

Nutricosmetics

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BRIDGING THE GAP BETWEEN

HEALTH & Beauty

At a time when traditional food and cosmetic firms face the challenge of understanding new consumer expectations (in terms of well-being and health), nutricosmetics might provide the ideal answer. Oral cosmetics, beauty foods, and anti-aging cocktails define a group of products categorized as "Nutricosmetics." Nutricosmetics is the intersection between personal care and nutrition. This category of products emerged as a

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segment of Nutraceuticals and originally gained popularity in Japan and Europe. Nutricosmetics are now hitting the North American market and quickly gaining momentum.

Consumers are becoming more educated on

nutrition and the influence nutrients have on total health and beauty. For nutricosmetics, it is only natural that they would seek products and programs from the medical aesthetic community. In their 2009 Consumer Trends Report, ISPA confirmed that consumers will use medical spas and their products for mainly preventative purposes (anti-aging, beauty enhancement, nutrition, and wellness-based programs). As medicine and wellness become interweaved in the aesthetic industry, consumers will embrace holistic programs and products that optimize total health and promote external beauty.

Nutricosmetics Defined

Oral products promoting beauty from within are developed with specific nutrients to support healthy skin, hair, and nails. Although proper nutrition and a balanced eating plan is a starting point for optimal health, oral beauty supplements offer the right nutrients for healthier skin (to get this amount of nutrients from diet alone can be very difficult to attain on a daily basis.) These products generally contain vitamins, minerals, botanical extracts, and

How Do Nutricosmetics Work On the Skin?

The skin is the largest organ of the body and therefore places incredible demands for optimal growth and repair.

**Nutricosmetics
generally address four specific areas**

- 1 **SKIN REPAIR & PREVENTION**- Sun protection, Firmness, Pigmentation, Whitening
- 2 **HAIR** - Retention and growth, Restoration, Nourishment Volumizing
- 3 **NAILS** - Strengthening
- 4 **SLIMMING / DETOXIFYING** - "Beauty Drinks"

Physiological Functions of the Skin

- Protection - the skin is the main barrier from the external environment
- Fluid and electrolyte balance
- Thermoregulation
- Detoxification
- Regulation of immunological processes.

antioxidants in their composition that have an effect on overall skin health and beauty.

AGING FACTORS

As we age, the physiological functions of the skin can be dramatically compromised.

There are many factors that accelerate skin aging. These can be intrinsic such as: natural degradation of collagen and elastin, hormonal imbalance and inflammation, and extrinsic factors such as: free radicals, and environmental stressors, smoking, and sun exposure. As skin ages, the cells are more susceptible to environmental stressors.

These stressors stimulate the production of free radicals, which can potentially damage cell membranes, proteins, and DNA.

When the skin is under 'oxidative overload,' free radicals can eventually break down the protein substance in connective tissue (collagen) and release chemicals that cause inflammation in the skin. It is a combination of these cellular and molecular



events that leads to skin aging and the formation of wrinkles, uneven skin tone, and sagging skin.

Nutricosmetics can provide critical nutrients and antioxidants proven to optimize skin cell turnover and protect the skin from free radical damage.

Internal Antioxidant Enzyme "SOD"

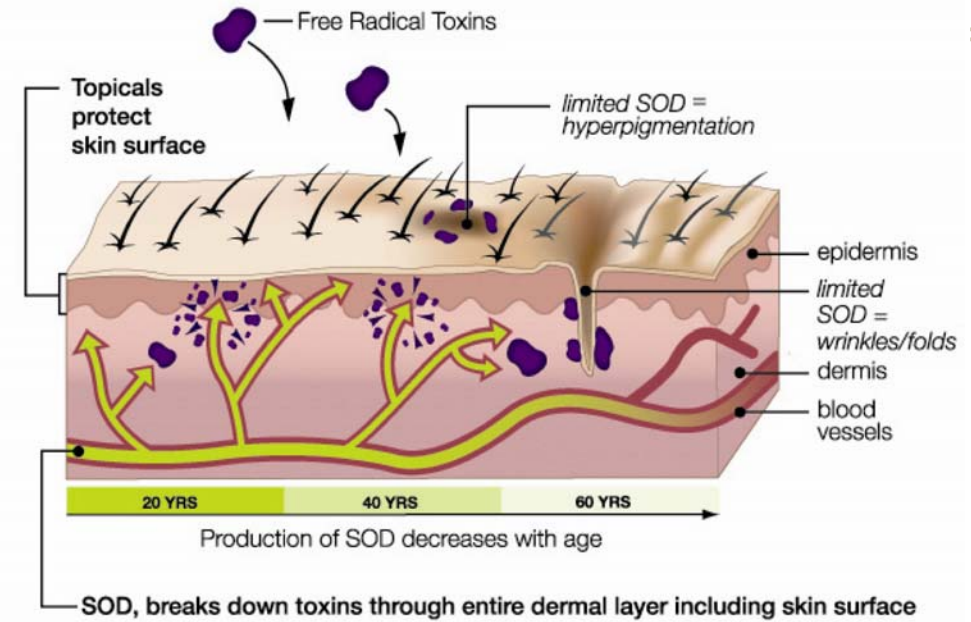
The first line of defense against accelerated aging.

Superoxide Dismutase (SOD) is a primary endogenous enzyme that works to support healthy immunity and reduce oxidative stress in the body. SOD is the first antioxidant mobilized by the cell as defense against free radicals.

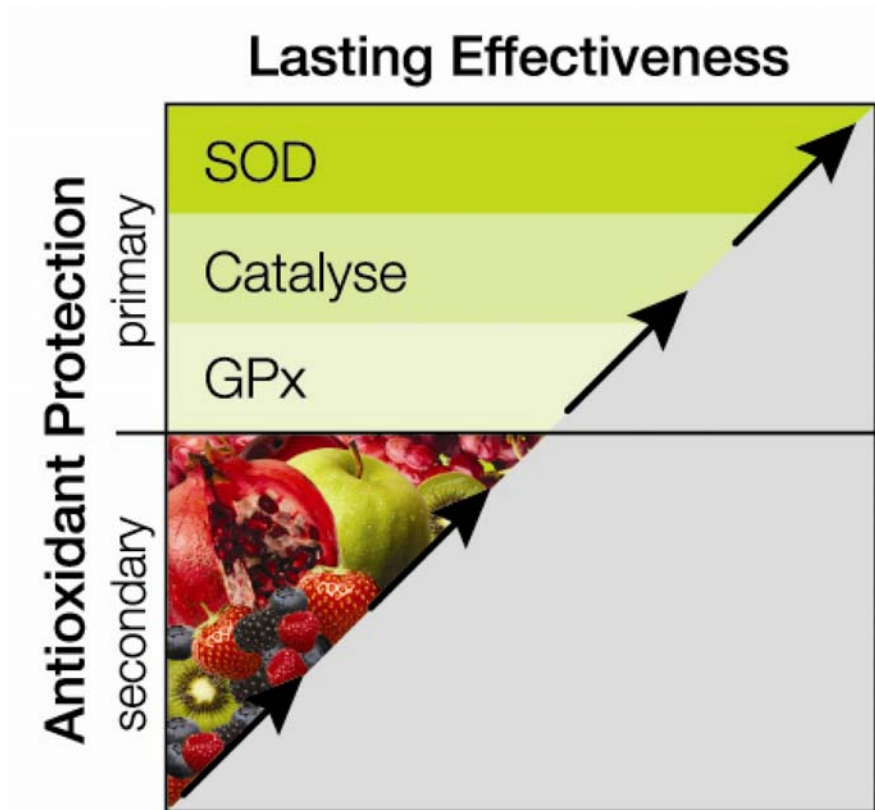
The production of SOD decreases with age, causing an increase in susceptibility to free radical damage. The skin is sensitive to oxidative stress, and SOD works as a key protectant of the skin cells from potential free radical damage.

SOD is a part of our internal defense system and is not absorbed in the process of neutralizing free radicals. Secondary antioxidants, however, are absorbed rapidly during this process and must be replenished solely through diet and or supplementation.

SOD Process in Detail



Primary & Secondary Antioxidant Protection



GliSODin® is the very first bioavailable form of SOD

GliSODin Skin Nutrients Professional Nutricosmetics

Developed by Nutritionists and Dermatologists, GliSODin Skin Nutrients is a Professional Nutricosmetic Line targeted to promote healthy, beautiful skin and enhance the effects of medical aesthetic procedures. This health professional grade line is only sold through Premium Day Spas, Medical Spas, Dermatologists, and Cosmetic Surgeons.

The key ingredient in GliSODin is developed by Isocell Laboratories based in Paris, France. Isocell is a leading company providing solutions in anti-aging medicine, clinical research, and dermatological advancement. GliSODin is a unique non-genetically modified melon extract naturally rich in superoxide dismutase (SOD).

Oral supplementation with GliSODin has been shown scientifically to offer a therapeutic means for the prevention and treatment of many conditions associated with increased oxidative stress and inflammation (including skin).

The line offers four key products for total skin health and to support and enhance the effect of medical aesthetic procedures.

The Advanced Daily Formula

contains natural ingredients that have shown to prevent oxidative stress, photo aging, collagen

degradation, and dehydration while providing a preventative platform to slow aging of the skin. All of the ingredients in the Advanced Daily Formula will promote optimum health which in turn provides energy and well being.

The Advanced Skin Brightening Formula


was developed to promote even skin tone while working to protect and reduce skin damage caused by UVR exposure. It balances skin tone and reduces irritation through a careful formulation of GliSODin® and other premium ingredients. This formula works along with facial skin resurfacing treatments that aim to reduce hyper pigmentation.

The Advanced Detoxification Formula

was specially formulated to promote detoxification through the liver, kidneys, intestinal tract, and skin to promote optimum health. Many studies have shown that poor health and oxidative stress can lead to blemished, discoloured, and dull skin as well as premature aging.

The Advanced Pre/Post Treatment Formula

In order to reduce recovery time and improve aesthetic results, the administration of pre- and post-treatment nutraceutical formulations, potent antioxidants, and immune enhancing agents have been shown in human clinical studies to be beneficial in

reducing oxidative stress associated with the treatment procedure. The Advanced Pre/Post Treatment Formula works to support the immune system and reduce oxidative stress associated with surgical procedures. 



Paula Simpson, B.A.Sc (Nutrition), RNCP is the Executive Director of Isocell North America and holds a degree in Nutrition. She has over 15 years of experience in consulting, public relations, product formulation, and program development for the Nutraceutical and Medical Aesthetic Industry. Her role as a Scientific Evaluator and Regulatory Consultant for some of the top nutraceutical companies worldwide has solidified her reputation as a leader in research and development for innovative natural health products. As a Project Leader, Paula developed and guided an international weight loss program towards a successful launch in North America and Europe. As the Nutrition Director for a medical spa, she developed a weight management & longevity program that was the impetus for the company's overall commercial success. Ms. Simpson can be contacted directly at paula.simpson@glisodinskin.com. Visit their website on the worldwide web: www.glisodinskin.com.

Ingestible skin care for beautiful, healthy skin.

GliSODin Skin Nutrients, Professional Nutricosmetics enhances the results of your medical aesthetic treatments and beauty programs. Specially formulated by dermatologists and nutritionists, GliSODin Skin Nutrients is a professional line of ingestible skincare products, rich in antioxidants and bioactive nutraceuticals that help to nourish and beautify the skin.

 GliSODin
Skin Nutrients
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Oral supplementation with GliSODin has been scientifically shown to offer therapeutic benefits for many conditions associated with increased oxidative stress. GliSODin has 18 clinical studies and 2 US protected patents.

