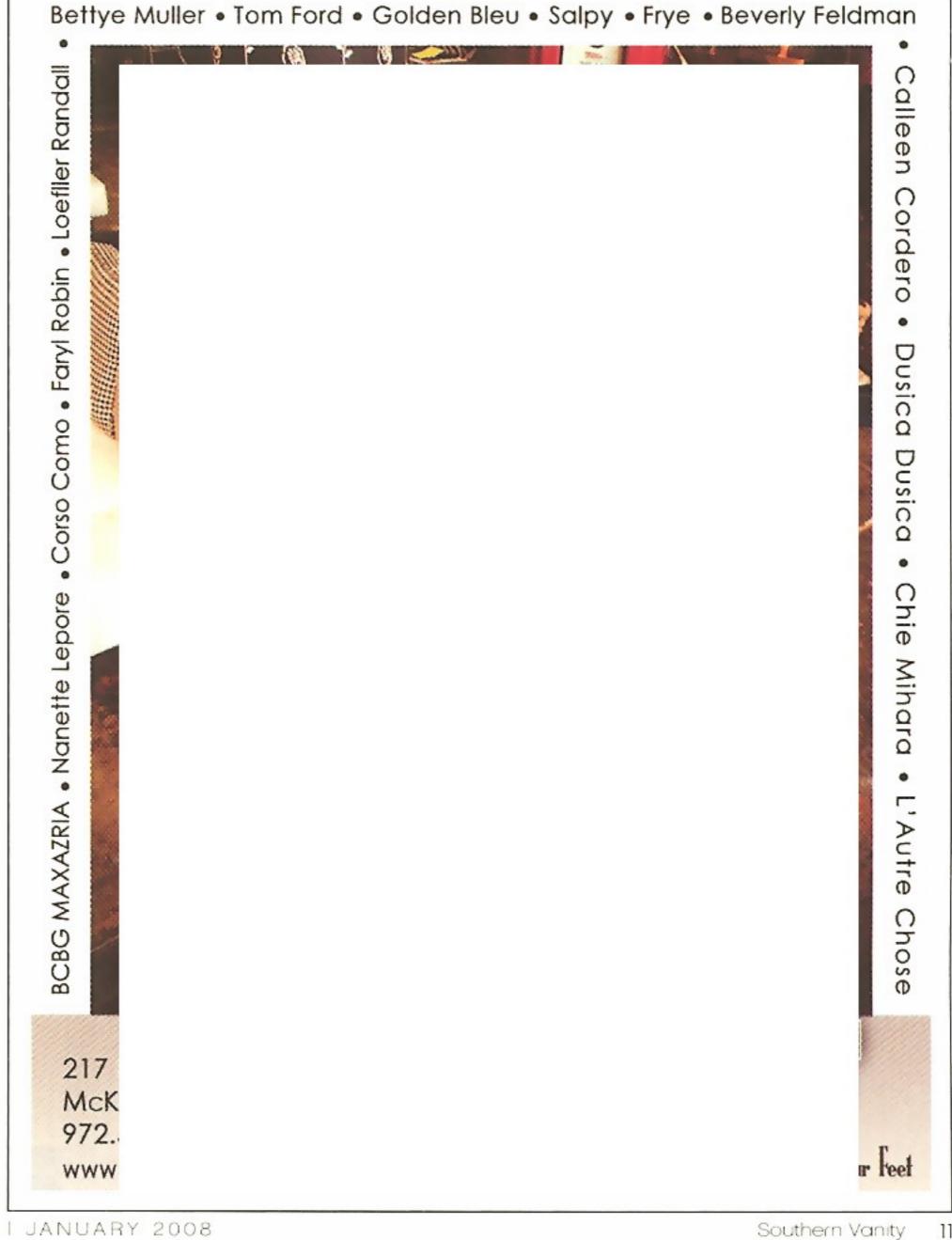
CoQ10 is an antioxidant. It helps neutralize harmful free radicals, one of the causes of aging. Under perfect conditions, the body can produce as much CoQ10 as it needs. However, various factors such as aging, stress and some medications can lower the levels of CoQ10 in the body. In most people age 30-plus, levels of CoQ10 in the skin are below optimum, and that results in a diminishing ability to produce collagen, elastin and other important skin molecules. As a result, the ability of cells to withstand stress and regenerate declines. CoQ10 can boost skin repair and regeneration and reduce free radical damage. The medicinal properties of tea are well known and attributed to the polyphenols found therein, particularly called catechins. Green tea has more catechins than black tea (about 25% vs. 4%). There have been a number of encouraging studies of skin benefits of green tea, including enhanced protection from skin cancer and reduced sun damage by quenching free radicals and reducing inflammation rather than by blocking UV rays. Considering the well-documented antioxidant and anti-inflammatory activities, oral and topical green tea polyphenols are likely to slow down the development of some signs of aging. Whether green tea can actually diminish wrinkles and skin sag is far more uncertain.

STEP THREE: ESSENTIAL FATTY ACIDS

The omega-3 fatty acids (ALA, EPA, DHA) should be combined with the omega-6 fatty acid, GLA, to provide a core complex of soothing essential fatty acids that will help support skin and hair elasticity and moisturization. Omega-6 also helps support healthy blood flow and provides optimal delivery of oxygen and nutrients to the skin.

The key to healthy, younger-looking skin is simple: what goes "in" is far more important than what goes "on." Nourishing our bodies on a







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pregnancy, consult with your health care professional before starting a new

remember, especially with existing medical conditions and special needs like

Supplementation can go a long way toward boosting vitality and health but

cellular level is the key behind radiant, smooth and youthful-looking skin.