



# Stop Aging Effects With Anti-Oxidants

Time: isn't as much of an enemy to our skin as the dangerous *free radicals* caused by sun exposure, cigarette smoking, excess alcohol, environmental toxins, stress, and poor diet. These free radicals can break down skin's collagen and elastin causing lines, wrinkles, and sagging of the skin. Free-radical damage is part of the cause of aging.

We desperately need powerful anti-oxidants to fight, neutralize and prevent damaging effects of free radicals. *Anti-oxidants* (vitamins, amino acids, and other natural substances) are effective treatments for the skin, and can help prevent wrinkles, promote skin healing, and reduce the formation of scar tissue. Know the ingredients when purchasing products to help your skin condition, if not you may be wasting your time and money.

**Vitamin C** (L-ascorbic acid) strengthens the white blood cells, the immune system, and is essential for producing collagen. L-Ascorbic acid as a topical application penetrates the outer layers of the skin into the deeper layers where the melanocyte cells are located. These cells produce the protective brown pigment, *melanin*, on exposure to actinic U.V. light. L-Ascorbic acid, if present in sufficient concentration, reduces melanin to a colorless substance, inhibiting the formation of freckles, excessive darkening of the skin, "age spots" and possible, pre-cancerous lesions such as melanomas. L-Ascorbic acid is one of the protective substances, which are involved in the capturing, or neutralizing of free radicals formed upon exposure to U.V. radiation.

**Vitamin C+** has a pronounced toning and firming effect on the skin, making it suitable as an ingredient in cosmetics intended for use in the vicinity of the eyes (reduction of puffiness, etc.) as well as skin care products for aging and mature skin. Due to its melanin reducing properties, Vitamin C+ can improve the appearance of freckled complexions, age spots and discolored skin areas. The conjugated (polypeptide-bound) form of Vitamin C is approximately 10 times more effective than synthetic Vitamin C.

**Vitamin C ester** is vitamin C joined by a chemical ester bond with a fatty acid derived from palm oil. It is oil-soluble and is absorbed into the skin much more easily than water-soluble, and stimulates fibroblasts, cells that produce collagen and elastin. **Alpha lipoic acid (ALA)** is a natural molecule found in every cell in the body. It is a powerful antioxidant with anti-inflammatory properties that reduces redness. **Dimethylaminoethanol (DMAE)** is an antioxidant that stabilizes cell membranes and increases chemicals that control muscle tone, which improves the appearance of sagging skin. **Alpha Hydroxy Acids (AHA)** natural fruit acids dissolve the bonds between skin cells, to allow the exfoliation that will bring newer cells to the surface. **Vitamins E and A** are fat soluble, and protect the cell membrane. **Grape seed extract** improves circulation and strengthens blood vessels.

A combination of Vitamin C, ALA, DMAE, and AHA are one of the most effective formulas to combat premature aging. Be sure topically formulas you choose, have multiply ingredients to provide a good delivery systems into the skin. Additional ingredients that can optimize and boost the effects of Vitamin C: CO Q-10, Grape Seed Extract, Copper, Zinc, Vitamin E, Hyaluronic Acid, and Retinol.

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