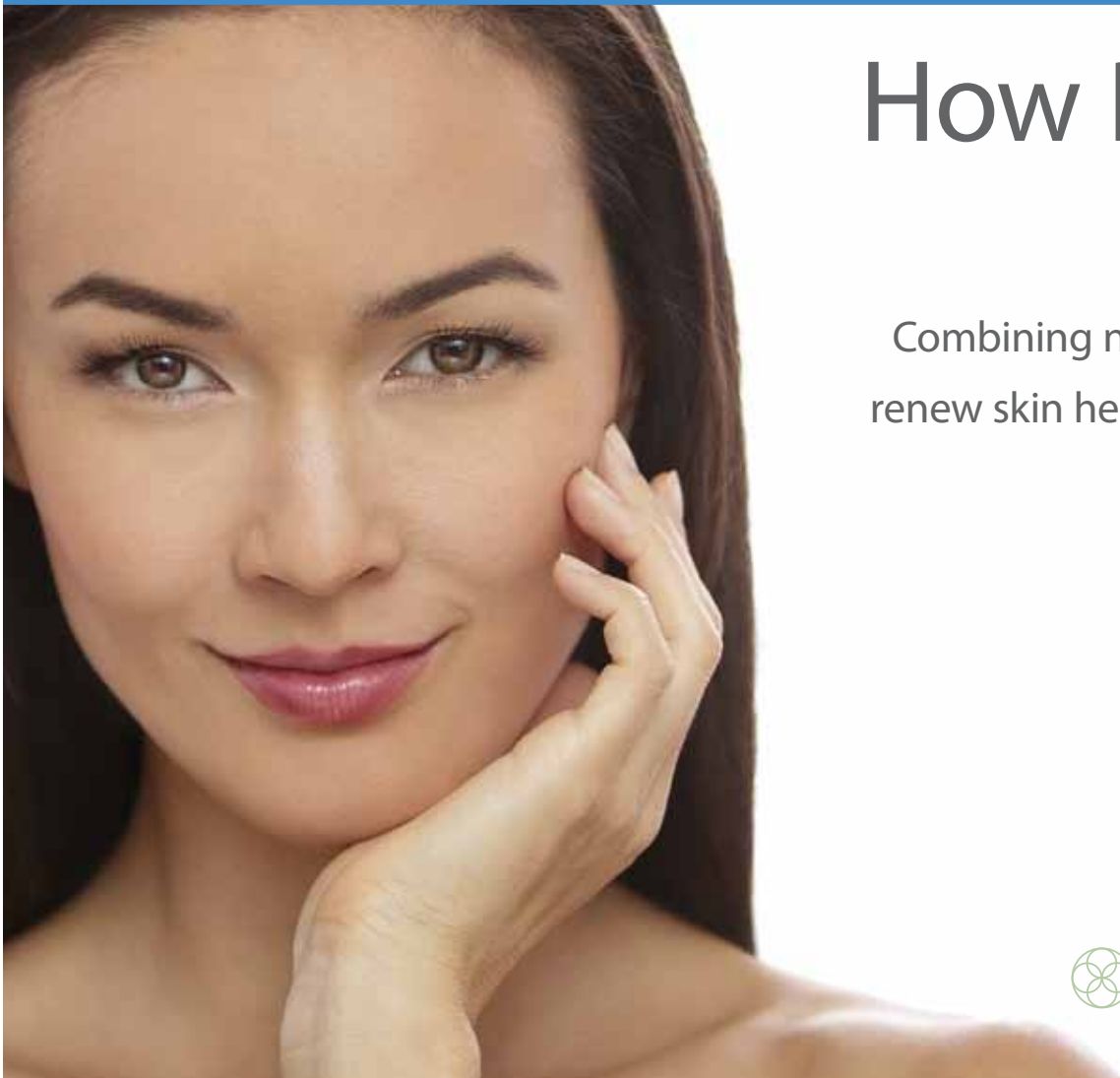


# Live long. Live healthy.

THE SCIENCE BEHIND ISAGENIX



## How Rejuvity Works

Combining nature and science to  
renew skin health and appearance

 Rejuvity®

Inside this Issue:

- Science Behind Rejuvity
- Market Comparison and Clinical Study
- Sunscreen Facts and Fiction
- Rejuvity for Every Skin Type



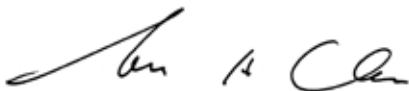
**Live long.**  
**Live healthy.**

## A word from the chief...

Did you know your skin is incredible? It's your body's largest organ. It's made up of billions of skin cells and is constantly changing and regenerating itself. In fact, just in the time it will take you to read through this newsletter, you will lose and regenerate about 40,000 cells.

As a former member of the Society for Investigative Dermatology with a long history in creating advanced skincare products for several top companies, I can confidently say the Isagenix Rejuvity skincare system is a step above the rest. Not only are the products free of harmful chemicals and toxicologist-tested, they are also effective for improving skin texture, elasticity, firmness, and hydration as seen in our clinical trial.

With Rejuvity, we've taken the best of what nature has to offer and applied advanced technology to help support your skin cells' communication leading to youthful, radiant skin. In this Fall issue, you'll learn how the seven products of Rejuvity work together to target your skin's needs and, when paired with the Isagenix nutritional system, not only support healthy skin from the outside in, but also from the inside out.



Suk Cho, Ph.D.  
*Isagenix Chief Science Officer*



### MANAGING EDITOR

David Despain, M.Sc.  
*Director of Science Communications*

### COPYWRITING

Gilleen Barkyoumb M.Sc., RD  
*Nutrition Communications Specialist*

Sara Richter, B.Sc.  
*Nutrition Communications Specialist*

Dianna Carlson, B.Sc.  
*Product Developer*

### EDITORIAL BOARD

Suk Cho, Ph.D.  
*Chief Science Officer*

Janet Myers, Ph.D.  
*Director of Product Innovation*

Eric Gumprich, Ph.D.  
*Research Scientist*



## The Science Behind Rejuvity

Aging may be a fact of life, but that doesn't mean looking your age is. With the new Isagenix Rejuvity skincare line, your skin finally has the youth-saving solution it needs. This unique system combines the best ingredients nature has to offer with the latest and most advanced technology. The result is flawless-looking skin that radiates health from the inside out.

---

Skin is composed of two main layers: the outermost layer being the epidermis and the layer below it being the dermis. The dermis acts very much like a steam engine in a ship, constantly pumping out energy and making new cells that are transported upwards to the epidermis where they replace old cells. Cells within the dermis (called fibroblasts) produce collagen and elastin, which are structural proteins crucial for maintaining the smoothness, firmness, and elasticity of skin.

For the steam engine to work properly, there has to be constant communication between cells on the deck above to the engine hands below. Scientists have learned that this cell-to-cell communication between the different layers in our skin is what ultimately determines collagen and elastin production and overall appearance.

Unfortunately, with age and the constant bombardment of oxidative stress from the inside and out, comes weakened cell-to-cell communication. Over time, the proteins that once boosted collagen production lose function; the mitochondria (or "power centers" of the cells) become dysfunctional causing

more cellular chaos; and the DNA in cells that holds youthful information becomes damaged.

How does Rejuvity improve cell-to-cell communication in your skin? The Rejuvity line reaches deep within the skin and its cells, getting them to "talk to each other"—as a matter of speaking—not just with peptides that serve as words and commands, but in botanical-based complexes that help draw out sentences and phrases to truly encourage a healthy dialogue within your skin.

**Renewal Hydrase Complex™:** Found in the Purifying Cleanser, the Moisturizing Day Cream with SPF, and the Renewing Night Cream, this complex provides non-stop hydration by targeting the upper layer of the skin with advanced peptides and nutrients from lentils and fruits such as apples and watermelon.

**Renewal C2C Complex™:** Found exclusively in the Essential Youth Serum, this complex goes to work in the skin, immediately improving skin texture. The complex contains a

*continued >>*

Swiss variety of Crocus bulb extract—also known as the ‘Cream Beauty’ and a universal symbol of youthfulness and rejuvenation—which has shown to boost cellular communication between the different layers in the skin and help stimulate collagen and elastin health (1).

**IsaGen Illuminating Complex™:** Found in the Age-Defying Eye Cream, this complex helps to diminish the appearance of fine lines and even skin tone, especially working to lighten dark areas. It contains advanced peptides and alfalfa that help promote skin health and preserve skin’s elasticity (2).

.....

These complexes are provided within the system’s seven products and are designed to be used in five simple steps. By following the five steps daily, alongside a healthy diet and nutrition provided by Isagenix, you have every tool at your fingertips for beautiful, youthful skin as you age.

### Step 1: Purifying Cleanser [A.M. & P.M.]



Formulated to be gentle, yet effective at washing away impurities, this cleanser is pH balanced so it’s meant for use by all skin types. Unlike other cleansers, the Purifying Cleanser won’t leave you feeling like you still need to wash your face after use, yet it won’t strip your skin’s moisture using harsh chemicals such as sodium lauryl sulfate (SLS). This SLS-free and paraben-free formula uses the natural surfactant properties of maple to break down oils and impurities and separate them from the skin. With additional extracts from oat kernel and ginger root, which have soothing properties (3), the Purifying Cleanser is non-irritating yet effectively cleans your skin while helping it to retain its natural moisture barrier.

**HOW:** Squeeze onto fingertips and lather. Gently apply to face and neck in circular motions. Rinse with lukewarm water and pat dry.

### Step 2: Hydrating Toner [A.M. & P.M.]



The Hydrating Toner completes the natural cleansing process of the face and works like a “liquid vacuum”, drawing out the excess impurities tucked deep inside pores and the outer layers of skin. By removing excess oil, your skin’s natural pH is restored resulting in a more even complexion. Many other toners contain alcohol, which can irritate and dry out the skin. This alcohol-free toner is rich in polyphenols and can help gently rid the skin of impurities without stripping it of moisture. Ginger extract and witch hazel are used to support collagen and elastin health (4). Rounding out the toner is vitamin C from orange extract, which helps to brighten and improve skin tone (5).

**HOW:** Dispense one pump onto a cotton ball. Gently wipe cleansed face, neck, and upper chest areas.

### Step 3: Essential Youth Serum [A.M. & P.M.]



Just as its name implies, this is an essential component of the Rejuvity line. After the cleansing process, skin is craving and primed for nourishment, and that’s exactly what this serum provides. Along with the Renewal C2C Complex™, which increases cellular communication with the help of a Swiss variety of Crocus bulb and ultimately improves skin’s health and appearance, this serum also contains age-resisting pearl powder. Pearl powder encourages skin cell division and turnover—two important factors in skin retaining its youthful action and characteristics (6).

**HOW:** Dispense one full pump onto fingertips and gently apply in circular motion on targeted areas such as crow’s feet, smile or frown lines, etc.

*continued >>*

## Step 4: Age-Defying Eye Cream



Unlike other eye creams that merely sit on top of the skin and create tiny globules, this eye cream is gentle, fast-absorbing, and ultra-hydrating with ingredients including watermelon, apple, and lentil. It will help improve the overall look and feel of the skin around your eyes by working against puffiness, dark circles, and fine lines. The ingredients in the IsaGen Illuminating Complex™ help improve circulation around the eye and reduce the appearance of puffiness (2).

**HOW:** Dispense one full pump onto fingertips. Gently apply with patting motions to under eye, eyelid, and the skin around the lip area.

## Step 5: Moisturizing Day Cream with SPF 15 [A.M.] Renewing Night Cream [P.M.]



Probably one of the most important things you can do to preserve your skin's radiance is to protect it from the sun's UV rays. Every morning, apply Moisturizing Day Cream with SPF 15 to protect your skin. (Read how on Page 8.) It's formulated to be non-greasy yet provide balanced moisturization with not only the Renewal Hydrase Complex™ but skin-softening jojoba as well. Jojoba has shown to balance the internal moisturizers below the skin's surface, acting as excellent support for rejuvenating skin (7).

Applying Renewing Night Cream will leave your skin feeling refreshed, renewed, and revitalized. In addition to the Renewal Hydrase Complex™, the night cream features retinol, which is a form of vitamin A. Studies show vitamin A is effective in reducing the appearance of wrinkles and the visible signs of aging (8). The retinol is encapsulated through a proprietary process using specialized equipment resulting in uniform droplets of lightly coated retinol, allowing for gentle skin renewal without irritation. While most night creams can be oily and heavy, the Renewing Night Cream spreads evenly over skin and sends your cells to work as you sleep. After being bombarded by environmental toxins all day, night time is the perfect time to nourish your skin with moisturizing jojoba and communication-boosting peptides.

**HOW:** Dispense one full pump onto fingertips. Gently apply to dry face and neck using circular motions.

## Twice per week: Bamboo Exfoliating Polish



Meant for use twice per week, the Bamboo Exfoliating Polish is gentle yet still effective in the removal of stubborn oil, makeup, and dead skin cells. By removing dead skin cells and promoting the growth of new ones, this polish boosts cell renewal. Unlike other exfoliators that can leave your skin feeling as if it had been scrubbed with sand paper, this Bamboo Exfoliating Polish is non-irritating. Its bamboo particles are smoothed using a proprietary process making them round and small enough to be gentle. Oat kernels, sugar cane, and bilberry help hydrate the skin and provide antioxidants (9). This polish will leave your skin feeling soft and truly clean.

**HOW:** With wet fingertips, apply a generous amount to wet face, neck, and upper chest with light pressure in upward, circular motions for one to two minutes.

### REFERENCES

1. Schmid et al. *Anti-Aging and Beauty Inside*. 2012;23(1):33-38.
2. Athar et al. Taxonomic perspective of plant species yielding vegetable oils used in cosmetics and skin care products. *Afric J Biotechnol*. 2005;4(1):36-44.
3. Vie et al. Modulating effects of oatmeal extracts in the sodium lauryl sulfate skin irritancy model. *Skin Pharm and Physiol*. 2002;15:120-124.
4. Thring et al. *Food Chem*. 2010;122:987-996.
5. Nusgens et al. Topically applied vitamin C enhances the mRNA level of collagens I and III, their processing enzymes and tissue inhibitor of matrix metalloproteinase 1 in the human dermis. *J Invest Dermatol*. 2001;116(6):853-9.
6. Jian-Ping et al. *Pharm Biol*. 2010;48(2):122-127.
7. Reddy et al. A review on the importance of herbal drugs in cosmetics. *Int J Advan Pharm and Nanotechnol*. 2011;1(3):121-139.
8. Pavicic et al. Evidence-based cosmetics: concepts and applications in photoaging of the skin and xerosis. *Wien Klin Wochenschr (German)*. 2009;121(13-14):431-9.
9. Yonghong et al. Study on antioxidant activity of sugarcane extracts by DPPH assay. *Sugarcane and Canesugar*. 2003;1:31-33.



# Why Rejuvity?

## Isagenix Rejuvity System

- *Toxicologist-tested*
- *Awarded highest rating possible for safety evaluation, ensuring no harmful chemicals*

- *Targeted system of 7 products*
- *Alongside Isagenix nutrition system offers beautiful, youthful skin from the inside out*

- *Contains complexes that boost cellular communication*
- *Effectively promotes collagen and elastin production*

- *Natural skincare that absorbs easily and leaves skin feeling clean, soft, and smooth*
- *Clinically shown to improve skin texture and moisturization in less than 4 weeks*

- *Intelligent bottles eliminate product waste with airless pumps*
- *Allow user to see when product is running low*

## Other Skincare Systems

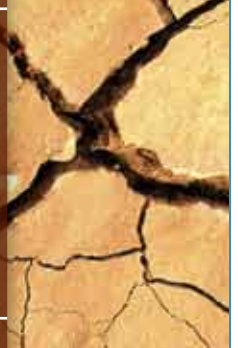
- May contain harmful chemicals like oxybenzone or parabens

- No synergy between products
- Too many choices
- Lacking a nutrition component

- No ingredients that foster cellular communication
- Failure to stimulate collagen and elastin production effectively

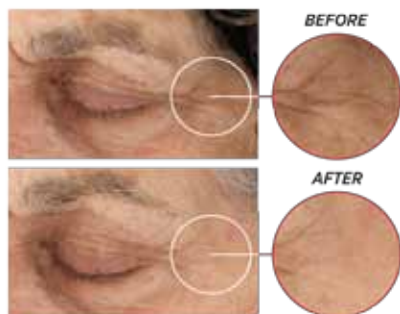
- Skincare that leaves skin feeling unclean, greasy, and as if there's residue left
- Doesn't absorb well and forms globules on top of skin's surface

- Bottles and tubes that waste product
- Difficult to tell how much product is left in bottle



# RESULTS YOU CAN SEE

## REJUVITY CLINICAL TRIAL



Isagenix conducted a four-week clinical study to examine skin texture, firmness, elasticity, and moisturization after using Rejuvity products. These before and after pictures (left) show just one subject's dramatic improvements in skin appearance.

Innovative packaging, promising label claims, and unique ingredients are all enticing factors when seeking out skincare products, but all of that falls by the wayside if they don't work.

After extensive research and multiple formulations, Isagenix Rejuvity products were put to the test to show not only their aesthetic benefits, but also their effectiveness in supporting skin health.

For two years, Isagenix scientists worked with more than 3,000 data points to get input on how subjects use skincare and what they prefer. This included sensory testing against multiple competitive products to help the Isagenix team create a superior system. Based on each of the sensory attributes such as spreadability, absorption, hydration, and feel of skin, Isagenix products tested above compared to the other skincare products.

Taking things a step further, a four-week clinical study was conducted to gain objective results by using highly sophisticated, gold-standard instrumentation to measure elasticity, firmness, and skin moisture.

The results were impressive, to say the least. Over 95 percent of subjects using the Essential Youth Serum and the Renewal Night Cream showed clinically measured improvements in skin texture and moisture. Additionally, over 81 percent of those using Essential Youth Serum and over 84 percent using the Renewal Night Cream showed improvements in the appearance of crow's feet, fine lines, and wrinkles. And that was only in four weeks!

### Rejuvity Clinical Study Results

#### Essential Youth Serum



over **95%** showed clinically measured improvement in skin texture and moisturization

**81%** showed clinically measured improvement in the appearance of crow's feet, fine lines, and wrinkles.

#### Renewing Night Cream



over **95%** showed clinically measured improvement in skin texture and moisturization

**84%** showed clinically measured improvement in the appearance of crow's feet, fine lines, and wrinkles.



# What You Don't Know About Using Sunscreen

Summer may be over, but that doesn't mean you no longer need to worry about the sun's harmful rays. In fact, up to 80 percent of ultraviolet (UV) radiation will penetrate clouds and age your skin, if not burn you. Didn't know that? You're not alone. Unless you're a dermatologist or a medical aesthetician, it's also less likely you would know that not all products labeled "sunscreen" protect your skin in the same way.

Chances are your doctor has never talked to you about the importance of using sunscreen at all, according to a new report published in *JAMA Dermatology*. In the report, medical researchers evaluated trends in sunscreen recommendations among physicians in the United States (1). They found that the rate of which physicians mentioned sunscreen to their patients was dismally low, even for patients with a history of skin cancer.

What makes these findings alarming is the sheer degree of how grossly uninformed most Americans are about the importance of protection against the long-term cumulative damage from the sun's ultraviolet (UV) rays, despite clear consensus from dermatologists regarding sunscreen use. But another cause for serious concern is how little most of

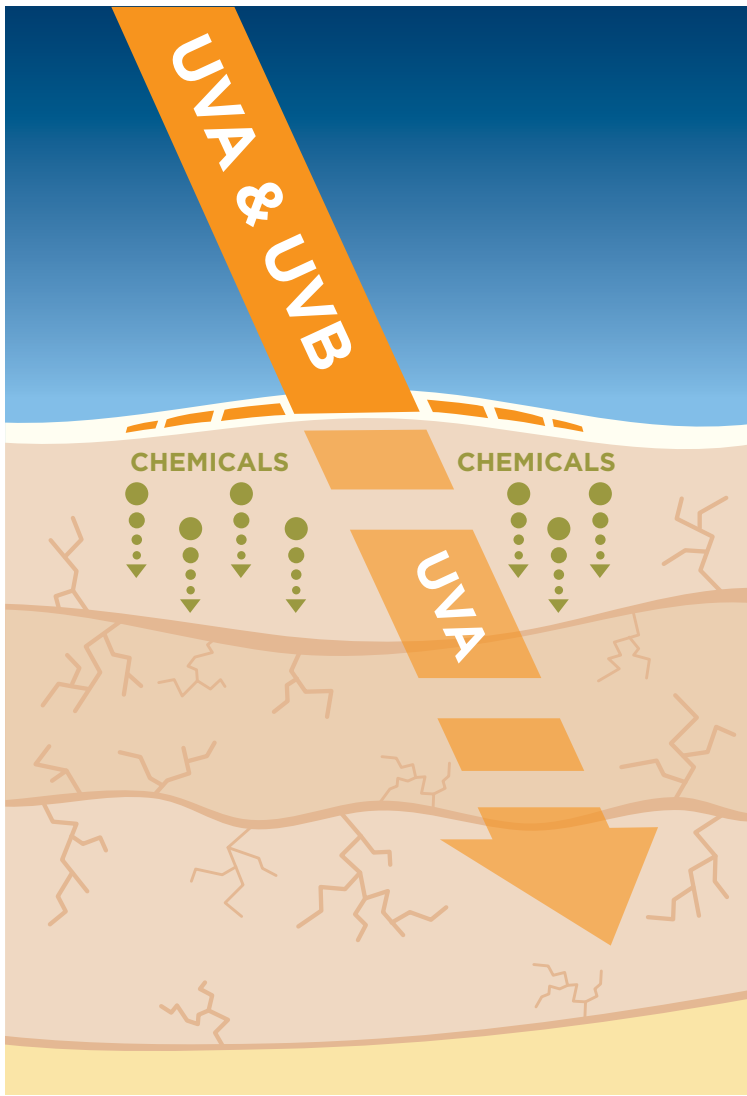
us know about the variances between sunscreen products.

It's not enough to rely solely on a product's Sun Protection Factor (SPF) rating. SPF rating is really only helpful for figuring how long a product will protect you against sunburn; for instance, SPF of 15 will keep you from burning for approximately 150 minutes than normal, depending on your skin. But SPF rating does not give you any idea of whether a sunscreen will protect you from all UV wavelengths that can prematurely age your skin.

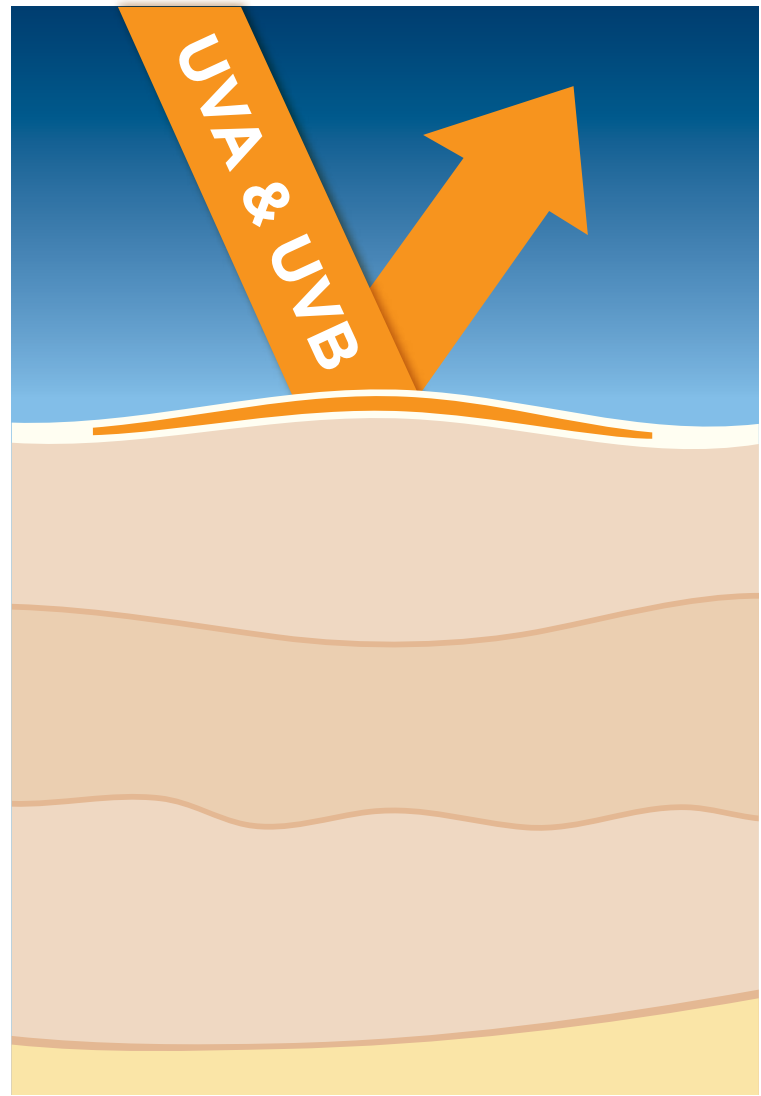
One of the most important points to know is how drastically different UV protection can be depending on a product's use of chemical or mineral ingredients:

*continued>>*





**Chemical Sunscreens:** Chemical ingredients work by absorbing UV radiation, yet have limitations. They can only absorb a narrow region of the UV spectrum and most offer no protection against UVA rays that can lead to premature aging. For this reason, chemical sunscreen products often use more than one chemical to achieve “broad spectrum” protection. Oxybenzone, for instance, can protect against UVB and may be paired with avobenzone for protection against UVA rays. In any case, the term “broad spectrum” should not mislead users into thinking the sunscreen can filter out all UV radiation. No sunscreen product can absorb all UV radiation completely. Chemicals can also become absorbed into the skin raising concerns over potential disruption of hormones internally.



**Physical Sunblocks:** While still labeled as “sunscreen,” natural minerals such as zinc oxide and titanium dioxide really act as “sun blocks” because they are physical barriers that scatter UV radiation. They provide real broad spectrum UVA and UVB protection, are not absorbed into the skin, and are gentle enough for everyday use without skin irritation. These physical minerals are best paired with each other for optimum protection against the sun’s UV rays for minimizing sun damage (2).

*continued>>*

Yet another misconception people often have about use of sunscreen is that its application is only needed during the sunny days of spring or summer months. UV rays, especially UVA rays, affect your skin all year no matter if the days are overcast, rainy, or snowy. Regular application of UVA-blocking mineral sun protection is needed 365 days a year.

Then, there's the golden tan—still widely popular and once a symbol of good health—which is not at all healthy for your skin. The evidence is clear that tanning is a major contributor to premature aging of the skin and increases the risk of skin cancer. Even indoor tanning has a well-established link to skin cancer. The notion of a “safe tan” doesn't hold when you consider that any kind of indoor tanning is correlated with a 74 percent increased risk of melanoma. Let's put the idea of a “safe tan” to rest.

### Key Take-Aways to Protect Your

- Not all sunscreens are the same
- The SPF rating does not indicate protection from all UV wavelengths
- Chemical sunscreens only absorb a narrow spectrum of UV rays
- Mineral sunblocks protect the skin by scattering both UVB and UVA rays
- Use a mineral sunblock such as the Rejuvity Moisturizing Day Cream with SPF 15 every day
- Be sure to take a quality dietary supplement containing vitamin D such as Ageless Essentials Daily Pack

There is one drawback from application of any type of sun protection—be it sun-protective hats, clothing, chemical sunscreens, or physical sunblocks—and that is the reduced ability to create the “sunshine vitamin.” The unfortunate reality is that vitamin D synthesis in the skin is heavily diminished when protected from UVB rays and the result is potential insufficiency or deficiency of the powerful hormone-like vitamin (3).

Dermatologists and nutritionists disagree on how to approach the problem of vitamin D. Some suggest exposing skin (besides the face) to the sun for approximately 15 minutes at times of the day when UVB rays are strongest to maximize vitamin D synthesis. An informed decision is to be sure you get enough vitamin D daily from food (e.g. salmon) or a quality supplement while protecting skin as much as possible from cumulative sun damage.

**Ultimately, there are clear long-term benefits from using a mineral-based, broad-spectrum UV blocking product daily. Good quality products include Isagenix Moisturizing Day Cream SPF 15 or IsaSun-Guard SPF 30 that include both zinc oxide and titanium dioxide. Pair either of those with a quality supplement containing vitamin D such as Ageless Essentials Daily Pack and you'll have optimum sun and nutritional protection.**

### REFERENCES

1. Akamine et al. Trends in Sunscreen Recommendation Among US Physicians. *JAMA Dermatology*, 2013 Sept 4.
2. UCSF School of Medicine. Sunblock. 2011 June 11. Retrieved on 26 Sept 2013 from <http://www.dermatology.ucsf.edu/skincancer/general/prevention/sunscreen.aspx>
3. Godar et al. Solar UV doses of adult Americans and vitamin D(3) production. *Dermatoendocrinol*. 2011 Oct;3(4):243-50. Epub 2011 Oct 1.
4. American Academy of Dermatolog. 2009. Retrieved on 20 September 2013 from [www.add.org](http://www.add.org).

# CUSTOMIZING REJUIVITY FOR EVERY SKIN TYPE



When it comes to skin types, no two people are the same. There are those who have dry skin while others are prone to more oily skin. In fact, most people have a combination of the two. The key to proper skincare for all skin types is a system of products that can bring balance to the skin. With our complete Rejuivity Skincare System, you can make your skincare work for you.

Rejuivity intertwines nature and the latest science to create a system that can meet the needs of all skin types. With use of botanicals that act as natural skin conditioners, Rejuivity works to gently remove excess oil while still keeping the skin moisturized and supple. While the products were created with all skin types in mind, there are a few techniques that can be used to customize your skincare regimen depending on your skin's needs.

## Oily Skin

Tiny glands (called sebaceous glands) tucked within skin layers produce oil, or sebum, to moisturize the skin. Excessive oil production can be the result of improper diet, genetics, or fluctuating hormone levels, explaining why teenagers commonly battle with oily or acne-prone skin. While there isn't much that can be done to stop oil production, there are things that can help control the undesirable results of excess oil.

**Cleanse morning and night:** Be sure to use the Rejuivity Purifying Cleanser at both morning and night time to help clean out pores and wash away oil buildup. If possible, it may even benefit you to cleanse mid-day. However, it's important not to over-wash the face, as that can trigger the skin to produce more oil. Work with your skin to find a happy balance.

**Apply toner often:** The Rejuivity Hydrating Toner can be like a best friend for someone with oily skin. It acts as a

*continued >>*

“liquid vacuum” pulling out excess impurities deep within pores and the top layers of the skin.

**Use more serum than moisturizing creams:**

Contrary to popular belief, a moisturizer is still appropriate for oily skin. Those with oily skin can benefit from the light hydration of the Essential Youth Serum on a regular basis while applying a moisturizing cream only on areas that need additional hydration.

**Exfoliate often:** Additional exfoliation with the Bamboo Exfoliating Polish can help cleanse away oils. People with oily skin may want to increase their exfoliating routine to three times per week.

**See a dermatologist for acne:** While the Rejuvity line is formulated to work with all skin types, a dermatologist may be needed to give proper guidance on acne care.

**Dry Skin**

Age, genetics, environmental conditions, and overall health all can contribute to dry skin. Did you know that one of the most common causes is simply cold, dry weather, which can strip moisture from the skin making it flaky and itchy? Unfortunately, turning up the thermostat doesn’t improve the conditions for your skin as indoor heating removes moisture

from the air. For dry skin, follow proper skincare steps to lock in hydration.

**Use a gentle purifying cleanser:** For those with dry skin it’s important to avoid moisture-robbing soaps. The Rejuvity Purifying Cleanser doesn’t contain harsh chemicals such as sodium lauryl sulfate (SLS) that can strip the skin, leaving it dry and irritated. Instead, it uses the natural surfactant properties of maple to break down impurities and gently lift them from the skin.

**Seal in hydration:** After hydrating with the Essential Youth Serum in the morning, be sure to follow with the Moisturizing Day Cream to seal in moisture. Reapply as needed throughout the day.

**Decrease exfoliation:** Although it may seem tempting to scrub away dry skin, the friction can strip the skin and causes dryness. For those with dry skin, decrease use of the Bamboo Exfoliating Polish to once per week rather than two times per week.

**Moisturize at night:** After being exposed to the harsh environment all day, your skin needs proper nourishment to repair and rebuild. Once again, be sure to lock in the hydration from Essential Youth Serum with the Renewing

*continued >>*

SKIN TYPE	TRICKS TO MEET YOUR SKIN’S NEEDS
<b>Oily</b>	<ul style="list-style-type: none"> <li>• Cleanse with the Purifying Cleanser morning and night</li> <li>• Always apply Hydrating Toner after cleansing</li> <li>• Use more Youth Serum than Moisturizing Creams</li> <li>• Exfoliate with Bamboo Scrub often (possibly up to three times per week)</li> <li>• See a dermatologist for acne</li> </ul>
<b>Dry</b>	<ul style="list-style-type: none"> <li>• Use the Purifying Cleanser to gently cleanse and hydrate</li> <li>• Seal in hydration by mixing the Youth Serum and the Cream Moisturizer before applying to skin</li> <li>• Decrease exfoliation with Bamboo Scrub to one day per week</li> <li>• Moisturize with Renewing Night Cream before bed</li> </ul>
<b>Sensitive</b>	<ul style="list-style-type: none"> <li>• Cleansing with the Purifying Cleanser once per day may suffice</li> <li>• Avoid artificial fragrances (Only natural oils &amp; extracts are used in Rejuvity)</li> <li>• Apply Day/Night Moisturizing Creams to dry skin</li> </ul>
<b>Combination</b>	<ul style="list-style-type: none"> <li>• Use a cleanser like Rejuvity Purifying Cleanser that won’t strip away the skin’s moisture</li> <li>• Apply the Hydrating Toner after cleansing, especially in the T-zone</li> <li>• Use Moisturizing Creams only in dry areas</li> </ul>



Night Cream, which contains moisturizing jojoba and renewing peptides.

## Sensitive Skin

People with sensitive skin can experience stinging, burning, redness, or swelling when exposed to some skincare products. Skin sensitivity can result from improper diet, genetics, skin disorders, or exposure to skin-harming environmental factors such as pollution, excessive sun, or wind. When it comes to skincare for sensitive skin, the key is to take it slow. Start out by trying one product at a time to make sure it agrees with your skin. If you notice some irritation with a certain product, use lighter amounts of it and only every three to four days until your skin becomes accustomed to the bioactive ingredients. If irritation continues in a specific area of your face, stop using the product in that area.

**Use a gentle cleanser:** The Purifying Cleanser is enriched with oat kernel extract and ginger root, making this cleanser non-irritating. Depending on the sensitivity of your skin, washing the face once per day may be sufficient.

**Avoid artificial fragrances:** These chemicals can cause burning and irritation. Only natural oils and extracts are used in the Rejuvity Skincare System.

**Apply day/night moisturizers when skin is completely dry:** Skincare products can generally be absorbed better when applied to damp skin. While this is beneficial for those with normal skin, this may cause irritation for those with sensitive skin. Trapping too much water under a moisturizer can cause redness and inflammation to sensitive skin.

**Begin with only light amounts:** Apply products such as Renewing Night Cream and Age-Defying Eye Cream sparingly. These products include special actives that sensitive skin may need to become accustomed to over time.

## Combination Skin

Combination skin is characterized by areas of oily and dry skin and is the most common skin type. With combination skin, the forehead, nose, and chin (known as the “T-zone”) commonly

produce excess oil while the cheeks and the area under the eyes stay dry. This can be a difficult skin type to conquer because you are working with two opposite ends of the skincare spectrum; but with just a few tweaks you can properly care for every inch of your skin.

**Use a cleanser that won’t strip away skin moisture:** The Rejuvity Purifying Cleanser is perfect for combination skin because it is effective enough to remove impurities from oily areas of the face, but gentle enough to prevent excess drying in sensitive areas.

**Use toner in the T-zone:** Using the Hydrating Toner in the T-zone (forehead, nose, and chin) will help remove impurities that clog pores and cause blemishes. Because the toner does not contain alcohol, it’s ideal for use on the entire face depending on the sensitivity of your skin.

**Moisturize only in dry areas:** Instead of applying the day/night cream on all areas of your face, focus only on the areas that are dry and avoid lathering cream on areas of the face that are oily.

The Rejuvity Skincare System is flexible and can be altered slightly to meet your skin’s specific needs. With these tips, you can be sure your skin doesn’t miss out on the benefits of the highest quality, most advanced skincare products on the market.

**Skin may go through a brief adjustment period when beginning a new skincare regimen. Some skin types are more sensitive than others and may experience sensations of tingling or slight sensitivity because they are not accustomed to the powerful ingredients. If you do have sensitive skin, start gradually by using the products every three to four days for a 30-day period.**

## REFERENCES

American Academy of Dermatology. “Saving Face 101: How to customize your skincare routine with your skin type”. 2009. Retrieved on 20 September 2013 from [www.add.org](http://www.add.org).

Vie et al. Modulating effects of oatmeal extracts in the sodium lauryl sulfate skin irritancy model. *Skin Pharm and Physiol*. 2002;15:120-124.

Reddy, et al. A review on the importance of herbal drugs in cosmetics. *Int J Advan Pharm and Nanotechnol*. 2011;1(3):121-139.

# What's Aging Your Skin?



Skin cells are in constant communication with each other to provide a protective barrier from the external environment. If this communication is silenced, skin appearance and function deteriorate, accelerating the aging of your skin.

Over time, excessive exposure to extrinsic and intrinsic sources of oxidative stress can accelerate the aging process of skin.

## How Rejuvity can help:

- Genetics
- Sun Damage
- Pollution/Smoke
- Stress
- Poor Diet

- Supports cell-to-cell communication
- Safely reduces appearance of fine lines and wrinkles



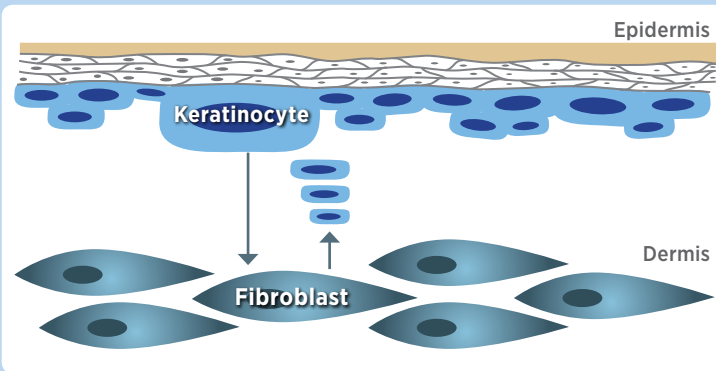
Protects against both UVA "aging" rays and UVB "burning" rays



Ageless Essentials Daily Pak nourishes skin from within

### Fast Fact:

Up to **90%** of visible skin aging is caused by sun damage.



Your skin is composed of several layers. The top layer is the epidermis, which is made up of cells called keratinocytes. These cells communicate with fibroblast cells in the dermis layer to stimulate skin cell synthesis. When this communication malfunctions, the result is an unhealthy skin barrier.

### Rejuvity supports skin cell communication

