



## BEAUTY FROM WITHIN

Promotes healthy skin, hair and nails

### NATURALLY BEAUTIFUL SKIN, HAIR, AND NAILS

Supple, radiant skin, and strong, healthy hair and nails are outward signs of a healthy body, and can only be maintained by a lifestyle that includes plenty of rest, good grooming, and a healthy diet that includes lots of key nutrients.

Beauty From Within from Natural Factors is a unique formula containing a specially-formulated olive extract (Opextan®), hyaluronic acid (Hyaluronsan HA-LF), green tea extract, vitamins, minerals and other key nutrients that work synergistically to keep your skin firm and smooth, and your hair and nails strong and beautiful by supporting healthy cell structure, function and growth, and aiding in repair and regeneration.

Your skin, hair, and nails are dynamic living tissue. While hair and nails may look quite different, they are actually a type of modified skin. All three are made from the same basic cellular building blocks. The tissues of the skin, hair and nails require certain nutrients for growth and optimum health. Eating plenty of fruits and vegetables helps, and so does drinking at least eight glasses of water per day to hydrate the skin, discourage the formation of wrinkles and flush away toxins.

Nutrient deficiencies, physical and oxidative stress, environmental toxins, exposure to ultraviolet radiation, smoking, neglect, and aging can all contribute to the deterioration of the health and appearance of the skin, hair, and nails. As we age, the rate of growth of our skin, hair and nails slows down and structural changes occur, including loss of collagen. About 80% of skin is made from collagen, which gives skin its basic structure and makes it stronger, thicker and more supple. The gradual loss of collagen with age results in the appearance of fine lines, wrinkles, acne scars and other blemishes associated with looking older (Bauermann). Unhealthy and aging skin loses elasticity and becomes dryer, rougher, thinner and more easily damaged. It can become irritated more easily and is prone to wrinkling. Hair can become thin, dry, damaged and lifeless, and may turn white or gray. Unhealthy nails can show symptoms of dryness and brittleness: splitting, peeling, breaking and thinning.

### THE MEDITERRANEAN SOLUTION

Beauty From Within contains a standardized olive extract called Opextan, a superior skin, hair and nail tonic with

high concentrations of polyphenols (minimum 10%), including verbascoside (minimum 2%), found only in the olive fruit and not the leaves. The scavenging and anti-inflammatory ability of olive polyphenols make it the treatment of choice for skin care in terms of wrinkles and aging prevention. Oral supplementation with Opextan is clinically-proven to protect the skin against oxidative damage, decrease skin sensitivity to ultraviolet radiation, and prevent trans-epidermal water loss and wrinkle formation (Yokota, *et al*).

Research on the effects of Opextan found that verbascoside may help prevent thinning and dehydration of the skin. This standardized olive fruit extract seems to prevent the weakening of underlying skin tissue and block moisture loss, to maintain a softer skin appearance. Studies also confirmed the antioxidant ability of Opextan, when used both orally and topically, to help maintain the cellular structure of the skin, block damage from ultraviolet radiation, and lessen epidermal permeability.

### IMPROVING SKIN MOISTURE AND APPEARANCE

Hyaluronic acid, dubbed “the key to the fountain of youth”, is a component of connective tissue and skin that contributes to skin elasticity and optimal function, and occurs naturally in many tissues and organs. About 50% of the total hyaluronic acid in the body is in the skin. It helps maintain the skin’s structure, elasticity and moisture. By its nature, hyaluronic acid retains water like a sponge, absorbing more than 1,000 times its weight in water. This helps to attract and maintain water within the extra cellular space, hydrating and increasing its volume and density. Hyaluronic acid is also involved with the transport of essential nutrients to the skin’s viable cells. Unfortunately hyaluronic acid production in the body decreases with age, contributing to the loss of elasticity and the formation of wrinkles.

Hyaluronic acid is found in some skin creams, lotions and lip balms, and it has a moisturizing effect when applied topically and when taken orally in supplement form. Hyaluronsan HA-LF, the form of hyaluronic acid used in Beauty From Within, is a pure and highly bioavailable form of hyaluronic acid produced by a natural bacterial fermentation process. Other forms of hyaluronic supplements usually contain sodium hyaluronate – a lower quality form that is also less soluble. In trials comparing several weeks of oral supplementation with Hyaluronsan HA-LF to a placebo, the Hyaluronsan HA-LF group showed a measur-

able increase in moisture content in the skin and noticeable improvements were observed in dry, damaged skin and overall skin condition (Sato, *et al*).

### **INGREDIENTS THAT PROTECT, REPAIR AND REJUVENATE**

In addition to Opextan and Hyaluronan HA-LF, Beauty From Within contains a balanced blend of antioxidants, vitamins (including vitamin C, B vitamins, and biotin), minerals (including calcium, magnesium, zinc, silicon, and boron), MSM, cysteine, methionine, horsetail extract and green tea extract.

Vitamin C is a potent antioxidant needed for collagen development. It is known to help prevent and reverse skin aging. Vitamin E is the major fat-soluble antioxidant in the skin and is necessary for skin health. The B vitamins are known for their ability to reduce symptoms of stress and for their role in a multitude of cellular activities.

Biotin is a B vitamin that contributes to cell growth. A biotin deficiency can lead to skin, hair and nail problems since this nutrient increases nail plate thickness, which prevents splitting, and strengthens both nails and hair. A placebo-controlled, double-blind clinical study demonstrated a 25% increase in nail plate thickness in patients with brittle nails who received biotin supplementation. Over the course of six months, 63% of patients showed clinical improvement in nail strength (Hochman, *et al*). In another study, 71 patients with frail brittle nails were treated with 2.5 mg of biotin over the course of five months. Approximately 91% showed definite improvement, with firmer and harder finger nails (Floersheim). Many foods contain biotin but at very low concentrations, so supplementation is often recommended.

Calcium, magnesium and zinc are three of the most important minerals for cell growth, tissue repair, and optimal bone, teeth, skin, hair and nail health. Silicon, from bamboo leaves, helps the body produce collagen and glycosaminoglycans for thicker hair and stronger nails. MSM is a naturally-occurring sulfur compound that supports healing and the formation of healthy collagen, elastin and keratin. Cysteine and methionine help the

body produce proteins for growth and repair of tissues, and are also antioxidants that support detoxification (Shils, *et al*).

Horsetail contains silica and is a natural "elasticizer" for youthful-looking hair, skin and nails. Silica also increases calcium absorption to strengthen bone, hair, nails and teeth. In an open study, women with biologically-aged skin, fragile or thin hair, or brittle nails were given oral and topical applications of silica for 90 days. The results showed statistical improvements in skin texture and in hair and nail thickness.

The green tea extract used in Beauty From Within contains high levels of the antioxidant epigallocatechin-3-gallate (EGCE) to fight the damaging effects of free radicals. Preliminary studies have shown that EGCE from green tea extract improves skin texture by energizing dying skin cells (Yusuf, *et al*).

### **DOSAGE**

Two vegetarian capsules, twice daily, preferably with meals or as directed by a health care practitioner. Take a few hours before or after taking other medications.

### **SAFETY**

Beauty From Within has been carefully formulated to provide safe levels of ingredients, and contains no lactose, artificial sweeteners, or preservatives. Individuals who may be sensitive or allergic to the botanical ingredients found in this product should consult their health care practitioner for possible cautions and contraindications.

**Pregnancy and lactation:** Not recommended during pregnancy and lactation unless recommended by a health care practitioner.

**Children:** Not recommended for children less than six years of age unless recommended by a health care practitioner.

**Drug Interactions:** None known.

**Contraindications:** None known.

### **BEAUTY FROM THE INSIDE OUT**

Topical products can only do so much. Your skin, hair and nails are susceptible to nutrient deficiencies and damage from stress, the environment, and aging. For truly beautiful, healthy skin,

hair and nails you need internal nutritional support. The naturally-rejuvenating ingredients in Beauty From Within can help keep these tissues healthy, strong and vibrant, and resistant to external damage and stress. These nutrients have been proven to improve the look, structure and function of your skin, hair and nails by boosting production of collagen, elastin, keratin, and proteins; promoting tissue repair and growth; counteracting the damaging effects of aging and the environment; and providing overall nutrient support. Keep your skin firm and smooth and your hair and nails strong and beautiful by using an approach that works from the inside out.

### **KEY REFERENCES**

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#### **Additional information**

"Hyaluronic acid for skin care." Product information provided by Q.P. Corporation, Shibuya, Japan. [www.in-cosmetics.com/ExhibitorLibrary/798/Hyaluronic\\_Acid\\_1.pdf](http://www.in-cosmetics.com/ExhibitorLibrary/798/Hyaluronic_Acid_1.pdf)

"Opextan™." Product information provided by Indena, Milan, Italy. [www.indena.com/pdf/opextan.pdf](http://www.indena.com/pdf/opextan.pdf)