

# Skin Holistic FAQ'S

---

## How does the base ingredient deck affect product quality?

Compare Skin Holistic to your current product. Heading up the Skin Holistic ingredient deck is...**Organically grown Aloe Vera**. This is a substance of perpetual youth and rapid healing. Naturally occurring MSM in the aloe vera leaf lends to this plants rejuvenating properties. Natural plant steroids and salicylic acid are delivered in the gel of aloe vera, and skin is nourished, as well as soothed. Great for sun damage/burns, toning, shrinking of pores, and a great source of silicon for the skin to recreate itself in the most beautiful manner possible. This is the first ingredient in much of our product line, rather than the more common first ingredient found in our competitors ingredient decks.



**Gotu Kola** will always be found at the top of our menu. In ancient China, Gotu Kola was the principle ingredient in a famous elixir called Fo Ti Tieng, a brew that had an astounding reputation as “Fountain of Youth”. Gotu Kola works specifically to stimulate the production of collagen in the skin, as well as the manufacture of new skin cells. This translates into beautiful, renewed, supple skin. Gotu Kola greatly enhances the integrity and vascularization of connective tissue and skin, hastens wound healing, improves elasticity and rejuvenates blood vessels for improved circulation to the skin. Need I say more?

**Horsetail** is an extremely effective active ingredient. There is no other source of silica more concentrated than Horsetail. Why do we care about silica? Not only is silica a major building block for hair, skin, and nails, but Silica is the age old secret to beauty. Hair, nails, and skin all thrive on silica, drinking it up like water in a desert.

## What makes one product more effective than another?

The simple answer is two-fold.

1. Concentration of Active Ingredient/s.

Take our Moisture Therapy Serum for example. Hyaluronic Acid, the most effective moisturizing agent on the world market today (holding up to 1000 times its weight in water and drawing moisture out of the environment and onto the surface of your skin), is the active ingredient in this product and all others claiming superior moisturization and skin plumping capabilities. Hyaluronic Acid makes up fifty

percent of Skin Holistic's high quality Moisture Therapy Serum formulation. What is the percentage of that active ingredient in your current product?

## 2. Delivery of Active Ingredients

The active ingredient in a product must be in a formula that facilitates the maximum level of delivery/absorption into the skin in order to be effective. Skin Holistic has utilized serum formulations to optimize that delivery/utilization/absorption of the active ingredients. Serums are much more capable of absorption by the skin than crème based formulas. Skin Holistic's Moisture Therapy Serum, for example, absorbs instantly. The active ingredient (hyaluronic) then draws the moisture in from the environment. By layering a "barrier" based moisturizer (DermaNew360) over the top of the serum, moisture is captured and retained resulting in a clinical effectiveness that cannot be achieved with other products.

## **Why do I need to wear a sunscreen when using Retinol Serum?**

Skin Holistic's Retinol Serum features a high level of the active ingredient Retin-A (vitamin A). The vitamin A in this serum formulation has a molecular structure that's tiny enough to penetrate into the lower layers of skin where it finds collagen and elastin and activates them. At a clinically effective level, Retin-A/Vitamin A stimulates an increased turn-over of the skin, or thinning of the skin. This process can cause dryness, peeling, itching or redness. If you experience any of these symptoms you can decrease your usage (every other day for example) of the serum. Vitamin A is proven to improve mottled pigmentation, fine lines, wrinkles, skin texture, skin tone, color, as well as your skin's hydration levels. When the skin's turn-over rate is increased new skin is exposed. Fresh new skin is sensitive to sun's penetrating rays and a sunscreen is recommended to protect from sun damage.

## **What are those little bubbles in the DermaNew 360 Wash?**

Those are tiny Jojoba beads. Natural little beads that help gently scrub away old skin!

## Why is the Moisture Therapy Serum a Blue Color?

Skin Holistic's Moisture Therapy Serum features the ingredient, German Chamomile. German Chamomile contains Azulene, a powerful anti-inflammatory agent. This blue crystal is not actually present in the plant, but forms in the oil giving this product its distinct blue coloring.\*

\*Skin Holistic products do not contain any perfumes, colorants or dyes.

## Why does Skin Holistic Choose to be Petroleum, Paraben and Alcohol Free?

Although I realize these are very common ingredients in the skin care industry I wanted to create a professional skin care line that excludes them. I personally don't like them in any product I would put on my skin.

**Alcohol** – used to give your skin that tight, clean feel. Your skin feels tight because you have just drawn all the moisture out of the surface of your skin. What constitutes a great good toner/freshener? Natural, nutritive ingredients that nourish the skin and improve the texture, moisture level and health of our most important protective outer layer!

At Skin Holistic we use the highest quality and purity colloidal silver available on the world market today instead of alcohol in our toner/freshener. Its uses and benefits are far reaching. It would be impossible to name all of the conditions improved and cured by mono-atomic colloidal silver. It is a very powerful active ingredient in our toner/freshener.

**Petroleum** – a barrier based petrol product used to help the skin retain moisture by creating a barrier to hold moisture in and lubricate the skin's surface.

Instead of a petroleum based product why not try the natural alternative, shea butter? Skin Holistic uses shea butter as a barrier moisturizer. It is a healthy, natural alternative that provides a similar protective coating or barrier to keep our moisture in!

**Parabens** - Parabens are a class of chemicals widely used as preservatives in the skin care/ cosmetic industries. Parabens are used as preservatives in many types of formulas. They are becoming increasingly controversial, however, and some organizations which adhere to the precautionary principle object to their everyday use.

Skin Holistic products are paraben free. As a more natural product our shelf life might be shorter than other products (twelve months) but that is the choice we have made to provide our customers with quality, natural, nutritive professional skin care products you can feel good about using. I think you would make that choice as well.