

Looking good and maintaining a youthful appearance is the mantra of today's society and youthful means a healthy lifestyle, healthy diet and a well cared for skin. Skin Aging caused by environmental and other external influences and in fact often by the very skincare we use has more influence on the aging process than our genetic disposition.

**Some of the major causes of premature aging are:** Excessive unprotected exposure to the sun, free radicals, chemical ingredients, fragrance and colorants used in skincare, stress, hormonal imbalances and allergies.

The visible signs of aging cannot be fully avoided, but can be dramatically minimized. The key is to do it as gently as possible. As far as the skin is concerned there are two types of aging - intrinsic and extrinsic. **Intrinsic aging** involves the inevitable; as we grow older, our skin naturally becomes thinner and drier. A Diminishing production of collagen makes the skin less elastic. What used to bounce back begins to sag and deep wrinkles may begin appearing. The rate of these events is genetically determined for each person; the process first becomes noticeable between the ages of 30 and 35. **Extrinsic aging** results from exposure to the environment. Extrinsic aging is the critical element in determining who looks older or younger than their biological age. Exposure to sunlight is a key contributor to extrinsic aging. Photo aging results when elastin and collagen breakdown occurs causing fine lines and wrinkles to intensify. Photo aging also causes pigment changes resulting in the development of age spots (sun-induced freckles) and uneven skin tone. Spider veins and dilated capillaries are another sign of a photo aged skin. Lifestyle choices also have an impact on extrinsic aging.

**Free Radicals:** The free radical theory is the most widely accepted theory of aging. On the cellular level, they are responsible for severe damage, destroying the cell membrane, DNA, RNA, Collagen and Elastin structures. We need the **anti-oxidants** to scoop up the free radicals before they can damage the cells. The anti oxidants must be non toxic otherwise they will damage the skin. It is also essential the anti oxidant has to get to the site where protection is needed.

**Dr Baumann MultiActive Liposome E +C** contains high concentrations of anti Free Radical Vitamin E ,C and A. The Liposomes present in the products transfer essential ingredients to defend the skin from further free radical damage and will repair damaged cell membranes so that the cells remain intact and healthy.

**Hormones: Receptor sites for hormones** cannot function when the cell loses fluidity and this speeds up the aging process. All **Dr Baumann MultiActive Liposomes contain high concentrations of Hyaluronic acid and Urea** that will help to re-hydrate the cell membranes allowing essential nutrients to pass into the cells, waste products to leave the cells so that the functions that ensure a youthful healthy skin can be carried out successfully.

**Stress:** Stress causes a number of chemical reactions in the body. It affects the minerals in our body such as iron and copper creating free radicals. These free radicals attack our **cell membranes** and further accelerate the aging process. When sugar molecules attach themselves to your **Collagen** fibres they trigger a series of spontaneous chemical reactions. These reactions culminate in gradual and irreversible cross links between **adjoining collagen molecules** and this cross linking leads to a **loss of elasticity and to lines and wrinkles on the skin. Try Yoga, or meditation** in order to build on your inner strengths and to find your inner quiet place.



**Proteins:** A lack of **proteins** is noticeable in the face where the features become soft and less defined. If you do not receive sufficient protein the body is forced to feed on itself and this causes both a tissue and muscle breakdown and a slack appearance to the skin. This simple fact of life can change the way you look beginning with your next meal.

**Focus on Water:** The fountain of youth is definitely Water. Forever young means drink water, drink water and drink water. If you do not drink water your organs and cells cannot function. How can your skin be soft and plumped up if you don't drink the elixir of life? Without adequate water you cannot metabolize fat, nor can your body nor can your body flush wastes from the cells. A dehydrated body encourages aging so treat yourself to delicious tasting spring water if it's the best deal.

**Essential skincare for the prevention of premature aging:**

- Anti Oxidant Creams and serums- All The Dr Baumann MultiActive Liposomes, Dr Baumann Multi Vitamin Lotion, MultiActive Vitamin E+C
- Sun Protection Dr Baumann Sun and Solarium
- Food Supplements: Dr Baumann Food Supplement containing all the elements needed for a healthy skin. Dr Baumann Omega 3 food Supplement
- The use of Dr Baumann Multi Layer Liposomes Ceramides and Nanosomes
- Dr Baumann Hyaluronic Acid and Urea Ampoules for intense hydrating
- Dr Baumann Skin Care that contains only skin compatible or skin identical ingredients.
- Dr Baumann Skincare containing no chemical sunscreens, chemical preservatives, oxygen, colorants, fragrance, or ingredients derived from animals.

**Avoid:**

- Unprotected exposure to the sun
- Smoking
- Skincare products containing chemical sunscreens, chemical preservatives, fragrance and colorants

Call your beauty salon/spa and arrange for a **Dr Baumann Youthful You or Visible Lift Facial "spoil"** or a **Dr Baumann Firm Up body treatment.**

**Look as young as you feel**

Your personal guarantee from Dr. Baumann Bionome Cosmetics; A visibly more beautiful skin in just 3-5 weeks!

## Irresistible offers from Dr Baumann

WITH A PURCHASE OF:  
Dr. Baumann Bionome MultiActive Liposome E +C 30ml Valued at R874 you will receive a Dr. Baumann Body Lotion Super 75ml valued at R220 FREE OF CHARGE. You save R220 - This is a 25% discount

WITH A PURCHASE OF:  
Dr. Baumann Bionome MultiActive Liposome Ceramid 30ml Valued at R855 you will receive a Dr. Baumann Bosom/Decollete Lotion 75ml valued at R247 FREE OF CHARGE. You save R247 - This is a 29% discount

WITH A PURCHASE OF:  
BEAUCAIRE Bionome Anti Aging LIPOSOME SUPER 50ml Valued at R949 you will receive a Dr. Baumann Cleansing GEL 75ml valued at R247 FREE OF CHARGE. You save R247 - This is a 26% discount

WITH A PURCHASE OF:  
Dr. Baumann Bionome Skinident Liposome Vitamin 30ml Valued at R1063 you will receive the NEW Dr. Baumann Bionome Skinident Foot Care 75 ml valued at R329 FREE OF CHARGE. You save R329 - This is a 31% discount

**Available from 30 January - 5 February or while stocks last**

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