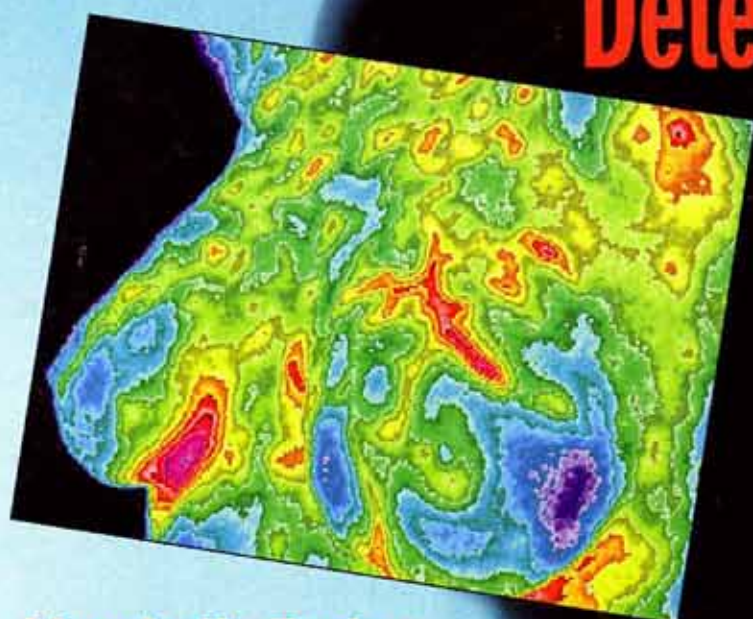


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Rose Hip Seed Oil: An Anti-Aging and Repair Wonder

Combining a village's age-old skin care substance with modern biochemistry led to the development of a product with unsurpassed moisturizing and nutritive benefits.

I am Claudio, a biochemist working on skin care products for twelve years. It might seem self-serving, but the first topic I would like to talk about is a substance most people have not heard about, but which I have used to create a product with wonderful anti-aging and repair qualities.

In 1986 I traveled to a very remote area of the Far East (exactly where must remain a secret). I happened upon a village in which many of the people had remarkably fresh and youthful-looking skin. The women, especially, had an aura of life and health—even the older women. There was color... something that we can only give an illusion of through makeup! It turned out that they used an oil extracted from wild roses that surrounded their village for everything from beautifying their skin and hair to first aid for burns.

They extracted the oil using a simple, primitive process. I tried the oil on myself, and I was amazed at

the elasticity and suppleness that it achieved almost instantly. I brought back a sample of the oil to the United States and shared it with friends, who also achieved the same results. We gave the product to some older people, who had extended sun or photo-damaged skin, and their skin began to remember how it used to be. We also gave the oil to a few medical doctors who tried it on burns, scars, and on their hands, with great results. It worked to restore keloid (raised) scars. Bedridden patients with ulcerated and irritated skin also found relief.

I had the oil analyzed and discovered that it contained traces of tretinoin, which is a derivative of Vitamin A. This is the same substance from which Retin-A is formulated. As you might know, Retin-A is a prescription drug used to repair wrinkles and acne, create smoothness and flexibility, and return the skin to its former thickness. Unfortunately it also can have the

side effects of dry skin, peeling, and extreme sensitivity to the sun. The tretinoin in the rose hip seed oil, however, was bound in a natural, balanced formula of nature, and so had no side effects. A small amount of vitamin C was also found, bound in a potent, oil-soluble form. Most importantly, we discovered that the oil contained 75% or more of vitamin F complex, also known as omega 3 fatty acids and omega 6 fatty acids. The EFA ratios were well proportioned. Essential fatty acids are truly life-giving and one of the most important missing ingredients for skin care.

As I began to use the oil regularly, I noticed increased circulation in the areas to which I applied it. Increased circulation means more moisture to the skin cells. Increased blood flow means better delivery of nutrients which repair the skin. I also noticed increased exfoliation of old,



The stratum corneum—the top layer of the epidermis—is the visible part of the skin. It itself is several layers (of cells) deep. For a moisturizer to be truly effective, it must penetrate through all the layers. Only properly formulated liposomes can reach the deepest layers, and allow nutrients, lipids (oils), and water to be released and utilized by the skin cells. This is the key to achieving the qualities of translucence, clarity, and freshness, that make skin beautiful.



dead cells, as my skin became smoother. The stratum corneum is the top, the visible layer of skin. This horny layer of dead cells must be exfoliated daily in order to retain a healthy, fresh look. The skin draws in oxygen and expels carbon dioxide like our lungs, but most makeup products and facial creams do not allow the cells to breath properly. The skin is called the "third kidney" because it is actually the largest organ of elimination. This fatty acid oil did not interfere with the functions of the skin because it has similar properties to sebum, the natural barrier oil our bodies' manufacture to keep the moisture balance.

PROTECTION AGAINST OXIDATION

At this point I was determined to use rose hip seed oil to create a skin care product, but there were some problems that first had to be overcome. One of the main ones was to prevent the oil from oxidizing (becoming rancid), and to do so without losing any of its natural beneficial properties. Oxidation doesn't merely occur in oil, it can also be injurious to skin cells. Many antiaging experts feel it is one of the

main causes of aging. This is a process in which free radicals can mutate and change the functions of the cells. Cells require specific nutrients that are microscopically defined. Among these nutrients are proteins, minerals, vitamins, enzymes, and, very importantly, water and essential fatty acids (EFAs). EFAs are abundant in the rose hip seed oil. EFA molecules have a negative charge, making molecules repel each other. This makes them not aggregate, and thus the membranes can remain open and fluid. The electrons in EFAs move in a one-way direction, and so produce a measurable bio-electric current that is vital to the essential function of cells. More importantly, EFAs attract life-giving oxygen from our red blood cells through our capillary walls. This oxygen also acts as a protectant barrier to viruses, fungi, bacteria, and other intruders. EFAs are moisturizers, maintaining cellular fluids and transmitting messages that are contained in the center of every cell. These cellular messages are the genetically-programmed cell memories, or skin memories, on how to maintain the skin's health. EFAs are actually structural parts of super-

microscopic, subcellular organs, known as organelles, that work with secretion, transportation, oxidation, storage, and the very chromosomes in these cellular organs.

LIPOSOMAL DELIVERY

One day, I met a scientist who manufactured a lecithin microcapsule, called a liposome. A liposome is a bilayer membrane, usually of food grade lecithin, that is suspended in water. Because its material has one side that loves water and one side that loves oil, it can literally mix lipids, or oils, with water. Since the oil was a lipid, it would lend itself well to being encapsulated into the microcapsule. This particular liposome was stable and would provide a wall of protection around the Rose Hip Seed Oil and prevent oxidation. Instead of a time-released liposome that was large and unstable, we developed a patented liposomal process that was super-microscopic and stable to 122 degrees. (Additionally, we infused pharmaceutical grade nitrogen into the oil and mixed in tocopherols of vitamin E.) Since our epidermal cells are about 5075% water at all times, oil can be moved into the skin more readily. The liposome we use is .05 microns in size; at least 15 of these liposomes would fit on a cell. Thus the liposome containing the precious oil would move through some 5-6 layers of skin cells as it worked itself in between the cells and through the cracks and crevices. When the wall of the liposome disintegrated, it would release the Rose Hip Seed Oil into the skin where it could be assimilated by live cells. We added organic aloe vera with live enzymes and Europe's top botanical moisturizer (established with double-blind studies) with the oil, and encapsulated all three into the liposome.



Left: A 58-year-old woman showing signs of photoaging in the cheek area due to sun exposure.
Right: The same woman after 40 days of using 5 drops of Rose Hip Seed Skin Memory Serum®, massaged for 5 minutes with warm water.

USES OF THE ROSE HIP SERUM

This resulting liposomal serum was milky and liquid. It was not greasy, probably because of its superb fatty acid content. I began using the product on myself, and people began to compliment me, saying that I was the only person that they knew that got younger each year! Several massage therapists, as well, could not praise it enough. I began giving samples of the product to different groups of people to use. Seniors showed dramatic reduction in wrinkles, lines, large pores, dark circles, and puffy eyes, plus dramatic improvements in clarity, color, and elasticity, and smoother, more supple complexion. Because of the increased circulation, many looked like they had applied a natural makeup to their skin. Good results were also seen with people suffering from rosacea (swelling and reddening of the nose), psoriasis, and acne.

Massage therapists used the serum on feet with heavy calluses, observing instant softening from penetration of the serum. This liposomal

serum can even travel through makeup, so women would gently pat the serum over their makeup (to prevent smearing). Within 15 minutes, they would look markedly fresher with healthy color and clarity! Women have also used the oil and serum effectively for stretch marks and for the restoration of elasticity. Men have used it for softening the hairs on their beards, making for smooth and non-irritating shaving. I gave it to "blue collar workers" who had used petrochemical-based lotions for years. So many of these lotions merely sit on the skin and get washed off and are really better off for use in automobiles rather than on humans.

The moral of this story is that you can't beat truly natural substances when it comes to maintaining healthy, beautiful skin. But we must use science to make sure that all the components are in balance, and that they are delivered in such a way that the body can use them.