

sensé

beautiful science™

Product
of the
Month



Sensé: Food for healthy skin

Beauty may only be skin deep, but beautiful skin is the foundation to confidence for many of us, too!

Whatever your age, stage or sex, the seasons, stress and pollution can play havoc with your skin. USANA's Sensé range is formulated to go a step further than regular skin care – it sits where skincare meets nutrition. And, because the products focus on skin health at the cell level, the Sensé range uses patented, cutting-edge technologies and pure and gentle ingredients to deliver fresh and visible results. The Sensé range centres on the holistic belief that for skin to function and look at its best, products must provide much more than just a surface solution. They need to nourish and protect.

More about your skin

Your skin reflects your inner health as well as the outer health of your body. It's your body's largest organ and because it is in constant contact with the outside world, your skin absorbs substances that are applied to it and that it comes into contact with – including preservatives. The USANA Sensé skin and hair range doesn't use harsh chemicals as preservatives. Instead, it uses a patented self-preserving technology to keep products fresh and potent.

The preservative problem and parabens

Preservatives help to prevent microorganisms including bacteria and moulds from multiplying in a product and causing spoilage.

Parabens are one common group of chemical preservatives used widely in foods as well as in cosmetics and skincare; they are relatively cheap to use. If you are prone to sensitivity or irritation from cosmetics and toiletries, you may be reacting to parabens in the product. So, it's best to avoid these and also other items which can trigger flare-ups. Because your body is exposed to chemicals every day – including via skincare products – and we don't yet know what the long-term cumulative effects on health could be.

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USANA



Dermal Surface Renewal Technology

Dermal Surface Renewal (DSR™) is USANA's exclusive anti-ageing complex. In two effective ways, DSR supports the reduction of the appearance of existing signs of ageing and helps prevent the appearance of new lines and wrinkles. DSR is a marine-source formulation that evens skin tone and retextures, refines, brightens, and firms the skin's surface.

Part of the skin ageing process occurs when natural enzymes break down the proteins that keep skin looking youthful. These enzymes become more active with age.

DSR is a scientific breakthrough that increases cell turnover rate reducing the activity of these ageing enzymes. Because it helps to maintain a firm and elastic intercellular-matrix, you can see the results right away. Skin looks rejuvenated, firmer and more elastic. DSR is found in **Perfecting Essence™**, **Night Renewal™**, **Serum Intensive™** and **Eye Nourisher™**.

Reginosomes™

Reginosomes supply enzymes that assist cell renewal in sun-damaged skin. Photosomes are marine extracts. When they are exposed to UV light they use it to repair existing UV damage. Find these fast-acting, light-activated enzymes are found in **Daytime Protective Emulsion**.

Ultrasomes work more slowly to protect the skin without light; find them in **Night Renewal** and **Eye Nourisher**.

Proflavanol-T™ and Proteo-C™

Proflavanol-T and **Proteo-C** provide the powerful protection and renewal qualities you'll find in every **Sensé** product. These unique USANA formulations are literally nutrition for skin.

Vitamin C is used in many products in the cosmetics industry, but it is very unstable. Most vitamin C compounds lose about 60 per cent of their potency in the first month after manufacturing. **Proteo-C** is different. It delivers active vitamin C to the dermal layers of skin where it is most needed.

Proteo-C™ vitamin C complex (exclusive to **Sensé**), contains two bioavailable forms of vitamin C - magnesium ascorbyl phosphate which combines with the amino acid proline and glycine. These make for a revolutionary water- and lipid-soluble complex. So that vitamin C is delivered to the dermal layers of the skin. With powerful skin-protecting and firming qualities, this complex helps to reduce the appearance of skin ageing, helps neutralise free radicals and improve skin radiance and texture.

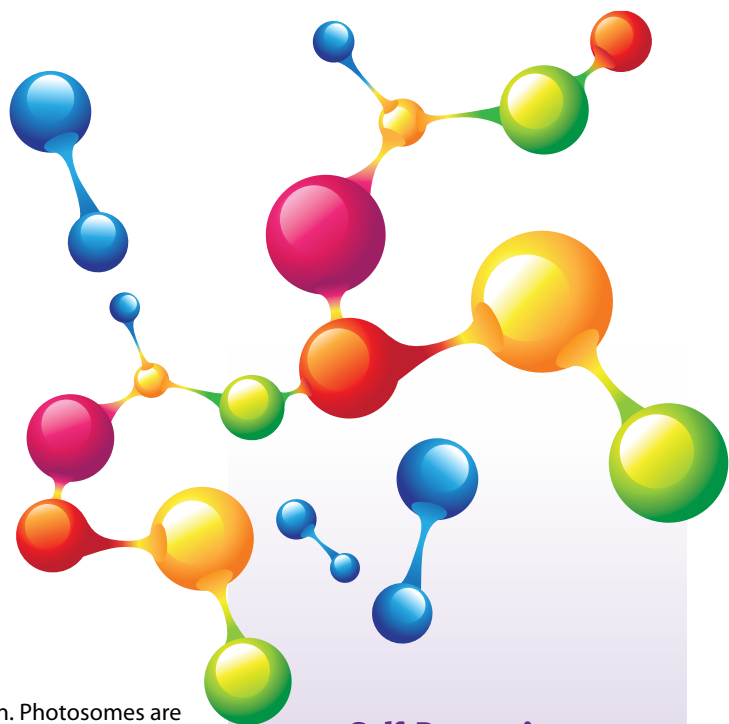
The amino acids proline and glycine are highly effective moisture magnets. They act as essential elements in collagen and elastin products. These structural proteins give strength and elasticity to the skin and help reduce appearance of fine lines.

Proteo C - the benefits

- Firms, brightens and helps reduce uneven skin tones
- Improves skin's radiance, clarity and texture
- Shields and protects skin from daily environmental damage

Proflavanol-T a complex of whole grape extract, green tea extract, rice-derived gamma oryzanol and vitamin E. This flavonoid-rich complex helps to shield and protect skin from effects of the environment whilst providing natural moisture.

Research shows that grape seed extract contains unique potent antioxidants with many skin benefits. Plus, two active forms of vitamin E which help protect cell membranes. Rice derived gamma oryzanol plus vitamin E make for a powerful antioxidant which soothes and moisturises the skin.



Self-Preserving Technology

By investing a little more in research and formulations, USANA has been able to bin chemical preservatives. The gentle formulations help promote a calm, healthy complexion.

One way is the use of patented Self-Preserving Technology (SPT). This original blend of botanicals, antioxidants and active ingredients keep every Sensé product fresh. This ensures that harsh chemicals including parabens and formaldehyde-producing chemicals aren't needed.

The SPT is carried in liquid crystals to deliver purifying botanicals and antioxidants to nourish the skin. Every aspect of the product formulation and production is carefully controlled – from water availability, to pH control, use of ingredients, manufacturing and packaging to prevent contamination with microorganisms at every step of production.





Proflavanol-T the benefits

- Natural moisture protecting complex rich in flavonoids from whole grape, green tea, vitamin E and rice-derived oryzanol as a first line of defence for healthy looking skin
- Helps shield and protect skin from daily effects of the environment
- Helps protect skin from free radical damage.

Other beneficial ingredients

Sensé also features soy protein which is rich in free radical fighting antioxidants which brighten the skin and have age-defying hydrating properties.

Lipids, shea and mango butters plus nut oil are rapidly absorbed, rejuvenate and soften. Botanicals and plant extract such as lotus, ginseng, calendula, saponaria, orange peel, lavender, liquorice, ginkgo biloba and rosemary.

Sensé great for women and men of all ages and all skin types

- Cleanse with **Gentle Daily Cleanser** (twice a day) its soap free, non-drying, and contains natural botanicals that soften the skin and lock in moisture.
- Exfoliate with **Rice Bran Polisher** (three times a week – AM or PM)
- Deep cleanse with **Nutritious Crème Masque** (three times a week – AM or PM)
- Tone with **Hydrating Toner** twice daily which is used as a clarifier to refine pore size. It also delivers the active ingredients to the skin. At this low alcohol concentration, people with oily skin and dry skin can use these products safely.
- Apply **Perfecting Essence** (for younger skin) while the skin is damp and then apply **Daytime Protective Emulsion** SPF15 with sunscreen to avoid sun damage and slow down UV rays that cause wrinkles.
- Apply **Serum Intensive** (for mature skin) twice daily to fight wrinkles and reduce the appearance of ageing before applying your **Night Renewal** every night.
- Apply **Eye Nourisher** twice daily. The moisturisers plump up the skin a little, evening it out and helping makeup to glide on.

USANA's **Sensé** products contain pure and clean ingredients, so they're gentle and healthy for your skin and your body. In fact, they're as gentle and as pure as it gets!

Men - your approach to complexion perfection!

Spurred on by well-groomed superstars like Hugh Jackman and David Beckham, skincare for men is mainstream. And despite a few differences in men's skin and women's skin (women naturally have more fat under the surface); skin care needs for men and for women is essentially the same. Build these skin-care routines into your day to look younger for longer.

Keep it clean. Men's skin is around 15 per cent oilier than women's and the much larger pores mean that you're more prone to trapping dirt. So, wash your face and neck every day. **Gentle Daily Cleanser** is soap free and non-drying.

Try a gentle exfoliation – this helps to remove the top layer of skin and unblocks pores helping to reduce the occurrence of spots and ingrown hairs. Apply a warm facecloth to your skin to open up the pores or whilst in the shower, exfoliate with **Rice Bran Polisher**. Try it twice a week after your morning wash for smoother skin and to help soften stubble for a closer shave.

Then, apply moisturiser. But it's important to apply enough to get a positive effect. So, with long strokes from the inside of your face out, apply **Daytime Protective Emulsion** SPF15. Gently apply some extra moisturiser under your eyes – after all, your eyes are just as likely to crease as a woman's!

And at night-time, after cleansing, don't forget to apply **Night Renewal** (over some **Serum Intensive**) if fresh, youthful skin is what you're after.





Great skin from within

While topical treatments are essential to protect and plump the skin, USANA nutritional supplements can also help boost skin health and appearance.

Defend your skin against the free radical damage with a diet that's rich in antioxidant vitamins and minerals. Vegetables and fruits contain plant antioxidants and vitamin C to help strengthen and produce collagen fibres, the structure that holds your skin together and helps skin stay firm. Vitamin C also helps to mop up free radicals which can damage body cells including skin cells. Find vitamin C in **Essentials™**, **HealthPak™**, **BodyRox™** (for teenagers), **Proflavanol® C™** and **Poly C™**.

Vitamin E

This fat-soluble vitamin is thought to work alongside water-soluble vitamin C. The duo guard against free radical attack by providing a potent boost of anti-ageing skin protection. Enjoy E-containing foods like wheat germ, fortified cereals, nuts and seeds. You'll also find vitamin E in **HealthPak™**, **Essentials™** and **E-Prime™**.

Omega-3s

Oily fish like salmon and fresh tuna contain omega-3 fats which the vast majority of us are very low on. Getting enough omega-3s has many health benefits – one of these is that they can help to reduce water loss from the skin helping it to stay moisturised and plump.

Other oily fish include fresh tuna but canned tuna and salmon also provide omega-3s as do white fish although in smaller concentrations. Oily fish is also important because it provides vitamin D which most of us are short of. And, considering that 90 per cent of our vitamin D intake comes from the action of sunlight on the skin and sunlight is scarce in the winter months and protected in the summer months, salmon really is a great choice! Aim to eat two servings of oily fish each week: not only are the omega-3s good for your skin, they're good for your heart too. **BiOmega™** is a great source of pure, omega-3s.



N.B. The exclusive self-preserving technology that is currently used in all **Sensé – beautiful science™** skin care products is protected under U.S. Patent No. 7,214,391. The **Sensé** and **Sensé – beautiful science** trademarks are the property of USANA Health Sciences Inc



Water

When you drink water, it reaches your skin only after reaching your internal organs so it's important to drink regularly. Keep your skin hydrated and plump by drinking plenty of water, green tea and herbal teas, and stay hydrated from the inside out.



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