

| PRODUCT  | KEY INGREDIENTS              |  | FUNCTION   |
|--|------------------------------|--|--|
|  <p><b>BAOBAB</b><br/><i>Adansonia digitata</i><br/>SEED OIL<br/>Certified Organic<br/>South Africa</p>   | ESSENTIAL FATTY ACIDS (EFAS) | Oleic acid (Omega-9)<br>Linoleic acid (Omega-6)<br>Palmitic acid<br>Stearic acid<br>a-Linolenic acid (Omega-3) | Omega fatty acids or essential fatty acids (EFAs) are natural penetration enhancers due to their fluidizing effect on cell membranes. EFAs actively stimulate collagen synthesis to prevent skin aging and improve the structure, function and appearance of aged skin. They are also critical in the formation of prostaglandin (PGE) which acts as a natural anti-inflammatory healing agent and is essential in cellular membrane health and tissue regeneration. Oleic acid balances sebum production, helps to repair tissue damage, promotes the production of antioxidants and improve skin condition. Linoleic acid is an antioxidant and anti-inflammatory agent effective in cell regulation and skin repair that has been shown to be beneficial in treating acne conditions. Palmitic and Stearic acids are natural emollients helping reinforce the skin's healthy barrier function for a smoother surface. EFAs are responsible for improving moisture retention and keeping the skin softened, elastic and firm. These anti-aging skin influences are what give EFAs their notable reputation in skin care. |
|  | CAROTENOIDS                  | Beta-carotene (Provitamin A)   | Beta-carotene as the most well-known provitamin A carotenoid. Beta-carotene is often referred incorrectly as Vitamin A. In nature, Beta-carotene is a precursor (inactive form) to vitamin A as it can only be converted to Vitamin A in the body's digestive tract. Beta-carotene has shown to have an impact on aging skin and photoaging.   |
|  | VITAMIN D                    |  | Vitamin D is actually considered a hormone, not a vitamin. It is a powerful antioxidant that plays a role in preventing the premature aging of skin and damage to the skin structure. when topically applied, Vitamin D can be absorbed by the skin and may help supplement deficiency of Vitamin D3, known as 'the Sunshine Vitamin'.   |
| <p><b>APPLICATIONS</b></p> <p>premature aging skin<br/>           dehydrated skin<br/>           chapped lips<br/>           fine lines &amp; wrinkles<br/>           sun &amp; wind damaged skin<br/>           acne &amp; inflamed skin<br/>           dry &amp; brittle hair<br/>           dandruff &amp; itchy scalp<br/>           rough cuticles<br/>           eczema &amp; dermatitis</p> | VITAMIN E                    | Gamma-tocopheral<br>Delta-tocopheral<br>Alpha-tocopheral   | Vitamin E is a potent antioxidant and free-radical scavenger. It improves skin hydration, heals dry, damaged skin, prevents wrinkles and delays aging. Tocopherals stimulates cell oxygenation and restores the skin's hydrophilic layer making the skin more elastic, smooth and shiny. Gamma-tocopheral protects against nitrogen based free radicals and protects the fibroblast of the skin (the cells that make collagen, elastin, and the glycoproteins of the extracellular matrix). It also improves the skin's water-binding ability, increases the natural moisture content of the skin, boosts the effectiveness of sunscreen, prevents and treats scars, plus heals damaged skin.  |
|  | VITAMIN F                    |  | Essential fatty acids (EFA's) are sometimes referred to as Vitamin F. Vitamin F is a combination of omega-3 and omega-6 fatty acids which are responsible for rejuvenation and skin renewal.   |
|  | SQUALENE                     | Squalene   | Squalene acts as an important antioxidant, protecting against free radical damage while preventing the breakdown of the skin's natural collagen and elastin, which is what keeps skin looking firm and youthful.   |
|  | ANTIOXIDANTS                 | Vitamin A<br>Vitamin D<br>Vitamin E<br>Squalene  | Antioxidants reduce oxidation. Oxidation is what turns an apple brown when exposed to the air. Antioxidants help the body repair cells and reduce the effect of aging. When applied externally, they help protect skin from environmental factors such as chemicals, pollution, and sun damage. Antioxidants prevent free radical damage, assist in skin repair and rejuvenation, giving the skin a natural glow.  |
|   | STEROLS                      | Beta sitosterol<br>Campesterol<br>D-5 avenasterol<br>Stigmasterol  | Sterols help prevent skin aging by promoting moisture retention as well as optimizing the function of the skin barrier. Sterols are important for healthy skin because they mimic the effects of cholesterol on the skin, whereby cholesterol is an important part of the skin's epidermal layer and contributes to overall skin health. Sterols have been shown to help prevent wrinkles and increase skin elasticity.  |