



**Empowering you Organically - Season 11 – Episode 97**

**Title:** New Anti-Aging Serum Breaks All the Rules

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**Description:** You asked and we delivered! Let us introduce you to our new Anti-Aging Serum, REVERSE. Well named as it helps us turn back the hands of time with powerful ingredients to feed your skin. Tune in to learn how the combination of these ingredients will benefit your skin!

\* \* \*

**Featured Product**



**When Should You Start Using Anti-Aging Skin Care Products?**

The wealth of products available these days to target visible signs of aging such as fine lines, crow's feet, dark under-eye circles and dull skin are a gift *and* a curse. The options are so extensive that it can actually feel quite overwhelming figuring out a skin care regimen that works best. So when and where does one begin?

Experts agree that skin starts to age around 20 years old and recommend that you start the road to prevention early. "I recommend my patients to start incorporating anti-aging skin care products in their 20s and 30s, when our skin slowly starts to lose collagen," says Y. Claire Chang, a board-certified cosmetic dermatologist at Union Square Laser Dermatology in New York City.

### Face Serum Benefits for All Ages

Just like it's never too soon to start being physically active or eating mindfully, this fundamental aspect of life also applies to skin care. Using serums loaded with incredibly important ingredients before you start seeing signs of aging and environmental assault means you'll be on track for getting (and keeping) the beautiful skin you want now and in the long term.

Keep in mind that just like your body never "gets used" to eating nutrient-dense foods, nor does your skin get used to great ingredients. Your skin craves and needs generous amounts of beneficial ingredients like antioxidants, skin-replenishing, and skin-restoring ingredients because each group helps skin be healthy and stay young-looking. Using them now does not mean they won't work "when you really need them"; rather, they will be working for you every day of your life.

Of course, these ingredients also work after signs of aging appear, but without question, sooner is better than later!

### Roots of The Aging Concept

Referring to Greek mythology, the quest for immortality is embodied in the story of Eos, the immortal goddess of dawn. She falls madly in love with Tithon, a mortal human. Not supporting the idea of seeing him die, she claims for him eternity. Zeus agrees, but poor Eos realizes her mistake too late, as what she wanted for Tithon was not eternity but eternal youth. She will therefore be condemned to see him eternally grow old. This myth of ancient Greece refers directly to the current perception of aging: accept the temporary nature of life, while differing as long as possible the appearance of the signs of aging.

Today, in industrialized countries, this quest seems strongly motivated by the fear of social exclusion. Indeed, a study conducted on a cohort of 1,713 American women, over 50 years old and mostly of Caucasian type, highlights a **great psychological suffering based both on the image that these women have of themselves but also on the degrading image that the rest of society sends back to them.**

More than 50% of these women reported the perception of physical changes that occur during aging, notably sagging skin and wrinkles. Their cognitive adaptations to the physical experience of aging and the psychological experience of body image altered in parallel. This point is extremely important because it shows how much **women correlate the initiation of their aging-related psychological malaise with the appearance of visible signs revealing their age.**

### Let's get scientific for a minute...

With age, our tissues lose their function and capacity to regenerate after being damaged. A study published today in Cell by scientists at the Institute for Research in Biomedicine (IRB Barcelona) and the

Centro Nacional de Análisis Genómico of the Center for Genomic Regulation (CNAG-CRG) explains how dermal fibroblasts age.

The main conclusion drawn is that these **fibroblasts lose their cell identity**, as if they had "forgotten" what they are, and consequently their activity is altered, thus affecting tissue. The study reveals the cellular and molecular pathways affected by aging and proposes that they could be manipulated to delay or even reverse the skin aging process.

The skin is the most exposed organ of the body, and it functions as a barrier against external aggressions. It frequently experiences the direct effects of environmental exposure, including UV radiation and air pollution. Alterations in skin structure and physiology occur as natural consequences of aging and contribute to diminished skin health. These damages can be aggravated by external factors and, combined with lifestyle, result in significant biological alterations, characteristic of premature aging.

A **fibroblast** is a type of **cell** that is responsible for making the extracellular matrix and collagen.

Fibroblasts are large, flat, elongated (spindle-shaped) cells possessing processes extending out from the ends of the cell body. ... Fibroblasts produce tropocollagen, which is the forerunner of collagen, and ground substance, an amorphous gel-like matrix that fills the spaces between cells and fibres in connective tissue.

Together, **this extracellular matrix and collagen form the structural framework of tissues** in animals and plays an important role in tissue repair. Fibroblasts are the main connective tissue cells present in the body.

Dermal fibroblasts create long fibrous bands of connective tissue which anchor the skin to the fascia of the body. Therefore, without dermal fibroblasts, the largest and heaviest organ would not tightly adhere to body's frame.

### **Why the Science Lesson?**

Organixx Skin has released REVERSE our anti-aging serum! When we were experimenting with formulations and ingredients, we did our science homework. We wanted to provide you with a clean, healthy, and effective product that helps turn back the hands of time.

The synergy of the fresh, clean, and pure ingredients in REVERSE **address the root cause of skin aging in the 21<sup>st</sup> century** – the inside factors like diminished collagen production and aging dermal cells - as well as the outside factors like UV damage and environmental factors.

Let's dive into each ingredient...

#### **CRODA JUVINITY™**

Visibly reduces the signs of aging on the face and décolleté. Smooths wrinkles, restructures and densifies the dermis. Juvinity™ delays cell senescence. It limits oxidative stress and telomere shortening to ensure optimal metabolism and replication rate as a young cell.

- Protects the cells from oxidative damage and ensures optimal mitochondrial activity.
- Reactivates the synthesis of major dermal constituents,
- preserves the cytoskeleton functionality
- and prolongs cell lifespan by maintaining telomere length.

#### **ARGAN STEM CELLS**

Referred to as “liquid gold”, argan oil is fast-absorbing and known for increasing cell regeneration, reducing the appearance of fine lines and wrinkles. Argan oil is also rich in phenols and carotenes, antioxidants that protect the skin from aging free-radical damage.

- Argan stem cells are well known for their anti-aging properties. They are regenerative and work to strengthen skin's elasticity.
- Argan stem cells also penetrate the skin at a deeper level, so are able to help fight the signs of aging.
- Argan stem cells are the only proven stem cells with the ability to penetrate the skin's dermis, meaning they can help protect and revitalize human dermal stem cells!

#### **RASPBERRY SEED OIL**

Raspberry seed oil is rich in EFAs (essential fatty acids), primarily linoleic and linolenic acids. It contains very high levels of tocopherols (Vitamin E), which act as antioxidants, and carotenoids (Vitamin A).

Because of its composition, raspberry seed oil possesses superior anti-inflammatory qualities which makes it a nice addition to face, lip and sunscreen products.

- Absorbs UV rays (Oomah et al., 2000) although its efficacy as a sunscreen has not yet been confirmed.
- Anti-inflammatory due to high content of alpha linolenic acid (the highest in any fruit seed oil) and phytosterols, therefore helpful for eczema and psoriasis.
- Very high in Vitamin E – an antioxidant. Antioxidants in skin care are important to prevent oxidative damage, which can lead to premature skin aging and skin cancer.
- Very high levels of phytosterols that can help reduce trans-epidermal water loss, thereby helping to keep skin moisturized.

- Phytosterols also help to repair skin damaged by environmental factors including sun damage.
- It's a great source of alpha linolenic acid – an essential fatty acid that has regenerative and anti-aging skin benefits.
- Red raspberry seed oil also has a low comedogenic rating of 0-1, meaning it's not likely to clog pores.

#### **CRANBERRY SEED OIL**

Cranberry Seed Oil, cold pressed from the seed of the super fruit, is unique among the fixed oils because it contains a very high essential fatty acid profile, along with a good mixed tocopherols and tocotrienols (vitamin E) content, high phytosterols, and a 1:1 ratio of omega 3 to omega 6 essential fatty acids which gives it excellent anti-oxidant activity and skin nurturing benefits.

Cranberry Seed Oil contains one of the highest antioxidants and phytosterols content of any of the vegetable / fruit oils, making it an excellent addition to your natural sun protection products where it will help to prevent photo damage.

Anti-oxidants that are consumed can reach the skin but, with free radical damage being the heaviest assault on the skin, and the cause of almost all of the signs of aging and unhealthy skin, it is beneficial to apply them topically where their protection can go to work immediately.

- Antioxidant Protection
- Skin Conditioning and Restructuring
- Vitamins A, C, E, and K
- Enhanced Cellular Function
- Aids in the Skin's Absorption, and Utilization, of Essential Fatty Acids
  - Cranberry seed oil has the perfect ratio of omega-3 to omega-6 fatty acids, meaning it will absorb into your skin very well.
- Exceptional Skin Moisturizer
- Skin Tightening Activity
- Natural brightener. If your face is looking a little on the dull side, use this oil for a natural glow.

#### **TREMELLA MUSHROOM**

***Tremella fuciformis* is one of the great superfood mushrooms and longevity tonic herbs in Traditional Chinese medicine (TCM).** It's use dates back as far as 200 A.D. when it was including in one of the earliest TCM classics- the materia medica by "Shen Nong Ben Cao Jing", the father of Chinese medicine. In ancient times, like many of the other revered medicinal mushrooms such as Reishi and Cordyceps sinensis, Tremella was only reserved for royalty, ruling family members or for rich people who could afford this highly valued superfood.

For centuries, Chinese women have been consuming Tremella in its whole mushroom form and as a mushroom extract to make their skin more moist, soft and pliable. Its recognized as one of the best tonic herbs to help maintain the health of the skin as the body ages.

Tremella mushroom belongs to the jelly fungus family and has many different names. In Chinese, it's called silver ear mushroom (pinyin: *yín ěr*), white wood-ear mushroom (pinyin: *yín ěr*), and in Japanese, it's called *shiro kikurage* which translates to "white tree jellyfish". **It's also commonly known as "snow fungus" and the "beauty mushroom".**

Dermatologist Dendy Engelman, the director of dermatologic surgery at Metropolitan Hospital in New York City, says the fungus acts similar to that of hydration powerhouse hyaluronic acid by pulling moisture to the skin. Hyaluronic acid can hold up to 1,000 times its weight in water, so finding an all-natural match for its hydrating power is pretty major. And snow mushroom has an extra edge. **"The particles are smaller than hyaluronic acid so it penetrates the skin more easily,"** says Engelman.

Tremella mushroom has many restorative benefits but it's most famous for its beauty and skin enhancing properties:

- Nourishes Skin
- Naturally Moisturizes
  - When applied topically, Tremella generates a natural hydration film on the skin that can help relieve dryness, support overall skin health by balancing optimal hydration and enabling the skin to develop elasticity and appear more supple and full.
- Improves Elasticity
  - Tremella's ability to absorb into the deeper layers of the skin works to enhance skin elasticity and helps plump & smooth out fine lines and wrinkles. Even better, Tremella also has an incredible ability to break down free radicals - which prevents fine lines and wrinkles from forming in the first place!
- Slows Skin Aging
- Brightens Complexion
- Deeply Hydrates Inside and Out
- Boasts High Concentration of Vitamin D
  - This mushroom also happens to be high in Vitamin D. When eaten, Tremella mushroom is the highest food source of the Vitamin D precursor, pro-vitamin D. When topically applied, Vitamin D has also shown impressive skin healing abilities. It helps cell growth, wound healing, and maintaining the barrier function of the skin. Basically, it's like nature's Band-Aid.

- **And now for a less-fun fact?** Between the ages of 20-70, the skin's natural ability to create Vitamin D decreases by 75%. This is why it's essential to support your skin with extra, high quality sources of Vitamin D such as Tremella.
- The nutritional profile for Tremella includes:
  - Protein and amino acids
  - Enzymes
  - Vitamins
  - Minerals
  - Polysaccharides
  - Beta-Glucans
  - Flavonoids
  - Carotenoids
  - Beta-Glucans
  - Phenols and polyphenols
  - Alkaloids
  - Organic acids
- In addition to being a potent immune stimulant, one of nature's richest sources of vitamin D and containing high levels of antioxidants, Tremella is brimming with medicinal properties, as you can see!

### **CELERY SEED EXTRACT**

The essential oil of celery seed is derived from the celery plant, scientifically known as *Apium graveolens* from the Umbelliferae plant family. **Celery is not just a vegetable used for salads and stir-fries, but it is a revered herb to the Chinese as early as in the 5th century and is even widely used in the Indian Ayurvedic medicinal area.**

Not only that, celery was held in high and sacred regard during the Greek era. In fact, it was believed that celery was used in the tomb of the famous Pharaoh Tutankhamun and mentioned in the works of the great and famous Roman encyclopaedist, Aulus Cornelius Celsus!

All these examples mentioned attest to the high medicinal value of celery and the essential oil derived from its plant, so let's find out more about what celery seed essential oil can do to benefit our SKIN!

- Containing vitamins A, C, and K, celery extract is an antioxidant-rich ingredient that can **help repel free radicals, ward off photoaging, and ensure continual cell turnover.**
- Antioxidants are true powerhouses, both in skincare and in our diets – so suffice to say, we're thrilled to introduce this potent ingredient in REVERSE!

### **LINSEED EXTRACT**

You've probably already heard of linseed oil which is often used in manufacturing paints and varnishes as well as inks for printing purposes. These days, it's being utilized in a lot of various products.

Did you know that the **linseed extract which is expressed from the oil-rich seeds of the flax flower** is also highly employed in the production of cosmetics and skincare items? This is because it's also been proven valuable for enhancing the skin's appearance and health.

- Protects the cells from oxidative damage and ensures optimal mitochondrial activity.
- Linseed extract is extremely high in omega-3 fatty acids, B vitamins, potassium, lecithin, magnesium, fiber, protein and zinc, which gives it strong anti-aging capabilities to reduce wrinkles and increase firmness.
- Three of the skin-altering conditions you can avoid if protected with linseed extract topically include; **Inflammation, Aging, and Allergies**
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### **ROSE GERANIUM ESSENTIAL OIL**

A rose geranium is a type of geranium plant with leaves that smell strongly like roses. This species of geranium is native to certain parts of Africa.

It's also called rose-scented geranium, sweet-scented geranium, or old-fashioned rose geranium. The plant has velvety, plush leaves and flowers that bloom pale pink or almost white.

- A 2017 review of studies demonstrated that **antioxidant properties in rose geranium oil may help reduce the signs of aging**.
- The anti-inflammatory properties of rose geranium oil have been demonstrated in animal studies. In fact, one 2013 study showed rose geranium oil had a strong impact on reducing swelling in mice paws and ears. It suggested that rose geranium oil could be the basis of new anti-inflammatory drugs that may have less harmful side effects than current medications.
- Rose geranium oil has **strong antimicrobial, antifungal, and antiviral properties**. The food service industry even uses rose geranium oil as a natural preservative in some food products. In one 2017 review of studies, rose geranium was shown to reduce bacterial, fungi, and viruses that cause skin disease and infections.



## RESOURCES

**NEW!** Organixx Skin's – REVERSE Anti-Aging Serum

<https://shop.organixx.com/products/reverse-antiaging-serum?gl=5f19d0428ebf584f6d7b23c6>

Organixx Skin's – RESTORE Vitamin C Serum

<https://shop.organixx.com/products/restore-vitamin-c-serum?gl=5f19cf988ebf58b96e7b23c6>

Organixx Skin's – RENEW Eye Crème

<https://shop.organixx.com/products/renew-eye-cream?gl=5f19cf5e8ebf58f1677b23c7>

Face Serum: Why You Should Use One

<https://www.paulaschoice.com/expert-advice/skincare-advice/anti-aging-wrinkles/why-you-should-consider-using-a-serum.html>

Age-related evolutions of the dermis: Clinical signs, fibroblast and extracellular matrix dynamics

<https://www.sciencedirect.com/science/article/pii/S0047637418300435>

Body image, aging, and identity in women over 50: The Gender and Body Image (GABI) study

<https://www.tandfonline.com/doi/abs/10.1080/08952841.2015.1065140>

Wikipedia

[https://en.wikipedia.org/wiki/Dermal\\_fibroblast](https://en.wikipedia.org/wiki/Dermal_fibroblast)

Human Dermal Fibroblasts (HDF)

<https://www.cellapplications.com/human-dermal-fibroblasts-hdf>

The hallmarks of fibroblast aging.

<https://www.ncbi.nlm.nih.gov/pubmed/24686308>

The effect of aging in primary human dermal fibroblasts

<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0219165>

Skin ages when the main cells in the dermis lose their identity and function

<https://www.sciencedaily.com/releases/2018/11/181108134147.htm>

Understanding Dermal Stem Cells

<https://pdfs.semanticscholar.org/05d2/9b270ff706b3421eb5eaa12f154d0d882635.pdf>

Activation of Mesenchymal Progenitor Cells to Correct Signs of Skin Aging

[http://tst.pg2.at/abstracts/data/full\\_papers/full\\_paper\\_19.pdf](http://tst.pg2.at/abstracts/data/full_papers/full_paper_19.pdf)

School of Natural Skincare International

<https://www.schoolofnaturalskincare.com/6-reasons-to-use-raspberry-seed-oil-in-your-natural-skincare-products/>

Characteristics of raspberry (*Rubus idaeus* L.) seed oil

<https://www.sciencedirect.com/science/article/pii/S0308814699002605>

Cranberry Seed Oil – Unrefined

[https://www.ingredientstodiefor.com/item/Cranberry\\_Seed\\_Oil\\_Unrefined/1164](https://www.ingredientstodiefor.com/item/Cranberry_Seed_Oil_Unrefined/1164)

INGREDIENT SPOTLIGHT ON CRANBERRY SEED OIL

<https://jordansamuelskin.com/blogs/news/ingredient-spotlight-on-cranberry-seed-oil>

Antioxidant properties of cold-pressed black caraway, carrot, cranberry, and hemp seed oils

<https://www.sciencedirect.com/science/article/pii/S0308814604005412>

Cranberry seed oil extract and compositions containing components thereof – Patent

<https://patents.google.com/patent/US6641847B1/en>

Ancient Beauty Secrets of Tremella Mushroom (For Flawless Skin)

<https://teelixir.com/blogs/news/ancient-beauty-secrets-tremella-mushroom>

Medicinal Value of the Genus Tremella Pers. (Heterobasidiomycetes) (Review)

<http://www.dl.begellhouse.com/journals/708ae68d64b17c52,580b7b864183d53b,567a96af6caf987e.html>

Mushroom Cosmetics: The Present and Future

<https://www.mdpi.com/2079-9284/3/3/22>

Skin Wound Healing Promoting Effect of Polysaccharides Extracts from Tremella fuciformis and Auricularia auricula on the ex-vivo Porcine Skin Wound Healing Model

<https://pdfs.semanticscholar.org/a84a/e79d2e3124440e80a7070c7770475485cb06.pdf>

Effect of polysaccharides from Tremella fuciformis on UV-induced photoaging

<https://www.sciencedirect.com/science/article/abs/pii/S175646461500554X>

Pelargonium graveolens (Rose Geranium) – A Novel Therapeutic Agent for Antibacterial, Antioxidant, Antifungal and Diabetics

<https://www.acancerresearch.com/cancer-research/pelargonium-graveolens-rose-geranium--a-novel-therapeutic-agent-for-antibacterial-antioxidant-antifungal-and-diabetics.php?aid=18420>

Rose geranium essential oil as a source of new and safe anti-inflammatory drugs

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3793238/>

Rose Geranium Essential Oil as a Source of New and Safe Anti-Inflammatory Drugs

<https://pubmed.ncbi.nlm.nih.gov/24103319/>

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