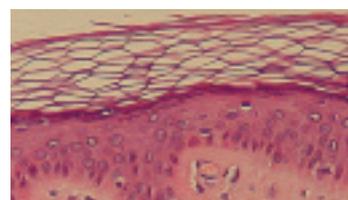


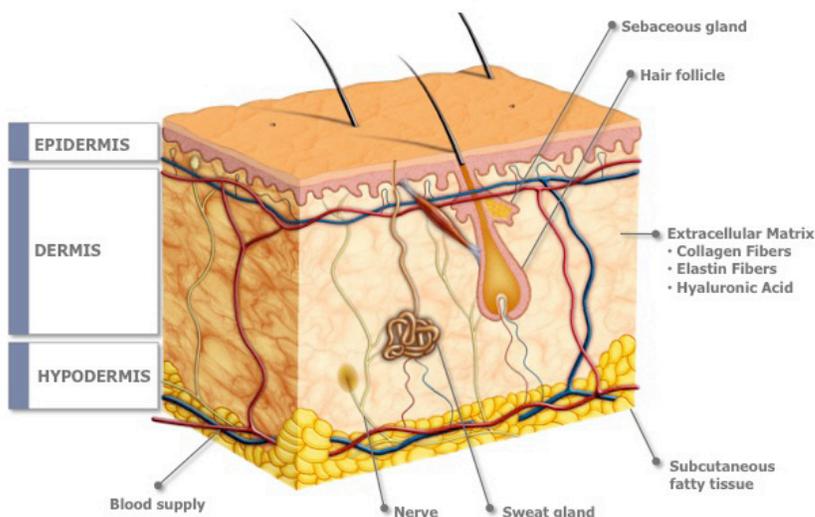


did you know? Skin Structure 101

EPIDERMIS | The outermost layer, the epidermis, provides a waterproof, protective barrier between our internal and external environments. The epidermis is made up of 5 sublayers, the stratum corneum, stratum lucidum, stratum granulosum, stratum spinosum, and stratum basale. The surface sublayer, the stratum corneum, consists of dead, keratin infused, flattened cells that are naturally replaced as new cells are created in the stratum basale and migrate upwards through the epidermis. These “keratinocyte cells” make up a large majority of the dermis, and help skin retain moisture by both preventing evaporation and absorbing water from the environment. The epidermis also houses a variety of specialized cells including melanocytes (produce the pigment, melanin), Langerhans cells (process antigens, immune system support) and Merkel cells (role in creating the sense of touch).



Flattened, keratin filled cells form the stratum corneum layer of the epidermis. These cells are naturally shed every 2-3 weeks, though this time period increases significantly as we age.



Human skin is composed of 3 distinct layers, the epidermis, dermis, and hypodermis, each of which plays a vital role in maintaining healthy skin structure and function.

HYPODERMIS | Also known as the subcutaneous or fatty layer, the hypodermis cushions the skin and provides a connecting layer between the skin and underlying bone and muscle tissue. The hypodermis contains a great majority of the body’s fat stores, and varied in width depending on location (i.e. very thin in the face to several inches thick in the thighs and buttocks). It also houses larger blood vessels and nerves, and plays an important role in thermoregulation.

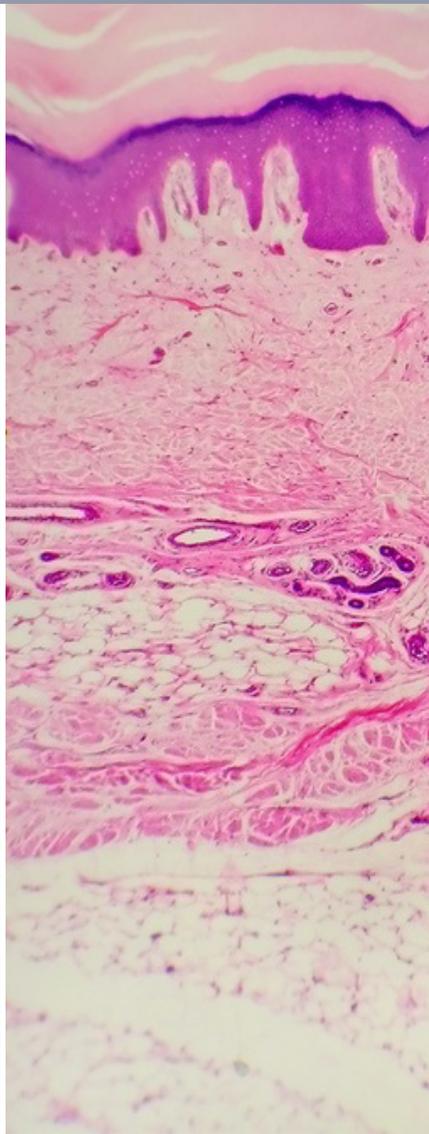
DERMIS | Located directly below the epidermis is the dermis, a dense layer composed of blood vessels, hair follicles, sweat glands, sebaceous glands, nerve endings and connective tissue. If you were to remove all of the cells in the dermal layer, you would be left with a network of fibers made from the structural proteins, collagen and elastin, which give skin its strength and elasticity. In young, healthy skin, collagen and elastin are abundant, but begin to degrade and are renewed less frequently as we age. The matrix between cells where collagen and elastin exist, known as the extracellular matrix, also contains a jelly-like substance composed primarily of hyaluronic acid. Hyaluronic acid’s many functions include an important role in the inflammatory response, tissue repair, cell movement, and cell communication.

nourishing 3 layers deep | When it comes to ingredient delivery, both topically applied and internally ingested products have their advantages and disadvantages. Because all 3 skin layers are vital for healthy skin, Apriori Beauty uses an Internal + External approach to maximize the benefits provided to each layer. Skin is nourished and protected from the inside out and outside in, ensuring valuable nutrients make it 3 layers deep!

EPIDERMIS

DERMIS

HYPODERMIS



HUMAN SKIN

WHAT DID YOUR SKIN DO FOR YOU TODAY?

- ▶ LARGEST ORGAN IN OUR BODY
- ▶ PROTECTION FROM THE EXTERNAL ENVIRONMENT
 - Mechanical impact
 - Heat & Cold
 - Irritants & Toxins
 - UV Radiation
 - Bacteria and other microorganisms
- ▶ PREVENTS EVAPORATION & WATER LOSS
- ▶ TEMPERATURE REGULATION
 - The skin produces sweat, which evaporates to help cool the body. Shivering and subcutaneous fatty tissue give the body thermal protection against cold temperatures.
- ▶ SENSATION
 - Our fifth sense, the sense of touch, comes from nerve endings and other specialized cells in the skin. These cells also allow us to sense temperature, pressure, vibration, and pain.
- ▶ VITAMIN D SYNTHESIS
 - Vitamin D is synthesized in the skin after exposure to UVB radiation. Humans need approximately 10-15 minutes of sun exposure daily to produce sufficient amounts of Vitamin D. This should be outside of peak sun hours to avoid overexposure!
- ▶ SOCIAL IMPORTANCE
 - Blushing, paling, and facial expressions all help us communicate. Healthy looking skin is also an indication of internal health and is considered a valuable part of our appearance.

With all that your skin does for you, why wouldn't you give a little something back with Apriori Beauty?

Apriori Beauty . . .
making life beautiful!

Because skin provides so many valuable functions, maintaining skin health is not only critical to looking great, but feeling great as well. We can't stop the clock, but by caring for our skin we can greatly reduce the effects (and signs!) of environmentally induced aging. This is the mission of Apriori Beauty - to produce technologically advanced, effective, and safe products that not only help you look good, but help your skin function in a healthier manner as well. Celoxylin[®] skin care and Lifeoxylin[®] Cellular Defense Elixir accomplish this through the patent-pending Nutrient Reservoir™, which delivers a boost of nutrients to every cell! Advanced ingredients penetrate deep into the skin from the outside, while Lifeoxylin acts internally to help improve structure and function from the inside out. With all that your skin does for you, why wouldn't you give a little something back with Apriori Beauty?