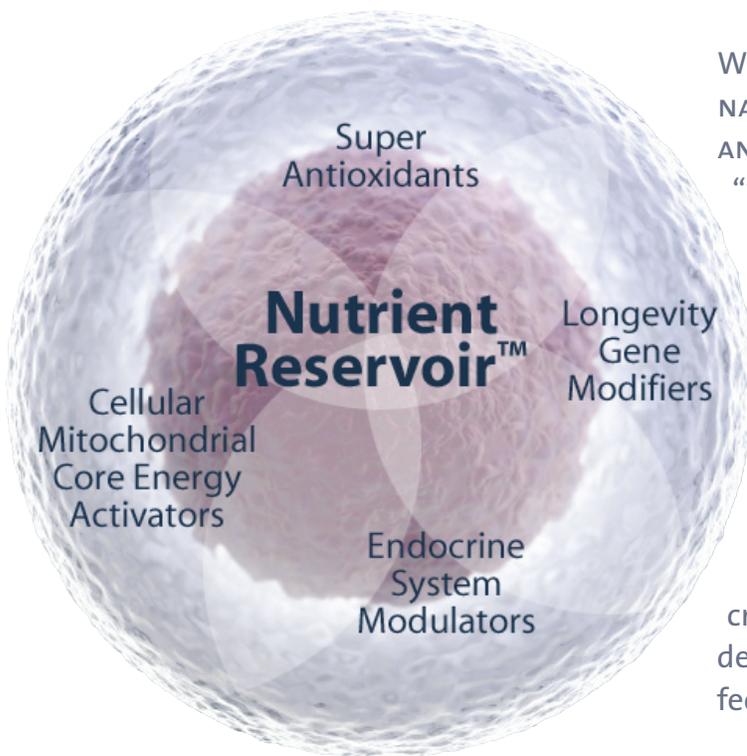




did you know?

The Cellular Age Advantage™

Consumers are increasingly seeking “anti-aging” cosmetic products which treat the visible signs of natural and environmental aging, such as wrinkles, lines, sagging, hyperpigmentation and age spots. The problem is, products that only focus on treating the signs of aging are not proactive! This is what sets Apriori Beauty™ apart from the rest - Apriori Beauty sought to take an innovative approach to targeting the causes of aging, not just the symptoms by introducing the Cellular Age Advantage™, a proactive, internal + external approach that utilizes the Nutrient Reservoir™ to address the core causes of cellular aging!



WHY THE SYSTEMIC APPROACH? TOPICAL AND INTERNAL APPLICATIONS BOTH HAVE THEIR ADVANTAGES AND DISADVANTAGES. THE CELLULAR AGE ADVANTAGE “WHOLE BODY” SYSTEM UTILIZES THE ADVANTAGES OF EACH TO OFFER UNPRECEDENTED RESULTS!

TOPICALLY APPLIED INGREDIENTS

Easy delivery to the skin; effective material levels even when applied in small quantities

INGESTED INGREDIENTS

Face issues with bioavailability, bio-distribution, and delivery to the skin; when ingredients do cross barriers into the skin, they are delivered to deep layers where they can do their work most effectively

The Nutrient Reservoir delivers and wraps each cell with a patent-pending combination of ingredients that nourish and protect from the outside in with Celloxylin® and the inside out with Lifeoxylin®

THE CELLULAR AGE ADVANTAGE™ | ADDRESSING THE CORE CAUSES OF AGING

Every cell has a lifespan that is typically shortened by exposure to environmental stresses - 90% of the visible signs of aging are caused by extrinsic factors. The Cellular Age Advantage seeks to promote healthy cell function and prolong cell life with ingredients that address the 4 Core Influences of Cell Aging: oxidative stress, hormone imbalance, decreased mitochondrial efficiency, and damage to longevity genes.

OXIDATIVE STRESS | reactive oxygen species are constantly generated through the process of metabolism and through exposure to environmental stresses, including solar radiation, pollution, and poor diet. These free radicals wreak havoc on the cell, causing damage that has been linked to several diseases including cancer and heart disease.

HORMONAL FLUCTUATION | throughout our lives, our hormone levels are in constant fluctuation and the signs of these changes are commonly manifested on our skin. For example, during puberty hormones cause increased sebum production, resulting in acne. Similarly, as we age, decreasing hormone levels lead to a reduction in collagen and elastin production; skin becomes thinner, drier, and less luminescent.

MITOCHONDRIAL FUNCTION | the mitochondria are the “power house” of the cell, where metabolism and energy production take place. As we age, mitochondria function less efficiently.

GENETICS | our genes determine the longevity of cell life. Exposing our cells to harmful materials (by both ingesting them and absorbing them through the skin) can alter gene expression in a negative way. The result - damage that shortens cell life, encourages disease formation, and negatively affects the way we look and feel.



When cared for correctly, an apple will remain in good condition for much longer than one exposed to harsh environmental conditions - the same principle applies to our cells!

From the birth of a cell, to the end of its life, Lifeoxylin and Celloxylin together create and sustain the Nutrient Reservoir - a patent-pending blend of ingredients that nourishes, protects, prolongs cell life and defies aging. Add to that performance ingredients that help reduce the visible signs of aging and you've got a systemic, “whole body” approach to anti-aging - the CELLULAR AGE ADVANTAGE!

NUTRIENT RESERVOIR™ | A unique combination of ingredients designed to combat aging at the cellular level

NUTRIENT RESERVOIR™ | THE KEY INGREDIENTS

- ACETYL GLUCOSAMINE supports cell membrane structure, reported to reduce hyperpigmentation when used topically
- ACETYL OCTAPEPTIDE-3 next generation anti-wrinkle octapeptide, reduces wrinkle depth
- ACETYL RESVERATROL a phytoalexin/class of antibiotic compounds, super antioxidant (1)
- ANGELICA POLYMORPHA SINENSIS ROOT EXTRACT (FEMALE GINSENG) Chinese herb known for analgesic, anti-inflammatory, antioxidant, and healing effects due to plant's high level of phytochemicals (2)
- ATP (ADENOSINE TRIPHOSPHATE) transports chemical energy within cells for metabolism
- CAFFEINE cellular energizer, antioxidant, anti-inflammatory and has been shown to have a sun-screen effect
- CARNITINE HCL cellular energizer
- LYCIUM BARBARUM FRUIT EXTRACT (GOJI BERRY) super antioxidant (3)
- PETASITES JAPONICA ROOT EXTRACT (BUTTERBUR) anti-inflammatory, calms and soothes skin (4)
- RHODIOLA ROSEA ROOT EXTRACT (GOLDEN ROOT) adaptagen and anti-aging phytonutrient (5)
- SOY ISOFLAVONES antioxidant, anti-inflammatory, skin lightener, supports cellular balance (6)
- TREMELLA FUCIFORMIS EXTRACT (MUSHROOM) extraordinary moisturizer, antioxidant, supports cell metabolism (7)
- UBIQUINONE (CoQ10) antioxidant



TIP: For more information on the benefits provided by each of these ingredients, visit the Nutrient Reservoir section of the Apriori Beauty Ingredient Manual (located in the Download Library in your Back Office or by asking your Apriori Beauty Independent Consultant).

THE CELLULAR AGE ADVANTAGE

The complete Celloxylin skin care system is designed to maximize the benefits of the Nutrient Reservoir. In addition to performing individual functions (i.e. cleansing, moisturizing), each step prepares the skin to receive ingredients present in the next product! When combined, these ingredients offer unparalleled results for your internal and external health. Add to that the personal success and well being that can come from sharing Apriori Beauty™ products, and you've got something truly Beautiful!

Apriori Beauty™ . . . *making life beautiful!*