

Turning Back the Clock.....Naturally!!

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Most of us in our 30's, 40's or 50's would agree that if we knew in our 20's what we know now about skin care, we might have done things quite a bit differently. True? Well, the same can be said now about the future...if we knew in our 60's or 70's that there was something we could be doing now to slow down the sagging, bags and wrinkles, wouldn't we do it? But what is it? What could we possibly be doing now to ensure that we look better today AND in the future?

Understanding about the structure of the skin and why it shows aging is a start in knowing how to take action in improving our appearance now and into the future. The best defense against the ravages of time is a multi-pronged approach that takes into consideration the overall functioning of the skin and its relationship to the rest of the body's health and vitality, as well as treating the surface of the skin to guard against environmental effects and damage.

Why Does Our Skin Show Aging?

We can see the effects of aging on our faces—the gradual appearance of fine lines and wrinkles that, over time, become deeper lines and creases. But, what causes this occurrence, and what can we do to prevent the inevitable marching forward of time that shows on our faces?

First we must understand a little about the structure of the skin and how it shows the results of aging. In simple terms, as we get older, two components of our skin—collagen and elastin—degenerate, setting the stage for the appearance of wrinkles, creases, folds, and furrows. The breakdown of these components, accelerated by such things as exposure to UV rays, gravity, pollution, smoking, lack of exercise, and/or a consistently poor diet, result in the more visible signs of old age on our skin. Years of facial expressions trigger small temporary folds in the skin to form, and the depleting levels of collagen and loosening elastin fibers allow the memory of each movement to become a more permanent crease—what we know as “wrinkles”.

The outermost layer of the skin, the Epidermis, becomes thinner and the connective tissue becomes weaker. Combined with the lack of tone in our aging facial muscles, the Epidermis begins to sag and droop, leaving us with unnaturally pronounced cheeks, a down-turned mouth, and drooping eyelids, just to name a few characteristics. The reduction of blood circulation and the restriction of blood vessels lead to a loss of the radiant glow of our youth, and manifest in a dull grayish color to the face, and a lack of that healthy hue that we once possessed.

So what can we do to improve this condition? Or, better yet, what can we do to prevent or delay it from happening at all? The simple answer is to do the things that:

- increase the production of collagen and elastin in the skin
- increase the circulation of blood and the size of the blood vessels in the facial skin
- improve the tone of our aging facial muscles
- feed our skin from the inside and the outside with healthy nutrition and anti-oxidant ingredients to fuel the repair and rejuvenation of our most visible organ

Yes, remember that the skin is the largest organ of our body, and it needs to be fed and nurtured to insure optimal health and beauty for many years to come. The best way to retain a youthful appearance is to combine beauty treatments, skin care, optimal nutrition, and a healthy, active lifestyle that promotes overall vitality and wellness. Our skin is not separate from the rest of the body, rather it reflects the condition of our body—like it or not, what we do to our body and what we put in it shows up every day in our appearance.

How do nutrients and cosmetic ingredients affect the appearance of my skin?

Nutrients provide your body with the building blocks it needs to sustain and repair itself. Every minute of every day there are a multitude of cellular processes going on throughout your body that require vitamins, minerals, amino acids and more. Your skin is no exception. Your skin not only protects you from the elements, it reflects the state of your health. And whether you like it or not — your age. You can't prevent the onset of aging, but in this century you CAN prevent the ravages of time. The key to any healthy skin care regime is to maximize the good and minimize the bad.

Your skin is your largest organ -- and also the thinnest. Less than 1/10th of an inch separates your body from potential toxins. Worse yet, your skin is highly permeable. Just about anything you put on your skin will end up in your blood stream, and will be distributed throughout your body. Whenever you apply skin care products, it is ideal to use products from nature that nourish your skin the same way you nourish your body. Look for products that encourage rejuvenation and work synergistically with your own skin to support its efforts toward a healthy appearance. Products that promote young- and healthy-looking skin will contain vital phyto-nutrients and antioxidants that satisfy the skin's nutritional requirements.

Many people – even those who carefully select organic or gourmet foods to eat, choose skin care products that can do serious damage to their skin. Not that they would *intentionally* apply toxins to their skin, but it is hard to imagine the extent to which many common skin care products contain suspect ingredients with unrecognizable or unpronounceable names. The key is to avoid products that contain any of the following list of ingredients:

- **Parabens** - Heavily used preservatives in the cosmetic industry; used in an estimated 13,200 cosmetic and skin care products. Studies implicate their connection with cancer because their hormone-disrupting qualities mimic estrogen and could disrupt your body's endocrine system.
- **Mineral Oil, Paraffin, and Petrolatum** - These petroleum products coat the skin like plastic – clogging pores and creating a build-up of toxins. They can slow cellular development, *creating earlier signs of aging*. They're implicated as a suspected *cause of cancer*. *Plus, they can disrupt hormonal activity*.
- **Sodium laurel or lauryl sulfate (SLS), also sodium laureth sulfate (SLES)** - Found in over 90% of personal care products! They break down your skin's moisture barrier, potentially leading to dry skin with premature aging. And because they easily penetrate your skin, they can allow other chemicals easy access. SLS combined with other chemicals may become a "nitrosamine" – a potent carcinogen.
- **Acrylamide** - Found in many facial creams. Linked to mammary tumors.
- **Propylene glycol** - Common cosmetic moisturizer and carrier for fragrance oils. May cause dermatitis and skin irritation. May inhibit skin cell growth. Linked to kidney and liver problems.
- **Phenol carbolic acid** - Found in many lotions and skin creams. Can cause circulatory collapse, paralysis, convulsions, coma, and even death from respiratory failure.
- **Dioxane** - Hidden in ingredients such as PEG, polysorbates, laureth, ethoxylated alcohols. Very common in personal care products. These chemicals are often contaminated with high concentrations of highly volatile 1,4-dioxane that's easily absorbed through the skin. Its carcinogenicity was first reported in 1965, and later confirmed in studies including one from the National Cancer Institute in 1978.

- **Toluene** - May be very poisonous! Made from petroleum and coal tar... found in most synthetic fragrances. Chronic exposure linked to anemia, lowered blood cell count, liver or kidney damage...May affect a developing fetus.

You may find it hard to believe that so many skin care products contain these potentially hazardous ingredients, but bear in mind that the cosmetics industry is, for the most part, exempt from the regulation of the FDA. Currently, there are estimated to be more than 10,500 cosmetic and personal care products on the North American market. Of those products, the Environmental Working Group estimates that **99%** of the products contain one or more ingredients that have never been evaluated for safety.

It may sound a bit depressing, but the solution is relatively simple. By choosing products that contain **ONLY** ingredients that are found readily occurring in nature, we avoid the risk of those ingredients which are synthetically created and pose potential risks. The key is to find those results-oriented products which have been formulated with great care and attention, so as to provide the most benefit and effective anti-aging results for your skin.

What kind of treatments can help to correct the visible signs of aging skin?

There is nothing wrong with wanting to look more youthful, but is it worth trading for the risks of invasive chemical and surgical processes? We've all seen the unnatural appearances that can result from facial cosmetic surgery and the frozen expressions created from the overuse of Botox injections. Would you like to have visibly younger skin without the risks of these invasive procedures?

The EcoVibe Wellness Signature Treatments are an alternative way to achieve age-defying results with a natural look. The Microcurrent Natural Facelift and LED Renewal Light Therapy treatments are relaxing and harmonious with the body's natural state. The overall look of the skin and face will improve because it is getting **HEALTHIER** from the inside out. After over 30 years of use, there are no known negative effects from the Microcurrent process, and the safety of LED light treatments has been well documented. Not only are the treatments painless, but clients look forward to the rejuvenating experience with no redness, soreness, swelling or downtime.

How does Microcurrent work and why is it so effective for cosmetic treatment?

This revolutionary technique rejuvenates and revitalizes aging skin by using a very low level of electricity which reaches deep within the skin's layers to effectively lift and firm sagging facial muscles improving the tone and condition the face & neck, increasing the production of collagen & elastin and reducing fine lines & wrinkles for a more youthful appearance. This leads to a lifted appearance, and visibly firmer and smoother skin.

As we age, our body loses much of its natural electrical energy, much like a battery gradually losing its charge. On a cellular level, this leads to a breakdown of collagen and elastin in our skin, and the sagging and unevenness of texture, lines, wrinkles, and folds that become the inevitable result of aging. Beneath the skin, certain facial muscles either sag or become increasingly contracted over years of facial expression and constant gravity, allowing the overall lift and tone of our face to decline. Microcurrent emits subtle electrical frequencies that mimic the body's own electrical signals, thereby increasing the amount of ATP (adenosine triphosphate, the chemical fuel of human cells) by as much as 500%. Such increased levels of ATP speed cellular metabolism, and the result is an increased detoxification process where cellular waste and impurities are more effectively eliminated. Protein synthesis and cellular membrane transport are also increased, as well as the reconstitution of collagen and elastin.

The results of these processes can be seen in improved skin tone and coloration, the reduction of fine lines and wrinkles, and the firming of sagging areas of the face and neck. Besides the increase in ATP, protein synthesis, and cellular membrane transport, clinical studies have consistently shown that Microcurrent causes the following¹:

- 35% increase in blood circulation
- 40% increase in Gluconeogenesis (production of new glucose)
- 45% increase in the number of elastin fibers in the dermis
- 50% increase in the length of the elastin fibers
- 10% increase in collagen thickness in the connective tissue
- 35% increase in the number of blood vessels
- 28% increase lymphatic drainage

How can LED Renewal Light Therapy make my skin look younger and firmer?

Renewal Light Therapy (RLT) counteracts the aging process by firming the skin while increasing elasticity, improving hydration and reducing pore size. Fine lines and wrinkles are reduced or eliminated, and the overall tone and texture of the skin is improved leaving skin with a younger and healthier look and feel. RLT also addresses a variety of other skin conditions from age and sun spots and skin discoloration, to the reduction of minor subcutaneous fatty growths. The skin's ability to rejuvenate is triggered immediately upon receiving treatment, so some results are visible within 24 hours, while the other benefits occur cumulatively over the series of sessions. Clients can expect to leave each treatment feeling relaxed, looking refreshed and with a healthy glow.

Unlike Intense Pulsed Light (IPL) and Lasers that rely on thermal injuries to prompt the skin to repair itself, the use of LEDs ensures a painless, non-thermal treatment that is also non-ablative (non-injuring). It delivers results without discomfort or risk and has been determined by the FDA to be safe and risk free under normal use for most skin conditions. RLT has the ability to enhance personal appearance by correcting problem skin conditions in a non-invasive, pain-free, and relaxing manner. Because treatments do not produce redness, inflammation, or discomfort, there is no "post-operative" period of recuperation.

Renewal Light Therapy units employ arrays of low intensity LED's of multiple wavelengths to activate skin cells with pulses of non-thermal light energy. When damaged skin is exposed to the LED array for the prescribed period, skin cells responsible for collagen and elastin production use the skin's own natural processes to convert the light energy into cellular energy in the form of ATP. Red light, at 640 nanometers (nm), increases collagen production by 5 fold in the skin, triggering repair mechanisms and stimulating fibroblast cells and cell growth. It increases circulation and speeds up the healing process by carrying more oxygen and nutrients to the skin. Red spectrum light is absorbed by all skin layers especially the dermis. We are familiar with a similar form of converting light to energy, the process called photosynthesis, where plants convert light into chlorophyll, their fuel for life. In our case, it is the increased production of collagen and elastin that results in softer, healthier, and younger looking skin.²

For more information on the Microcurrent Natural Facelift and LED Renewal Light Therapy visit www.ecovibewellness.com or call 415-608-3904.

(1) Based on Clinical Research Studies: Cheng 1982 ATP and Chi/University of Washington 1999

(2) Harry T. Whelan, M.D., John M. Houle, B.S., et al. Medical College of Wisconsin, NASA-Marshall Space Flight Center, The NASA Light-Emitting Diode Medical Program – Progress in Space Flight and Terrestrial Applications, 2000, American Institute of Physics, pp. 37-43.