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**UNDERSTANDING
SKIN AGEING AND
THE ROLE OF SKIN'S
NATURAL PROTEINS**



Why Healthy-Looking Skin Matters

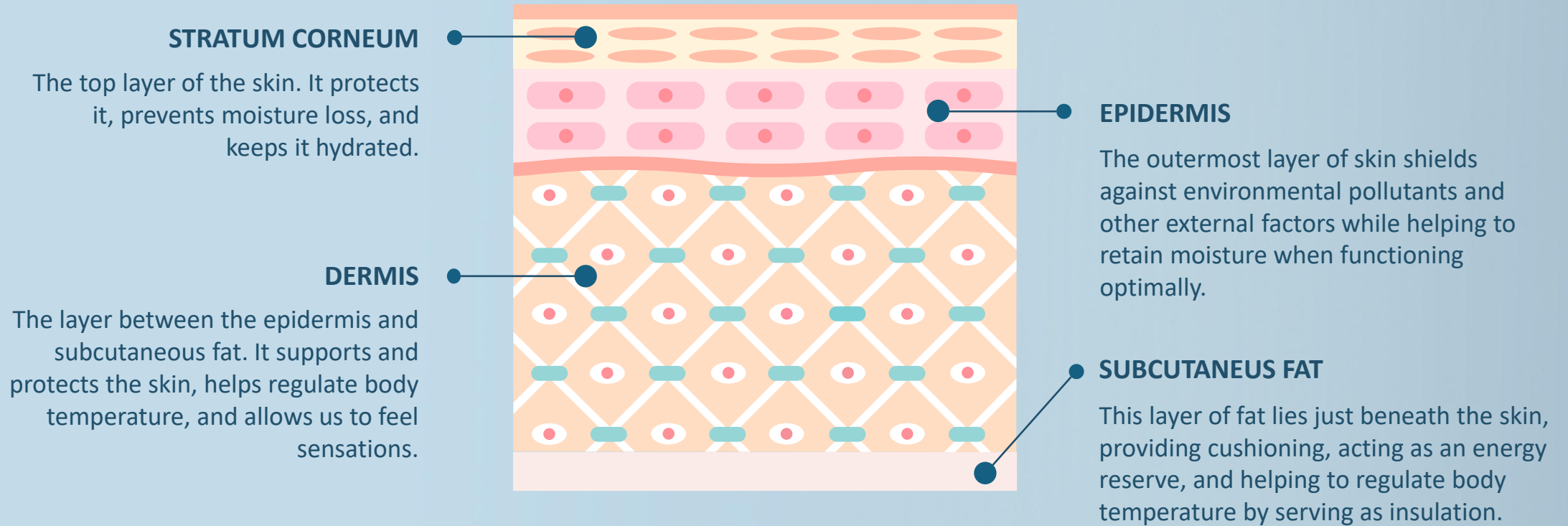
Skin is the largest organ in our body, serving as a vital barrier between us and the outside world. It not only protects us from external factors such as germs and pollutants but also plays a key role in regulating body temperature, preventing infections, producing vitamins, and enabling us to sense touch.

Maintaining skin function is not just about appearance – it plays a **crucial role in our overall wellbeing.**





Understanding Skin's Structure

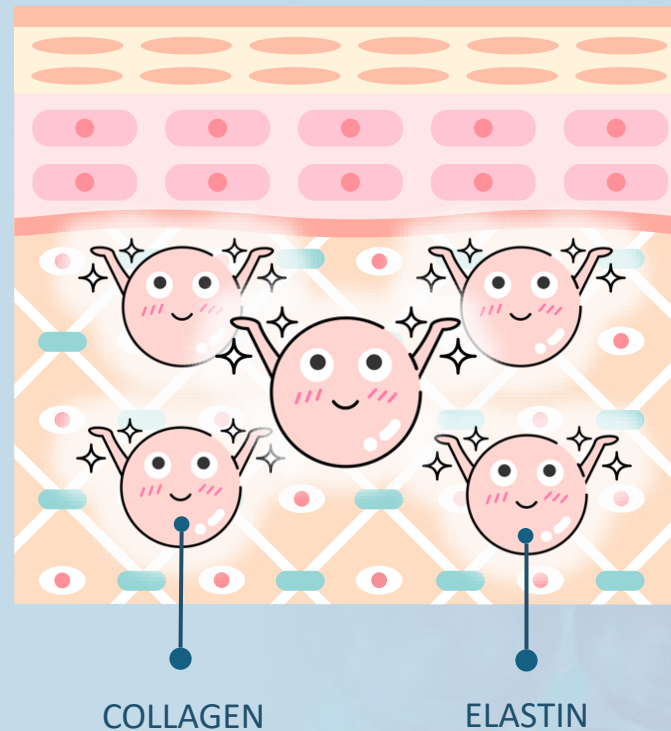


Our Key Skin's Proteins Are Found In The Dermis

We all know proteins are vital for overall health, and the same goes for our skin.

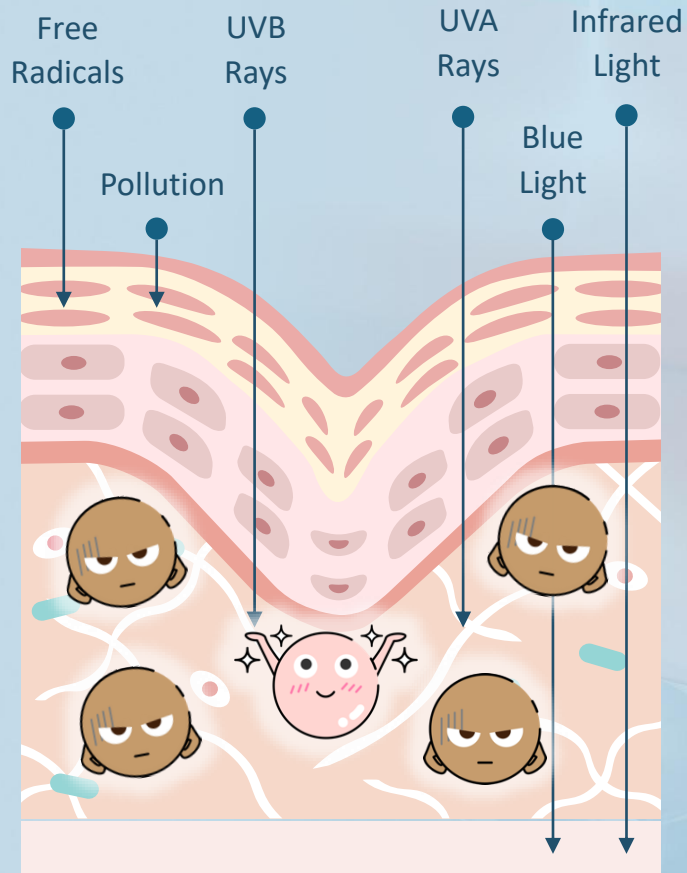
The primary support proteins in our skin - **collagen** and **elastin** - are found in the dermis layer and make up the bulk of the **extracellular matrix (ECM)**, which fills the space between cells.

A **healthy ECM** is crucial for maintaining skin **firmness** and **elasticity**. Therefore, preserving the strength and flexibility of these support proteins is essential for vibrant, youthful looking skin.



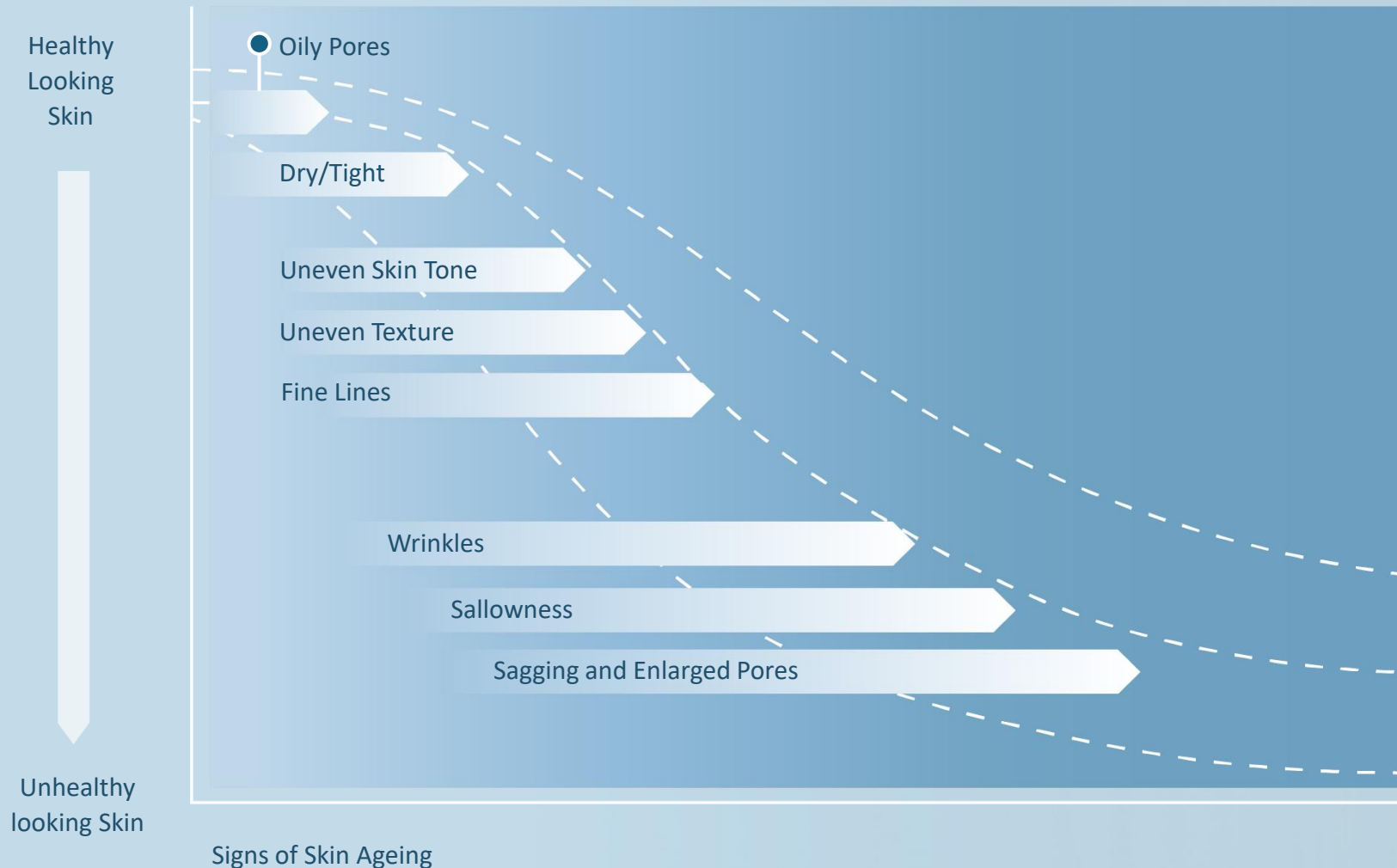
How Skin's Proteins Get Damaged By The Exposome

Our skin faces constant exposure to the exposome – the cumulative impact of environmental factors such as pollution, UV rays, and free radicals, along with lifestyle choices like diet and sleep. Together with chronological ageing, these elements significantly impact collagen and elastin; less of them is produced, and the ECM becomes less dense and less flexible. Hence, skin concerns such as wrinkles, sagging, and dullness begin to occur.



Signs Of Skin Ageing

Why radiant and healthy-looking skin is important



KEY:



When invisible damage starts

When visible damage appears

Healthy Looking Ageing Skin

Youthful looking and well-maintained skin

Average

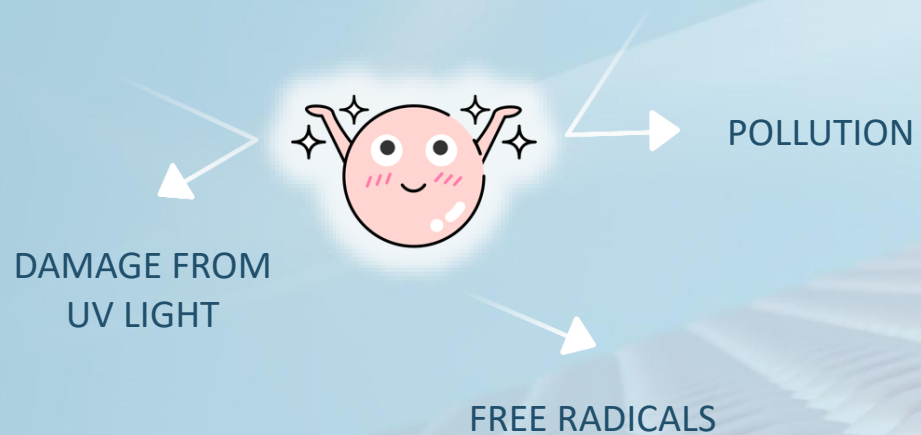
Unhealthy Looking Ageing Skin

Visibly signs of damage and neglected skin.

*Curves based on findings from University of Michigan

How To Protect Skin's Natural Proteins

Phyto-micronutrients is key to ensuring a healthy ECM to help protect the natural balance of skin's proteins-collagen and elastin and maintain the ECM for a youthful-looking skin.





The Importance Of Collagen In Skin Health



Collagen is a long, spring-like protein that provides the **bulk of the ECM, supporting firm, lineless, flexible skin.** Collagen also contributes to skin's surface **smoothness, plumpness, and bounce.**



Natural collagen in your skin can last for decades, so preserving it is essential, like caring for your teeth.



As we age, collagen production slows down, leading to wrinkles, dullness, and loss of firmness which causes visible signs of ageing



To protect your skin's natural, use **sunscreen** and **daily supplements** of **antioxidants**, hydration, and essential micronutrients to maintain smoother, brighter, and resilient looking skin.



Just like any investment, **starting early** and **nurturing your skin** throughout life yields significant benefits.



What are free radicals and how do they damage skin?

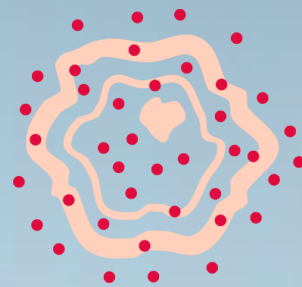
Free radicals are a type of molecule that quickly corrode other molecules creating oxidative damage, which is a key cause of skin looking unhealthy.

Common sources of free radicals include **UV rays, pollution, ozone, and cigarette smoke.**

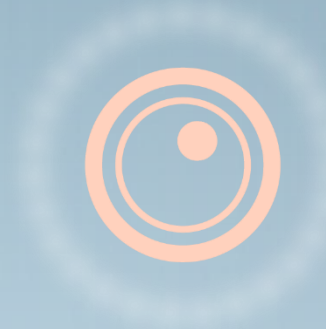
While skin has its own defence mechanism against oxidative damage, antioxidants can help to protect the skin by **minimising free radical damage** and **shielding against environmental stressors.**



Healthy cell



Cell attacked by free radicals



Antioxidants protection



The Importance Of Protection

Skin protection is crucial, as the negative effects to skin's ECM can last for decades.



SUN PROTECTION

Always use **sunscreen** to shield skin from UV damage.



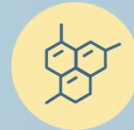
ANTIOXIDANTS

Incorporate **antioxidants** to combat free radicals.



SKIN BARRIER PROTECTION

Use hydrating serums and moisturisers to maintain skin barrier integrity.



COLLAGEN PRESERVATION

Choose products that help maintain skin's natural collagen to help promote a firmer and more elastic feel.



DIET

Include **protein** in your diet for optimal skin health from the inside out.







REGULAR EXFOLIATION

Removes skin surface buildup, to keep your complexion looking bright and enhance product absorption.






Glossary Of Skin Terms

	Term	Definition
	AMINO ACIDS	Amino acids are the building blocks of both peptides and proteins, each serving a specific role in skin care. They help maintain the skin's hydration, texture, and resilience, contributing to an overall supple and healthy appearance.
	ANTIOXIDANTS	Substances that protect the skin from damage caused by unstable molecules known as free radicals.
	COLLAGEN	Collagen is a key structural protein in the skin, providing strength, elasticity, and firmness.
	FREE RADICALS	A type of molecule that aggressively reacts with other molecules, free radicals are also known as 'oxidants' because they steal electrons, causing damage to the original molecule - a process referred to as 'oxidative damage.' Within the skin, oxidative damage from free radicals is a key contributor to the appearance of premature signs of ageing.



Glossary Of Skin Terms

Term	Definition
 LIPOSOME	Liposomes are fragile, microscopic spheres that can encapsulate both water-soluble and oil-loving compounds. These tiny capsules were initially introduced by the pharmaceutical industry for the delivery of active ingredients, providing a carrier mechanism that enhances penetration and deposition of functional ingredients into the skin.
 PEPTIDE	Peptides are short chains of amino acids that constitute certain proteins essential for the skin. More specifically, collagen is composed of three polypeptide chains, and adding specific peptides can stimulate the skin to produce more collagen. Increased collagen levels can lead to firmer, younger-looking skin.
 PHYTO MICRONUTRIENTS	Plant-derived vitamins and minerals are essential for healthy-looking skin.

BOOST YOUR SKINCARE JOURNEY TODAY

Strengthen your journey to Skin looking healthy with the right support and nutrients, your future self will thank you!

