

STAYING YOUNG: You've heard a lot about anti-aging and skin care. What can you really do? [Read On...](#)



Parabens are preservatives that are found in a majority of skin care products. Find out how they effect your health and your skin.



Is it love or is it habit? Rethinking your current skin care line.

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Dr. Doug Willen, a NYC Naturopathic Physician tells you how to promote youthful skin from the inside.

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Chemicals from skin care products and sunlight do not mix. They can age you three times faster! Find out more.

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BREAKTHROUGH SKIN CARE

the truth about skin care

The skin is the largest organ of your body. Like the lungs, the skin “breathes” in and out, taking in nutrients and releasing toxins. You may have noticed a trend in the pharmaceutical industry in which more and more prescriptions are being offered in a “patch” or gel form. That is because research shows that introducing substances through the skin is an effective and steady way to get needed medicines directly into the bloodstream. That’s great news when it comes to medicine, but what does that mean to us about skin care? It means that we have to ask two important questions about the products we choose to use to enhance our skin: what’s in it? and is it helpful or harmful?

Over 10,000 chemicals are used as ingredients in skin care products throughout the industry. The National Institute of Occupational Safety has determined that 900 of those are unsafe and others have yet to be tested for safety. In Europe, more than 400 have been banned for use but many of those can still be found in products on our grocery, drug and health food store shelves. While some skin care companies claim products are “all natural”, or “anti-aging” they may still contain ingredients that are potentially harmful and promote breakdown of the skin, like some natural and synthetic preservatives, suspected carcinogens, drying alcohols, synthetic fragrances and dyes.



While beauty may not be “skin deep”, keep in mind that your skin care products go deep beyond the skin and can affect your long-term health and appearance. Being an educated skin care shopper will ensure you get the best possible products to enhance your skin and protect your health. [READ ON...](#)

MEDICAL RESEARCH SHOWS THAT 60% OR MORE OF WHAT IS APPLIED TO THE SKIN WILL ENTER THE BLOOD STREAM. IN OTHER WORDS, WHAT YOU PUT ON YOUR BODY WILL END UP IN IT!

We have to ask two important questions...what's in our skin care and is it helpful or harmful?

10 A WISH-LIST FOR SAFE, EFFECTIVE SKIN CARE

1. Preservative free
2. Anti-aging
3. Fragrance free
4. Colorant free
5. Allergy-tested
6. Suits all skin types
7. Non-comedogenic (not clogging)
8. NO animal testing
9. Ophthalmologist Tested (Eye Cream)
10. Visible, real results

Impossible in one product line? The Optimal Skin Care System makes your skin care wish-list come true!

water with a difference

IF THERE WAS EVER A "FOUNTAIN OF YOUTH", HARU NAITO, A JAPANESE ELITE SWIMMER AND SPORTS PERFORMANCE RESEARCHER THOUGHT HE FOUND IT IN THE ANCIENT HUNZA VALLEY IN ASIA, WHERE PEOPLE ROUTINELY LIVED TO A VITAL 100 YEARS OF AGE OR MORE. SOME THOUGHT IT WAS THE FOOD THEY ATE. HARU FOCUSED ON THE WATER AND MADE AN ASTOUNDING DISCOVERY.

Believe it or not, the most important ingredient in our breakthrough skin care system is the water. But not just any water. The water we use is the result of years of research and development conducted by Haru Naito in his mission to understand how the quality of water we put in our bodies effects overall health and performance. When Haru went to the Hunza valley, his guides taught him about the role geology plays in water quality. He was reminded of the wisdom of ancient spiritual texts that said "Water is purified by stone". Water in the Hunza valley flowed through layers and layers of stone that was rich in mineral content. This perfect, natural

filtration system created water with significant enhanced properties:

- Lower internal surface tension, making water "wetter" and more hydrating than other water
- Abundant in reduced ions which had an anti-oxidant effect
- Natural resistance to bacterial and fungal growth
- High concentrations of silica, an important trace mineral for cellular function and pH

Haru, convinced that the water was largely responsible for the longevity and health of the Hunza population, set out to turn regular tap water into enhanced water by developing a filtration system that duplicated the geology of the Hunza valley. Using layers of rare Japanese stones, his filtration systems successfully created water with the same properties of the Hunza valley water.

The Japanese Minister of Health took an interest and conducted rigorous tests, resulting in their unprecedented endorsement of the filtration system.

It was the agricultural use of this "miracle water" to reduce the devastation of fungal growth on potato crops in the US that inspired the possibility of a totally preservative-free skin care line.

Skin care products are required by law to have preservatives in them in order to prevent the growth of fungus and bacteria in these products.

A skin care system in which the water itself creates a natural resistance to bacterial and fungal growth had never been accomplished. Haru's water technology makes the Optimal Skin Care System possible.



“ The FDA cannot require companies to do safety testing of their cosmetic products before marketing. ”

—FDA Office of Cosmetics

they put that in my skin care?!

HERES A LIST OF THE DIRTY DOZEN (OR SO) CHEMICALS FOUND IN MANY OF OUR "DAILY USE" PRODUCTS THAT SHOULD BE AVOIDED*

May contain harmful impurities or form toxic breakdown that can lead to cancer	SODIUM LAURETH SULFATE, COCAMIDE DEA/LAURAMIDE DEA, PETROLATUM
Some evidence of carcinogenicity (cancer causing)	PROPYLPARABEN, ETHYLPARABEN, METHYLPARABEN, PETROLATUM (VASELINE), MINERAL OIL, COAL TAR, COCAMIDE DEA/LAURAMIDE DEA, PETROLATUM, TALC, TOLUENE, TRIETHANOLAMINE, FORMALDEHYDE
Potential breast cancer risk	PROPYLPARABEN, ETHYLPARABEN, METHYLPARABEN, BUTYLPARABEN, ISOBUTYLPARABEN
Endocrine (hormonal) disrupter	PROPYLPARABEN, ETHYLPARABEN, METHYLPARABEN, BUTYLPARABEN, ISOBUTYLPARABEN
Skin sensitizer (causes rashes, immune system reactions, hives, burning scaling, blistering)	PROPYLPARABEN, ETHYLPARABEN, METHYLPARABEN, BUTYL ACETATE, BUTYLATED HYDROXYTOLUENE, ETHYL ACETATE, PETROLATUM, TOLUENE, FORMALDEHYDE, BUTYL ACETATE
Gastrointestinal and liver toxicity	PROPYLENE GLYCOL, PHTHALATES
Penetration enhancer (alters skin structure to allow chemicals to penetrate deeper into the skin and bloodstream)	SODIUM LAURETH SULFATE, SODIUM LAURETH
Reproductive or developmental harm	PHTHALATES, TALC, TOLUENE, FORMALDEHYDE

*as reported on searchforthecause.org



PARABEN PRIMER*

Parabens are chemicals used as a preservative to inhibit the growth of bacteria and molds.

Parabens are known to disrupt endocrine (hormone) function.

More than 12 recent research studies show parabens to have estrogenic activity when applied to the skin—they raise estrogen levels which increase risk of certain cancers.

Recent research detected five types of intact parabens in human breast tumors, an indication that parabens penetrate skin and remain in breast tissue.

Animal studies indicate that parabens may also affect pre-natal development of male reproductive system.

Parabens are not only in skin care. They are found in many personal care products: deodorants, shampoos, etc. Therefore, researchers show concern for "daily, chronic exposure" and the cumulative effect of this exposure.

*www.breastcancerfund.org

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not for women only

MEN NEED SAFE SKIN CARE TOO

We don't think of men as being big skin care users, even though many companies have developed men's skin care lines in the last few years. A majority of men use at least one skin care product every single day: shaving cream. And they very often use some sort of "after shave" lotion. Most popular brands of shaving preparations contain chemicals that should be avoided, such as: *Propylparaben, Ethylparaben, Methylparaben, Butylparaben, Isobutylparaben, Triethanolamine, Sodium Laurel Sulfate, Sodium Laureth, Propylene Glycol, Formaldehyde, Diazolidinyl Urea, Cocamide DEA/ Lauramide DEA, Butylated Hydroxytoluene.*

A quick look at the ingredient lists for both "high-end"

and grocery store aftershaves reveals that these products contain a similar list of harmful preservatives and irritants.

The Optimal Skin Care System Makeup Remover, (a cleansing oil) which is preservative, colorant, fragrance and irritant-free can be used as a shaving cream. It leaves the face (or legs!) smooth, clean and soft, with fewer scrapes and bumps normally associated with shaving. For after shaving, **The Optimal Soothing Lotion** moisturizes and nourishes the keratin layer of the skin, which can often be damaged by shaving. For added skin protection, enhancement, and anti-aging effects men can also enjoy the **Optimal Restoring Serum** and **Optimal Enriching Eye Cream.**

Love your skin care? Does it love you back?

DO YOU ACTUALLY KNOW WHAT IS IN YOUR FAVORITE SKIN CARE PRODUCT? BEHIND THE HYPE YOU SHOULD EXPECT INGREDIENTS THAT PROMOTE HEALTHY, VIBRANT SKIN. CHECK OUT *THIS LIST OF POPULAR PRODUCTS AND SOME THEIR INGREDIENTS**:

ARBONNE: NUTRIMEN C REALITY DAY CREAM

At least 2 ingredients, that raise significant health concerns or may be linked to cancer.* Methylparaben, Propylparaben

AVON: ANEW ULTIMATE SKIN TRANSFORMING CREAM

At least 5 ingredients, including parabens, raise significant health concerns or may be linked to cancer.* Propylparaben, Ethylparaben, Methylparaben, Butylparaben, Isobutylparaben

ORIGINS: LOOK ALIVE VITALITY MOISTURE CREAM

At least 3 ingredients, including parabens, raise significant health concerns or may be linked



to cancer.* Propylparaben, Ethylparaben, Methylparaben

CLARINS: MOISTURE QUENCHING HYDRA-BALANCE

At least 7 ingredients, including parabens, raise significant health concerns or may be linked to cancer.* Propylparaben, Ethylparaben, Methylparaben, Butylparaben, Isobutylparaben, Triethanolamine, Propylene Glycol

CLINIQUE: REPAIRWARE INTENSIVE NIGHT LOTION

At least 6 ingredients, including parabens, raise significant health concerns or may be linked to cancer.* Methylparaben, Butylparaben,

Isobutylparaben, Isopropylparaben, Hexylene Glycol, Propylene Glycol.

NEUTROGENA: PORE REFINING DAILY MOISTURIZER

At least 2 ingredients, including parabens, raise significant health concerns or may be linked to cancer.* Methylparaben, Propylparaben

*as reported: Environmental WorkingGroup

DOCTOR'S ADVICE

“What goes on your skin ends up in your body. Likewise, what goes on inside your body will be “advertised” on your skin. Great looking, vibrant skin is your “billboard” of inner health.”

—Dr. Doug Willen, Naturopathic Physician



NOURISHING SKIN FROM THE INSIDE

For over 10 years I've educated my patients and the public about our “overfed but undernourished” society. Stress, environmental pollution, and decreased nutritional value of our food supply means we must turn to high quality supplementation to get what we need to be healthy, young looking and strong to a ripe old age. To combat aging inside and out, I recommend four basic supplements. As with skin care, buyer beware! Invest in high-quality, natural products for the desired results. It will be well worth it!

- Anti-Oxidant Blend - combat oxidation caused by free radicals
- Phyto-hormone - endocrine system nutrition and support
- Multi-vitamin - natural, whole-food-based only! No “one-a-days”
- Glyconutrients - give cells what they need for proper function

see the light!

JAPANESE RESEARCHERS SAY PRESERVATIVES MAY CAUSE SKIN TO BE DAMAGED AND AGE UP TO THREE TIMES FASTER WHEN EXPOSED TO SUNLIGHT.

“I think women should avoid direct sunshine when wearing

products containing methylparaben,” researcher and professor Toshikazu Yoshikawa at the Kyoto University of Medicine said as a result of his studies on parabens, commonly used as a pre-

servative in skin care products.

According to his reports, scientists applied methylparaben to skin in similar amounts to that found in typical cosmetic products. The skin was then exposed to ultraviolet rays equal to the average daily amount of sun exposure during a summer day. The test showed that 19 percent of the exposed skin cells died. Skin without the parabens

on it only died at a 6 percent rate. Furthermore, the amount of lipid peroxide—a substance that speeds up the aging process—present on the paraben treated skin, was said to be about three times the total found in the untreated skin cells.

Researchers said they believe that these results would mean a higher risk of skin cancers, wrinkling, dark spots and other signs of aging such as diminished skin tone.



FOR MORE INFORMATION ABOUT PRESERVATIVE-FREE SKIN CARE, WITH BREAKTHROUGH WATER AND NUTRIENT TECHNOLOGY CONTACT THE PERSON WHO GAVE YOU THIS NEWSLETTER

Your Optimal Skin Care System Consultant:

