

Did you know?



APRIORI BEAUTY PRODUCT KNOWLEDGE FOR THE CONSCIENTIOUS CONSUMER



Young skin has a luminosity that is often described as a glow from within. With age, natural degeneration and exposure to damaging environmental conditions cause significant changes in skin tone and texture that diminish this glow. The Nothing To Hide line of pure perfecting color helps enhance the natural radiance achieved from use of the Cellular Age Advantage anti-aging system.

NOTHING TO HIDE™ PERFECTORS

Young, healthy skin has an evenly toned, luminous quality that is considered the ideal standard for skin beauty. With age, however, this glow fades leaving skin dull, dry, and uneven looking. To help restore a youthful glow, consumers often turn to cosmetic products that cover skin and temporarily hide flaws in skin tone and texture. There are countless products designed to create the appearance of more youthful skin.

Most products designed to improve skin appearance address lines, wrinkles, and hyperpigmentation. While focusing on these visible signs of aging can produce desirable results, many products overlook the value of specifically addressing the processes that cause changes in skin tone and luminosity. With the advent of new technologies to help address skin aging and appearance, it is now possible to develop products that help enhance natural radiance, rather than covering it completely to create the appearance of health and youthful beauty.

WHY DOES SKIN BECOME LESS LUMINOUS WITH AGE?

Scientists are now beginning to understand the reasons that young skin has a distinct “glow from within” character that fades with age. Skin is a complex organ consisting of multiple layers and pigments that affect the way light is absorbed, reflected, and scattered. Ultimately, the amount and color of light reflected by skin determines how skin looks to the human eye. Skin that is uneven in tone and texture reflects light irregularly, creating areas of contrast that draw attention to fine lines, wrinkles, and uneven pigmentation.



The results speak for themselves! Images taken before and after using the Nothing To Hide Pure Perfecting Powder in Sand Beige. Pure Perfecting Powder uses natural minerals and innovative pigment technologies to help even skin tone and restore natural luminosity.

Did You Know? Cosmetics have traditionally used opaque pigments to cover areas of imperfection. Because these pigments are opaque, they create a mask-like effect over skin. Nothing To Hide uses pigments that fluoresce light in the same wavelengths as young skin, helping restore natural luminosity. These pigments are transparent, rather than opaque, to help color correct without masking your complexion.

Photos courtesy of Kathy Keithley-Johnston, MO

Nothing To Hide™ Pure Perfecting Color

AGE RELATED CHANGES IN SKIN STRUCTURE:

Skin Pigments | In young skin, the light absorbing pigment, melanin, is diffuse and evenly distributed. With age, environmental damage causes melanin to build-up and become unevenly distributed, resulting in age spots and areas of hyperpigmentation.

Dryness & Cell Turnover | Changes in the structure of skin with age make it less able to hold in moisture, causing skin to appear less supple. These changes also contribute to slower skin cell turnover, causing dead cells to build up on the skin's surface. These dead cells cause a dull appearance and add uneven texture to skin, creating areas of contrast and shadows that draw attention to imperfections.

Collagen | With age, collagen begins to break down and synthesis declines. Because collagen reflects light, the amount of light reflected by skin declines as well. In addition, the reaction that breaks down collagen releases compounds that are yellowish in color. These molecules add to the yellow, pallid complexion of aged skin.

Light Fluorescence | Light is transmitted into the skin, where it is absorbed, refracted, or reflected. Aging skin shows a significant decline in its ability to fluoresce blue and green light, and loses the soft focus glow that youthful skin possesses. The result is an aged unhealthy appearance.



Completely Customizable Color. Your skin is the foundation ... let it glow! Three sheer, perfecting products and 11 shades work together or individually to provide coverage unique to you. Buildable formulas and innovative components allow you to control the coverage to help you enhance your natural radiance.

"I purchased the entire line of skin care products, including the Derma Firm Illuminator. About the same time I began using powder mineral makeup but stopped because at that point my skin tone was so uneven, the makeup didn't provide enough coverage. I tried the makeup again after using Celloxylin for about four months and my skin looks really nice. I'm 63 years old and I've used skin care products, both expensive and otherwise, all of my life. Apriori Beauty is the best I've ever used." — Bettye, ME

BEAUTY + BENEFITS + PROTECTION The Cellular Age Advantage™ system from Apriori Beauty helps target the underlying causes of change in skin tone and luminosity with age. By addressing the process of aging, rather than just the symptoms, Celloxylin® and Lifeoxylin® help restore skin to a healthier, more youthful looking state. Nothing To Hide products offer pure, perfecting color to enhance, not mask, this healthy glow. Eleven total shades offer the ultimate in completely customizable color coverage, while delivering beneficial NutrientReservoir™ ingredients to further address the core influences of skin aging.

- **Pure Perfecting Veil** smooths skin and evens tone to create a perfect glow.
- **Pure Perfecting Powder** provides sheer perfecting coverage in six universally flattering shades.
- **Pure Perfecting Protection** combats accelerated aging with gentle + effective mineral coverage.

**To learn more, visit www.useloveshare.com
Apriori Beauty ... Making life beautiful!**