**BellaVei Anti-Wrinkle**

This moisturizing day cream fortified with Hyaluronic Acid, Vitamin C Ester, Green Tea and Vitamin E thoroughly hydrates and supports collagen and elastin health while reducing the look of fine lines and wrinkles for smoother, younger looking skin.

**Ingredients:** aqua (distilled water), vegetable glycerin, cetostearyl alcohol, ethoxylated sorbitan ester, cocos nucifera (coconut) oil, vitis vinifera seed (grapeseed) oil, hyaluronic acid, dimethylaminoethanol, retinol, lentinula edodes (shiitake mushroom) extract, rosa canina (rosehip) fruit powder extract, aspalathus linearis (rooibos) extract, camellia sinensis (green tea) leaf extract, DMDM hydantoin, potassium sorbate, colorant, parfum (fragrance), tetrasodium EDTA, pantothenic acid (vitamin B5), pyridoxine (vitamin B6), coenzyme Q10, alpha lipoic acid, thiamine (vitamin B1), riboflavin (vitamin B2), vitamin C ester, tocopherol (vitamin E), cobalamin (vitamin B12)

- **Alpha-Lipoic Acid** - You may have heard of alpha-lipoic acid as "the miracle in a jar" for its anti-aging effects. It's a newer, ultra-potent antioxidant that helps fight future skin damage and helps repair past damage. Alpha-lipoic acid has been referred to as a "universal antioxidant" because it's soluble in both water and oil, which permits its entrance to all parts of the cell. Due to this quality, it is believed that alpha-lipoic acid can provide the greatest protection against damaging free radicals when compared with other antioxidants. Alpha-lipoic acid diminishes fine lines, gives skin a healthy glow, and boosts levels of other antioxidants, such as vitamin C.

- **Coconut Oil (Cocos Nucifera)** - Coconut oil is famous throughout the world not only as an edible oil and hair tonic, but also as an excellent massage oil and smooother for the skin. The saturated fats in it are medium chain fatty acids or triglycerides. When applied on the skin, they keep it smooth to the touch. These fats also retain the moisture content of the skin, as the fats eliminate moisture loss through the pores on skin. Coconut oil contains vitamin E, essential for healthy skin growth, repair of wear & tear, keeping skin smooth and protecting against cracking. Above all, it prevents premature aging and wrinkling of the skin, since it has good antioxidant properties. It is also rich in many proteins, keeping skin healthy and rejuvenated, both internally and externally. Proteins also contribute to cellular health and tissue repair, along with a wide range of other essential activities within the body. For any damaged cells on or near the skin, a healthy of flow of proteins guarantees their replacement at a normal rate, whereas people with protein-deficient diets heal slower and often develop more obvious scars due to the extended healing time. It also can work for a longer time, unlike many other oils, without it getting rancid. Due to these various beneficial properties of coconut oil, it is used as an important ingredient in several skin care creams.
• **Coenzyme Q10** - CoQ10, also known as ubiquinone or coenzyme Q, is an enzyme produced naturally in the human body, found in every cell and tissue. It is involved in a number of biological functions including helping to produce energy, neutralizing free radicals, and keeping cells both inside the body and in the skin healthy. CoQ10 can play a role in making skin look younger. CoQ10 levels decrease as you get older. Indeed, most women over thirty have below optimum levels of CoQ10 in the skin. The lack of CoQ10 results in an impeded ability to produce collagen and elastin. Collagen is important because it makes your skin firm, while elastin gives your skin flexibility. The loss of collagen and elastin causes your skin to wrinkle and sag. CoQ10 also helps the skin by acting as a strong antioxidant. It helps to neutralize the harmful free radicals that are one of the major causes of aging. Thus, the age-related decline in CoQ10 also your skin is more prone to damage by free radicals. Using topical anti-aging creams that contain CoQ10 can effectively help fight the signs of aging. The CoQ10 in the treatment can penetrate deeply to provide antioxidants and help create collagen and elastin.

• **Grape Seed Oil** *(Vitis Vinifera)* - Grape seeds are an excellent source of vitamins C and E, as well as antioxidants known as flavonoids, all of which may improve skin's texture and reduce the signs of aging. Cleansers, scrubs, moisturizers and other products, as well as many professional treatments, include crushed grape seeds, grape seed extract and even other parts of the grape to help you reap these and other rewards. Grape seed extract (along with the fleshy parts of grapes themselves) contains proanthocyanidins and resveratrol, as well as other powerful antioxidants. Research shows that when grape seed extract is applied to skin prior to UV light exposure, the compounds may have a sunscreen effect, helping to reduce redness and damage to cells. Another study showed that when applied topically, grape-derived antioxidants may even have cancer-fighting abilities. Antioxidants in grape seeds, vitamin C in particular, may help reverse or reduce some of the wrinkling effects. Grape seed oil is rich and moisturizing. Grape seed extract delivers vitamin E, a nutrient that concentrates in the membranes of skin cells and helps hold on to moisture. Crushed grape seeds make for an effective exfoliant, removing the top layer of dead cells, uncovering the smoother, healthier skin underneath.

• **Green Tea (Camellia Sinensis) Leaf Extract** - Green Tea Extract is associated with several skin benefits. It is derived from leaves of Camellia sinensis and is naturally rich in antioxidants, which has a cell-protecting function as well. It’s a strong antioxidant effect that protects the skin from the damaging effect of free radicals. Green tea extract also contains the Methylxanthines that stimulates skin microcirculation and therefore positively influence the tone and health of the skin. Tea contains catechins, a very powerful group of water-soluble polyphenol antioxidants that are easily oxidized. Green tea, which is manufactured from fresh, unfermented tea leaves in which oxidation is minimal, has catechins present in significant quantities. Green tea extract can actually decrease wrinkles and also makes
you look younger. It is useful to incorporate green tea extract into skin care products to possibly slow down skin aging. It is also a good anti-inflammatory agent thereby reducing inflammation in the skin, and most importantly having an inhibitory action on collagenase (a collagen-reducing enzyme that breaks down collagen). Since green tea extract helps to inhibit collagenase, the topical use of green tea helps to promote the health and quantity of collagen, thereby maintaining a firm and elastic skin. Even the leaves can be used as the gentle scrubs that give skin a healthy glow. Green tea extract appears to exert a sun protective effect by quenching free radicals and reducing inflammation. It is best to combine green tea extract with zinc oxide-based sunscreens because zinc oxide is chemically inert and should not react with green tea extract.

- **Hyaluronic Acid** - Skin care products containing this substance are often used with vitamin C products to assist in effective penetration. Hyaluronic acid (also known as a glycosaminoglycan) is often touted for its ability to "reverse" or stop aging. In news reports, you might have heard of hyaluronic acid as the "key to the fountain of youth." This is because the substance occurs naturally (and quite abundantly) in humans and animals, and is found in young skin, other tissues, and joint fluid. Hyaluronic acid is a component of the body's connective tissues, and is known to cushion and lubricate. As you age, however, the forces of nature destroy hyaluronic acid. Diet and smoking can also affect your body's level of hyaluronic acid over time. Skin care products with hyaluronic acid are most frequently used to treat wrinkled skin.

- **Retinol** - Retinol is derived from vitamin A and is found in many over-the-counter “anti-aging” skin care products. Tretinoin, which is the active ingredient in prescription Retin-A and Renova creams, is a stronger version of retinol. If your skin is too sensitive to use Retin-A, over-the-counter retinol is an excellent alternative. Here’s why skin responds to skin care products with retinol - vitamin A has a molecular structure that’s tiny enough to get into the lower layers of skin, where it finds collagen and elastin. Retinol is proven to improve mottled pigmentation, fine lines and wrinkles, skin texture, skin tone and color, and your skin's hydration levels. Retinyl palmitate is another ingredient related to retinol, but is less potent.

- **Rooibos (Aspalathus Linearis) Extract** - Rooibos tea, or Red Bush tea, is well known for having large amounts of antioxidants, even more than the popular green tea. As we all know, antioxidants help to get rid of harmful toxins in the body. Toxins are accumulated in the human body on a daily basis. The strong antioxidant properties that the plant holds can also benefit the skin when included in skin care products. Asphalatin flavonoid content is said to fight signs of aging and have soothing effects on the skin for acne and eczema. Rooibos extracts are very useful when applied on the skin area to help soothe irritations such as itchy skin, sunburns, eczema, or acne. They can help the acne to heal and prevent the skin from getting too oily and contain important ingredients such as alpha hydroxy acid and zinc that is just what the skin needs to grow healthily.
- **Rosehip (Rosa Canina) Fruit Powder Extract** - Rosehip oil (rose canina) is extracted from the hip of the rose. This is the fruit left once the rose has bloomed and lost its petals. Beauty professionals worldwide use and recommend the product to their clients for its following key benefits: it’s a natural source of vitamin E – which is an anti-inflammatory anti-oxidant that calms and hydrates dry and sensitive skin. It also helps protect skin cells from sun damage. It’s a natural source of essential fatty acids omega 3, 6 and 9 – which help repair and regenerate damaged skin tissue. It’s a natural source of vitamin C – a skin brightening, anti-aging antioxidant that helps improve the appearance of pigmentation and restore skin's tone. It also helps protect skin from the sun. It’s also a natural source of the powerful antioxidants lycopene, which helps improve skin texture and offer protection against premature aging, and beta-carotene, which helps prevent free-radical damage responsible for skin aging. Rosehip oil is well-tolerated on all skin types (including oily, helping regulate your natural sebum production) and age groups and can be used for the following skin concerns: wrinkles, scars and burns, stretch marks, pigmentation, dry and sensitive skin, sun damage and acne.

- **Shiitake Mushroom (Lentinula Edodes) Extract** - All mushrooms contain antioxidants as well as compounds that have anti-inflammatory properties, which help treat many skin problems caused by inflammation and excessive free radical activity. Topical applications of a variety of mushrooms, such as shiitake, maitake and tremella are used widely for their skin beautifying qualities. Several mushroom varieties contain kojic acid, which is renowned as a skin lightener. Kojic acid is useful as a natural alternative to dangerous, and often toxic, chemical skin lighteners, such as hydroquinone which has recently been linked to skin cancer. Shiitake mushrooms contain the antioxidant L-ergothioneine, which helps prevent cell breakdown and helps exfoliate the skin. Shiitake mushrooms, as a rich source of kojic acid, are used to brighten the skin, and fade sunspots and acne scars. Shiitake’s anti-inflammatory properties help improve vitality and also encourage faster skin renewal and increase skin elasticity. Hence, this variety is often found in skin care products particularly those with anti-aging benefits. Cosmetic chemists are taking note of the mushroom’s anti-aging benefits. Popular mushrooms are found in everything from anti-aging serums to daily moisturizers. The extracts are often cited as potent antioxidants. Mushroom-based products support the natural defenses of the skin and improve its appearance by keeping it healthier. Many scientists believe the beta-glucan content of mushrooms offers anti-aging skin care-related benefits.

- **Vitamin B1 (Thiamine)** - Vitamin B1 acts as an antioxidant to remove toxins from the body and supports cardiovascular health, resulting in improved blood circulation. Improving blood circulation inhibits the production of acne and aids in achieving a glowing, healthy skin.

- **Vitamin B5 (Pantothenic Acid)** - Vitamin B5 skin care products also play a key role in skin hydration and moisture retention. It is also responsible for
reducing stress and promoting adrenal functions which in turn hinders the process of acne formation, yielding a smooth and lustrous skin. Vitamin B5 is used in skin care products to maintain the health and promote look of oily skin. The American Academy of Dermatology mentions that vitamins B-3 and Vitamin B-5 are the most popular additions to a range of Vitamin B skin care products. These hydrate the skin and reduce irritation and itchiness.

- **Vitamin B6 (Pyridoxine)** - One of the most significant benefits of Vitamin B6 is that it helps in maintaining the good condition of skin. It helps in treating a number of skin problems, including eczema, dandruff, acne, hair loss, and dry skin. More than that, it helps in treating serious skin diseases like melanoma and psoriasis.

- **Vitamin B12 (Cobalamin)** - Vitamin B12, also known is one of the 8 vitamins found in vitamin B complex. When applied topically, Vitamin B12 improves the balance, texture and moisture retention of the skin, protecting it from drying. It helps to heal damaged skin and evens out skin tone. Vitamin B12 helps to regulate the skin's pigment, thus preventing hyper-pigmentation which causes excess darkening of the skin. It also helps protect the skin from vitiligo, which causes irregular white patches on the skin. Vitamin B12 controls cell formation and cell life span. It gives the skin healthy coloring. This anti-aging property of Vitamin B 12 is one of its most important aspects. Vitamin B12 has a lot of hair related benefits too. It provides nourishment to all the cells of the body including hair follicles. It also helps to encourage the re-pigmentation of the hair and maintaining the original color of the hair.

- **Vitamin C Ester** - The antioxidant properties of vitamin C (ascorbic acid) and its role in collagen synthesis make vitamin C a vital molecule for skin health. Dietary and topical ascorbic acid have beneficial effects on skin cells, and some studies have shown that vitamin C may help prevent and treat ultraviolet (UV)-induced photodamage.

- **Vitamin E (Tocopherol)** - Vitamin E is both a nutrient and antioxidant, and the oil in its purest form is extremely versatile. Known as tocopherol, it has a light brown/reddish hue and can be found in many skincare products. Vitamin E is an antioxidant that helps neutralize free radicals, and is even more ideal when combined with other antioxidants, such as Vitamin C and CoEnzyme 10. Vitamin E oil prevents the formation of wrinkles by blocking free radical damage. It treats wrinkles by boosting collagen production, a connective tissue that keeps skin elastic. Vitamin E oil also treats wrinkles by supporting new skin cell growth and speeding up cell regeneration. It also provides the skin with necessary moisture as well as antioxidants for intense healing. And just as vitamin E oil can help with rough skin, it can help soften dry lips.
**Directions for Use:** Apply a pea to dime size amount of cream to the face and neck in the morning and night after cleansing and toning. Allow to absorb fully before applying make-up.

**Eye Cream**

Targets dark circles and signs of fatigue. Iron-rich plum re-energizes and brightens the delicate eye area.

**Ingredients:** aqua (distilled water), vegetable glycerin, cetostearyl alcohol, ethoxylated sorbitan ester, cocos nucifera (coconut) oil, vitis vinifera seed (grapeseed) oil, prunus domestica (plum) extract, lavandula angustifolia (lavender) oil, anthemis nobilis (chamomile) flower extract, calendula officinalis (marigold) extract, honey, DMDM hydantoin, potassium sorbate, colorant, parfum (fragrance), tetrasodium EDTA, pantothenic acid (vitamin B5), pyridoxine (vitamin B6), coenzyme Q10, alpha lipoic acid, thiamine (vitamin B1), riboflavin (vitamin B2), vitamin C ester, tocopherol (vitamin E), cobalamin (vitamin B12)

- **Alpha-Lipoic Acid** - You may have heard of alpha-lipoic acid as "the miracle in a jar" for its anti-aging effects. It's a newer, ultra-potent antioxidant that helps fight future skin damage and helps repair past damage. Alpha-lipoic acid has been referred to as a "universal antioxidant" because it's soluble in both water and oil, which permits its entrance to all parts of the cell. Due to this quality, it is believed that alpha-lipoic acid can provide the greatest protection against damaging free radicals when compared with other antioxidants. Alpha-lipoic acid diminishes fine lines, gives skin a healthy glow, and boosts levels of other antioxidants, such as vitamin C.

- **Chamomile (Anthemis Nobilis) Flower Extract** - Chamomile possesses many powerful skin properties such as anti-inflammatory, anti-fungal, antibacterial, antiseptic, and contains essential oils and antioxidants. Additionally, it is a hypoallergenic and helps to reduce skin irritants by neutralizing free radicals. It's a strong anti-inflammatory, great for sensitive and acne prone skin types who have inflammation. It helps fight and block out irritants by eliminating free radicals which damage your skin and accelerate the aging process. It is antioxidant rich and a natural skin lightener, promoting a healthy glow of the skin as it heals and restores its natural moisture content. It increases the penetration and effectiveness of other skincare topicals and it also soothes and heals burns, great for post peel applications. Whether it’s acne prone skin, dry skin, or pigmentation areas. It has a little to help every type of skin type.

- **Coconut Oil (Cocos Nucifera)** - Coconut oil is famous throughout the world not only as an edible oil and hair tonic, but also as an excellent massage oil...
and smoothner for the skin. The saturated fats in it are medium chain fatty acids or triglycerides. When applied on the skin, they keep it smooth to the touch. These fats also retain the moisture content of the skin, as the fats eliminate moisture loss through the pores on skin. Coconut oil contains vitamin E, essential for healthy skin growth, repair of wear & tear, keeping skin smooth and protecting against cracking. Above all, it prevents premature aging and wrinkling of the skin, since it has good antioxidant properties. It is also rich in many proteins, keeping skin healthy and rejuvenated, both internally and externally. Proteins also contribute to cellular health and tissue repair, along with a wide range of other essential activities within the body. For any damaged cells on or near the skin, a healthy flow of proteins guarantees their replacement at a normal rate, whereas people with protein-deficient diets heal slower and often develop more obvious scars due to the extended healing time. It also can work for a longer time, unlike many other oils, without it getting rancid. Due to these various beneficial properties of coconut oil, it is used as an important ingredient in several skin care creams.

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- **Grape Seed Oil (Vitis Vinifera)** - Grape seeds are an excellent source of vitamins C and E, as well as antioxidants known as flavonoids, all of which may improve skin’s texture and reduce the signs of aging. Cleansers, scrubs, moisturizers and other products, as well as many professional treatments, include crushed grape seeds, grape seed extract and even other parts of the grape to help you reap these and other rewards. Grape seed extract (along with the fleshy parts of grapes themselves) contains proanthocyanidins and resveratrol, as well as other powerful antioxidants. Research shows that when grape seed extract is applied to skin prior to UV light exposure, the compounds may have a sunscreen effect, helping to reduce redness and damage to cells. Another study showed that when applied topically, grape-derived antioxidants may even have cancer-fighting abilities. Antioxidants in
grape seeds, vitamin C in particular, may help reverse or reduce some of the wrinkling effects. Grape seed oil is rich and moisturizing. Grape seed extract delivers vitamin E, a nutrient that concentrates in the membranes of skin cells and helps hold on to moisture. Crushed grape seeds make for an effective exfoliant, removing the top layer of dead cells, uncovering the smoother, healthier skin underneath.

- **Honey** - Honey provides many benefits as a chemical-free skin care product. The chemical makeup of honey gives it the properties that can speed healing and prevent infection. Honey can be used as part of a dry skin regimen because its composition is described as a humectant, which attracts moisture and keeps it locked inside, which can help your complexion become supple and glowing. Using a honey-based facial mask proves beneficial to areas of skin that tend to become dry or itchy because it lends moisture to these areas. People with oily skin can benefit from honey as well; helping skin retain moisture and elasticity without drying it out, as some conventional facial washes may do. Honey is also a natural antioxidant, providing protective benefits when used topically on the skin. Current research has determined the effectiveness of honey as a natural form of sunscreen, to protect the skin from sun damage such as premature wrinkling, a condition that in some people can lead to skin cancer.

- **Lavender** (*Lavandula Angustifolia*) *Oil* - Lavender has been widely used for centuries and is probably the best known beauty herb on the skin care market. There are almost 40 different varieties to choose from, the popular species for skin care is *Lavandula angustifolia*. In some parts of the world, lavender is grown in huge fields and then harvested for its essential oil. Lavender is credited with being anti-allergenic, anti-inflammatory, antiseptic, antibacterial, balancing, energizing, soothing, healing, toning and stimulating. It works well on all skin types and is effective in treating oily skin as well as acne, dermatitis, eczema and psoriasis. Lavender is also considered anti-aging as it stimulates cellular growth and regeneration in the skin by helping your upper layer of skin rejuvenate itself.

- **Marigold** (*Calendula Officinalis*) *Extract* - The oil distilled from the petals of the pot marigold or *Calendula officinalis*, Marigold has much value today and in traditional cultures as a homeopathic remedy, but the oil extracted from the flowers, called calendula oil, has many health benefits. Calendula oil is used in various products, oftentimes as a great base for lotions, salves, creams, several natural cosmetics and personal care products, and herbal ointments. Calendula oil is a great moisturizer for dry skin and for severely chapped or split skin. It soothes the area and reduces the pain. Calendula massage oil also greatly heals, soothes, and softens skin, making it a good addition to massage oils or when preparing a carrier oil blend.

- **Plum** (*Prunus Domestica*) *Extract* - The plum is a wonderful, juicy fruit that belongs botanically to the family of Rosaceae. This fruit belongs to the genus *Prunus Domestica*, which also includes peaches, nectarine and
almonds. Vitamin E and beta-carotene, an antioxidant in plums, protect the fatty acids and the cell membranes from the attack of the free radicals, which allows the body to fight the signs of aging skin such as loss of elasticity and wrinkles. The plum contains a high amount of antioxidants and high anti-inflammatory properties, which increase the circulation and cell metabolism, reducing inflammation. This, in turn, promotes the elasticity of the skin and keeps acne and wrinkles at bay. The plum contains a high amount of vitamin C, required for the production of hydroxyproline and hydroxylysine, which are needed to bind the molecules that produce collagen. This rejuvenates the skin and reduces wrinkles and other signs of aging. Plums have high amounts of antioxidants that provide an effective shield against sun rays and reduce sun damage. Sun damage can make the skin rough and wrinkly, but plums encourage the growth of new cells and make the skin younger. Applying plum on the face lightens dark spots and treats skin discoloration, freckles and age spots to give you a younger looking and healthy skin. Plums can help to maintain the hair follicles, connective tissue or collagen of the scalp and protects the cells both in the follicles and in the blood vessels of the scalp, thus promoting hair growth. Plums can help fight the bacteria on the scalp and soothe the skin to ward off the dandruff.

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**Directions for Use:** Apply with fingertips under the eyes and surrounding area, using a gentle, upward motion, morning and night after cleansing and toning. Allow to fully absorb before applying make-up.

**Moisturizer Anti-Aging Complex**

Nutrient-rich Nori provides enzymatic protection similar to the natural detoxifying enzymes found in skin. Red Clover provides a natural lifting effect while antioxidant green and white teas soothe and protect. Skin appears firmer, even and renewed.

**Ingredients:** aqua (distilled water), carbomer, xanthan gum, camellia sinensis (green tea) leaf extract, juniperus communis (juniper) oil, laminaria hyperborea (kelp) extract, rosa canina (rosehip) fruit powder, mentha piperita (peppermint), fucus vesiculosus (bladderwrack) extract, petroseliumum crispum (parsley) extract, symphytum officinale (comfrey) extract, arctium lappa (burdock) extract, apium graveolens (celery) extract, tellaria media (chickenweed) extract, taraxacum officinale (dandelion) extract, echinacea purpurea (echinacea) extract, foeniculum vulgare (fennel) extract, trigonella foenum graecum (fenugreek), spirulina platensis
(spirulina) extract, zingiber officinale (ginger) extract, capsicum annum (cayenne pepper) powder, hyaluronic acid, DMDM hydantoin, potassium sorbate, colorant, parfum (fragrance), tetrasodium EDTA, pantothenic acid (vitamin B5), pyridoxine (vitamin B6), coenzyme Q10, alpha lipoic acid, thiamine (vitamin B1), riboflavin (vitamin B2), vitamin C ester, tocopherol (vitamin E), cobalamin (vitamin B12)

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- **Cayenne Pepper (Capsicum Annum) Powder** - Cayenne pepper is known as the prince of spices. It is also known for adding a touch of zest and spice to many dishes. The spiciness comes from a substance called capsaicin, which is also popularly known as chili pepper. Cayenne Pepper has often been referred to as the master herb for skin benefits. For both minor and major blemishes cayenne pepper can improve the look and feel of skin. Cayenne pepper actually increases blood flow to skin bringing with it oxygen and many essential nutrients. Cayenne Pepper is rich in Vitamin C, Vitamin E and several antioxidants which increase the health of the epidermis and the skin. Cayenne pepper also helps in hair growth. One of the main reasons for baldness is due to reduction in the circulation of blood. Cayenne pepper when applied on the scalp increases the circulation of blood by causing irritation in the scalp (hence this irritation is for a good cause). This increased circulation also promotes shine for dull and lifeless hair.

- **Coenzyme Q10** - CoQ10, also known as ubiquinone or coenzyme Q, is an enzyme produced naturally in the human body, found in every cell and tissue. It is involved a number of biological functions including helping to produce energy, neutralizing free radicals, and keeping cells both inside the body and in the skin healthy. CoQ10 can play a role in making skin look younger. CoQ10 levels decrease as you get older. Indeed, most women over thirty have below optimum levels of CoQ10 in the skin. The lack of CoQ10 results in an impeded ability to produce collagen and elastin. Collagen is important because it makes your skin firm, while elastin gives your skin flexibility. The loss of collagen and elastin causes your skin to wrinkle and sag. CoQ10 also helps the skin by acting as a strong antioxidant. It helps to neutralize the harmful free radicals that are one of the major causes of aging. Thus, the age-related decline in CoQ10 also your skin is more prone to damage by free radicals. Using topical anti-aging creams that contain CoQ10 can effectively help fight the signs of aging. The CoQ10 in the treatment can penetrate deeply to provide antioxidants and help create collagen and elastin.
**Echinacea (Echinacea Purpurea) Extract** - Echinacea, while more famous for its immune-enhancing properties, was used topically by Native Americans and white settlers to heal wounds, insect stings, and snake bites. Scientific studies confirm that plant extracts are anti-inflammatory and hasten skin repair. Chemical constituents of echinacea also protect collagen (the protein that gives skin its strength) from free radical damage, as can happen after exposure to ultraviolet light. The plant also inhibits hyaluronidase, an enzyme that digests connective tissue (including the gel-like matrix in the deeper layers of the skin). Theoretically, inhibit of this enzyme can help keep that skin Jello intact, retard the spread of toxins through tissues, and keep tissues from leaking fluids (as happens after a bee sting). Echinacea also has some activity against bacterial and fungi.

**Green Tea (Camellia Sinensis) Leaf Extract** - Green Tea Extract is associated with several skin benefits. It is derived from leaves of Camellia sinensis and is naturally rich in antioxidants, which has a cell-protecting function as well. It’s a strong antioxidant effect that protects the skin from the damaging effect of free radicals. Green tea extract also contains the Methylxanthines that stimulates skin microcirculation and therefore positively influence the tone and health of the skin. Tea contains catechins, a very powerful group of water-soluble polyphenol antioxidants that are easily oxidized. Green tea, which is manufactured from fresh, unfermented tea leaves in which oxidation is minimal, has catechins present in significant quantities. Green tea extract can actually decrease wrinkles and also makes you look younger. It is useful to incorporate green tea extract into skin care products to possibly slow down skin aging. It is also a good anti-inflammatory agent thereby reducing inflammation in the skin, and most importantly having an inhibitory action on collagenase (a collagen-reducing enzyme that breaks down collagen). Since green tea extract helps to inhibit collagenase, the topical use of green tea helps to promote the health and quantity of collagen, thereby maintaining a firm and elastic skin. Even the leaves can be used as the gentle scrubs that give skin a healthy glow. Green tea extract appears to exert a sun protective effect by quenching free radicals and reducing inflammation. It is best to combine green tea extract with zinc oxide-based sunscreens because zinc oxide is chemically inert and should not react with green tea extract.

**Hyaluronic Acid** - Skin care products containing this substance are often used with vitamin C products to assist in effective penetration. Hyaluronic acid (also known as a glycosaminoglycan) is often touted for its ability to "reverse" or stop aging. In news reports, you might have heard of hyaluronic acid as the "key to the fountain of youth." This is because the substance occurs naturally (and quite abundantly) in humans and animals, and is found in young skin, other tissues, and joint fluid. Hyaluronic acid is a component of the body's connective tissues, and is known to cushion and lubricate. As you age, however, the forces of nature destroy hyaluronic acid. Diet and smoking can also affect your body's level of hyaluronic acid over time. Skin
care products with hyaluronic acid are most frequently used to treat wrinkled skin.

- **Juniper (Juniperus communis) Oil** - Native to just about anywhere in the northern hemisphere, the Juniper Berry shrub itself, which the bluish-greenish colored berries grow on, looks and smells like an evergreen. Juniper Berry has so many good power packed qualities that promote healthy skin. Juniper Berry oil has multiple medicinal uses – the extract made from the berry is an excellent skin toner when used in a body cream and applied to the skin routinely. Juniper Berry also has great non-toxic insecticide properties to fight off summer time mosquitoes and other unwanted insects, making it an excellent natural insect repellent. Juniper Berries also have antiseptic, anti-inflammatory, antiviral, anti-fungal and anti-microbial properties, along with powerful antioxidants that protect the skin from environmental abuses and free radicals. The anti-inflammatory properties in the Juniper Berry make it a particular useful ingredient in skin creams for psoriasis and dermatitis sufferers as well as rashes and other skin eruptions.

- **Kelp (Laminaria Hyperborean) Extract** - Marine plants and extracts have many beauty benefits, from revitalizing your skin to improving your hair and overall health. Sea kelp is a mineral and antioxidant rich seaweed and is incredibly nourishing for the skin. Sea Kelp Extract, also known as Macrocystis Pyrifera Extract, is a brown sea algae or seaweed that is normally found in the Antarctic Ocean. It is often used in facial serums, eye creams and night creams because of its potent anti-aging properties. Marine plants are very resilient as they have to survive in extreme, often-changing, environments, which makes them very valuable in skincare. Brown algae helps prevent damage to amino acids and protects the cell’s membrane. This further protects against damage caused by free radicals, highly unstable molecules which accelerate the aging process by attacking healthy cells and damaging collagen. The extract can also “re-organize” the cell membrane to reverse cell damage and restore them to their healthy state. If you have dry skin or suffer with flaky patches then you should also look for skincare containing Sea Kelp Extract. Due to its high iodine, mineral and antioxidant content, kelp is believed to help moisturize and soften the skin, and help it retain that moisture. Kelp also contains elements that easily penetrate the skin to remove toxins, soothe and hydrate the skin, and it also aids in keeping it smooth. If you suffer with breakouts then Sea Kelp is beneficial, it has anti-inflammatory properties which will help reduce the inflammation that causes red, painful breakouts.

- **Peppermint (Mentha Piperita)** - Peppermint is a hybrid between spearmint and water mint. It has been used for its medicinal value for centuries. For Skin Care uses, Peppermint is mostly used in topical creams which are used to address a variety of skin issues. Its soothing properties make it an effective treatment for rashes, poison oak and poison ivy. It gives a strong healing effect to the skin. Peppermint leaves have been used widely to treat oily and greasy skin. Menthol in peppermint reduces the secretion of oil from the sebaceous glands which help to get an oil free skin naturally. Peppermint is known to balance the pH levels of the skin which balances the production of excessive oils in the skin thereby reducing acne and breakouts. It’s
astringent, antiseptic and anti-inflammatory properties diminishes the appearance of acne, blackheads, rashes and redness of the skin. Peppermint is a rich source of Vitamin A and C and contains folates and omega-3 fatty acids which help in fighting sun related problems like sun tan and sun burn. Peppermint also contains a nutrient called Perillyl alcohol which prevents the formation of skin cancer cells. Peppermint oil can also be used to reduce cellulite line by rubbing the oil on the affected areas. It will keep the skin clean and will prevent skin infections and blemishes.

- **Rosehip (Rosa Canina) Fruit Powder** - Rosehip oil (rose canina) is extracted from the hip of the rose. This is the fruit left once the rose has bloomed and lost its petals. Beauty professionals worldwide use and recommend the product to their clients for its following key benefits: it’s a natural source of vitamin E – which is an anti-inflammatory anti-oxidant that calms and hydrates dry and sensitive skin. It also helps protect skin cells from sun damage. It’s a natural source of essential fatty acids omega 3, 6 and 9 – which help repair and regenerate damaged skin tissue. It’s a natural source of vitamin C – a skin brightening, anti-aging antioxidant that helps improve the appearance of pigmentation and restore skin's tone. It also helps protect skin from the sun. It’s also a natural source of the powerful antioxidants lycopene, which helps improve skin texture and offer protection against premature aging, and beta-carotene, which helps prevent free-radical damage responsible for skin aging. Rosehip oil is well-tolerated on all skin types (including oily, helping regulate your natural sebum production) and age groups and can be used for the following skin concerns: wrinkles, scars and burns, stretch marks, pigmentation, dry and sensitive skin, sun damage and acne.

- **Spirulina (Spirulina Platensis) Extract** - Spirulina is a natural algae (cyanobacteria) that are incredibly high in protein and nutrients. It is obtained primarily from two species of cyanobacteria: Arthrospira platensis and Arthrospira maxima. Unlike other plants that grow in the soil, Spirulina grows in the form of blue-green algae in both fresh water and salt water in the wild. It is also commercially cultivated in Spirulina farms. The name originates from the Latin word for ‘helix’, or ‘spiral’, because of its spring like physical characteristics. Spirulina has a high content of vitamin A, vitamin B-12, vitamin E, calcium, iron and phosphorus, all of which are vital for skin’s health. Free radicals make skin look tired, limp and flabby. Spirulina is ideal in a skin toner. It is also effective in treating dark circles and dry eye symptoms. Its detoxifying effects give eyes new energy and power, removing dark shadows and dryness. Spirulina contains tyrosine, vitamin E or tocopherol, and selenium, all of which are known for their anti-aging effects. Tyrosine slows down the aging of skin cells. The antioxidants present in it eliminate free radicals which are responsible for skin aging. Spirulina can detoxify skin by facilitating faster cell turnover that helps skin heal faster. It wards off free radicals and eliminates toxins from the skin to increase skin
metabolism. It also prevents candida overgrowth that can cause acne breakouts.

- **Vitamin B1 (Thiamine)** - Vitamin B1 acts as an antioxidant to remove toxins from the body and supports cardiovascular health, resulting in improved blood circulation. Improving blood circulation inhibits the production of acne and aids in achieving a glowing, healthy skin.

- **Vitamin B5 (Pantothenic Acid)** - Vitamin B5 skin care products also play a key role in skin hydration and moisture retention. It is also responsible for reducing stress and promoting adrenal functions which in turn hinders the process of acne formation, yielding a smooth and lustrous skin. Vitamin B5 is used in skin care products to maintain the health and promote look of oily skin. The American Academy of Dermatology mentions that vitamins B-3 and Vitamin B-5 are the most popular additions to a range of Vitamin B skin care products. These hydrate the skin and reduce irritation and itchiness.

- **Vitamin B6 (Pyridoxine)** - One of the most significant benefits of Vitamin B6 is that it helps in maintaining the good condition of skin. It helps in treating a number of skin problems, including eczema, dandruff, acne, hair loss, and dry skin. More than that, it helps in treating serious skin diseases like melanoma and psoriasis.

- **Vitamin B12 (Cobalamin)** - Vitamin B12, also known is one of the 8 vitamins found in vitamin B complex. When applied topically, Vitamin B12 improves the balance, texture and moisture retention of the skin, protecting it from drying. It helps to heal damaged skin and evens out skin tone. Vitamin B12 helps to regulate the skin's pigment, thus preventing hyperpigmentation which causes excess darkening of the skin. It also helps protect the skin from vitiligo, which causes irregular white patches on the skin. Vitamin B12 controls cell formation and cell life span. It gives the skin healthy coloring. This anti-aging property of Vitamin B 12 is one of its most important aspects. Vitamin B12 has a lot of hair related benefits too. It provides nourishment to all the cells of the body including hair follicles. It also helps to encourage the re-pigmentation of the hair and maintaining the original color of the hair.

- **Vitamin C Ester** - The antioxidant properties of vitamin C (ascorbic acid) and its role in collagen synthesis make vitamin C a vital molecule for skin health. Dietary and topical ascorbic acid have beneficial effects on skin cells, and some studies have shown that vitamin C may help prevent and treat ultraviolet (UV)-induced photodamage.

- **Vitamin E (Tocopherol)** - Vitamin E is both a nutrient and antioxidant, and the oil in its purest form is extremely versatile. Known as tocopherol, it has a light brown/reddish hue and can be found in many skincare products. Vitamin E is an antioxidant that helps neutralize free radicals, and is even more ideal when combined with other antioxidants, such as Vitamin C and Coenzyme
10. Vitamin E oil prevents the formation of wrinkles by blocking free radical damage. It treats wrinkles by boosting collagen production, a connective tissue that keeps skin elastic. Vitamin E oil also treats wrinkles by supporting new skin cell growth and speeding up cell regeneration. It also provides the skin with necessary moisture as well as antioxidants for intense healing. And just as vitamin E oil can help with rough skin, it can help soften dry lips.

**Directions for Use:** Apply a pea to dime size amount of cream to the face and neck in the morning and night after cleansing and toning. Allow to absorb fully before applying make-up.

**BellaVei Cleanser**

**Ingredients:** Water (Aqua), PEG-80 Sorbitan Laurate, Cocamidopropyl Betaine, Sodium Trideceth Sulfate, Sodium Lauroamphoacetate, PEG-150 Distearate, Citric Acid, Panthenol (Pro-Vitamin B5), Sorbic Acid, Phenoxyethanol, Sodium Lauroyl Glutamate, Methylchloroisothiazolinone, Methylisothiazolinone

- **Panthenol (pro-vitamin B5)** - Vitamin B5 skin care products play a key role in skin hydration and moisture retention. It is also responsible for reducing stress and promoting adrenal functions which in turn hinders the process of acne formation, yielding a smooth and lustrous skin. Vitamin B5 is used in skin care products to maintain the health and promote look of oily skin. The American Academy of Dermatology mentions that vitamins B-3 and Vitamin B-5 are the most popular additions to a range of Vitamin B skin care products. These hydrate the skin and reduce irritation and itchiness.

**Directions for Use:** Gently massage a dime size amount of facial cleanser onto wet face. Cover all areas of face using an upward circular motion. Rinse thoroughly with a warm damp cloth.