



## beauty cream

- Stimulates elastin and collagen production
- Formulated with antioxidants such as theobroma cacao, acai, and blueberry which have been shown to limit the production of free radicals which can damage skin cells.
- Smooths wrinkles and fine lines
- Helps to protect cell integrity and minimize aging for glowing youthful skin
- May help to boost mood and promote a sense of "Euphoria"

### What is Beyond Beauty Cream?

Beyond Beauty Cream is a Neurocosmetic™. By blending the essence of the cacao bean to mobilize neurotransmitters in the skin, Beyond Beauty Cream has been shown to enhance mood and to soften skin. Beauty has never felt so good.

Beyond Beauty Cream has also been formulated to smooth wrinkles and fine lines and minimize dark circles under one's eyes. Beyond Beauty Cream is perfect for both men and women.



### Beyond Beauty Cream formula is:

- Paraben Free
- Sodium Lauryl Sulfate (SLS) Free
- Gluten Free
- Phthalates Free
- Petrolatum Free
- Non-GMO
- Fragrance Free

## Is there science to support an increase in endorphins and thus improve mood via the skin?

Yes. When you have skin care products formulated with natural theobroma cacao you enter the Neurocosmetic™ skin care category. You not only benefit the skin, but you also influence the brain and the nervous system in a beneficial way, thereby boosting mood and perhaps even enhancing mental and emotional health.

## Can cacao trigger the skin cells to release neurotransmitters called endorphins?

Yes. Active cacao compounds such as theobromine (vasodilator) and anandamide (neurotransmitter) may penetrate the layers of the skin, where they bind with skin cell receptor sites releasing endorphins which are “feel/good” chemicals. These endorphins may travel to the brain and throughout the rest of the body, further triggering the production of more “feel/good” chemicals.

## Today's world is full of threats to the skin – which are the most dangerous?

There are several things that are particularly harmful to the skin. Poor diet is an obvious one. Today's diet is full of sugars, simple carbs, unhealthy fats and chemicals, all which damage skin cells, promote inflammation, and contribute to free radicals. Free radicals are a major enemy to healthy skin. Free radicals damage all components of the cell, which leads to a breakdown of the entire skin complex. Toxins, our water, and the environment in general – also contribute to damage, free radicals, and inflammation in skin cells. Stress is also an underestimated contributor to poor skin health. Research shows that chronically high stress levels is a major contributor to all indicators of bad skin. Smoking and alcohol use are also major threats to healthy skin.

## When should one use Beyond Beauty Cream?

Beyond Beauty Cream should be used morning and night for best results.

## Can both men and women use Beyond Beauty Cream?

The answer is that Beyond Beauty Cream is equally beneficial for men as it is for women. As the baby boomer population continues to age, a growing number of men are realizing that they need superior skin care products, such as Beyond Beauty Cream, more than ever.

## What are the benefits of daily use of Beyond Beauty Cream?

Beyond Beauty Cream provides several benefits. Beyond Beauty Cream delivers real and proven benefits in all areas of skin health. In tandem with Beyond C Serum, Beyond Beauty Cream delivers an impressive array of skin-friendly botanicals and other nutrients that protect the skin and restore its youthful properties. Beyond Beauty Cream helps to reduce inflammation, safeguards from free radicals and sunlight, triggers production of collagen matrix, tightens and lifts sagging skin, lightens age spots and reduces redness. As a Neurocosmetic™, Beyond Beauty Cream can also trigger the release of endorphins to support and enhance mood via the skin.

## Why is Beyond Beauty Cream so unique and cutting-edge?

There are several reasons, but primarily there are two. First, Beyond Beauty Cream is one of the first anti-aging creams to contain pure, natural Theobroma Cacao. Cacao is widely recognized as nature's top antioxidant food, and the hundreds of studies done on it have shown it to be an antioxidant and nutritional powerhouse. The second reason is that it is the first recognized “Neurocosmetic™.” This

means that Beyond Beauty Cream is a “feel-good” cosmetic that can influence the brain and nervous system in a beneficial way, thereby boosting mood and enhancing mental and emotional health.

## Why is cacao being touted as nature's top super food?

A huge body of research overwhelmingly shows that cacao possess a wide range of health benefits from cardiovascular and brain health to improved energy and immune function. Cacao contains several classes of antioxidants, including polyphenols, flavonoids, and flavanols, all of which are known to protect the body in a variety of ways. Cacao's antioxidant profile truly is unique, as hundreds of studies show that antioxidants in cacao are powerful protectors of the human body.

## What are the anti-aging benefits of cacao?

The research on cacao has overwhelmingly demonstrated a huge array of health benefits, many of them within the anti-aging category. Below is a summary of just a few of those benefits:

- Beyond Beauty Cream is a Neurocosmetic™. This means that Beyond Beauty Cream is a “feel-good” cosmetic that can influence the brain and nervous system in a beneficial way, thereby boosting mood and enhancing mental and emotional health
- Protects cells from free radical damage
- Helps minimize wrinkles and fine lines
- Reduces age spots and redness
- Safeguards skin from UV radiation damage

## Do healthy skin cells undergo free radical attacks?

Yes. The average healthy cell undergoes free radical attack approximately 10,000 times every hour which is why it is crucial that you protect your skin with an array of antioxidant nutrients. Not surprisingly, cacao is nature's top antioxidant source.

## Ingredients

Water, Glycerin, Diethylhexyl Carbonate, Butylene Glycol, Glyceryl Stearate, Cetearyl Alcohol, Dimethicone, Cyclopentasiloxane, Olea Europaea (Olive) Fruit Unsaponifiables, Squalane, Theobroma Cacao (Cocoa) Extract, Theobroma Cacao (Cocoa) Seed Butter, Vitis Vinifera (Grape) Seed Oil, (Blueberry) Fruit Extract, Palmitoyl Tripeptide-38, Aloe Barbadensis Leaf Extract, Euterpe Oleracea Fruit Extract, Tocopherol, Beta Vulgaris (Beet) Root Extract, Olea Europaea (Olive) Leaf Extract, Vitis Vinifera (Grape Seed) Extract, Tocopheryl Acetate, Tetrahexyldecyl Ascorbate, Sodium Stearoyl Lactylate, Caprylyl Methicone, Hordeum Distichon (Barley) Extract, Behenyl Alcohol, Lauroyl Lysine, Phenoxyethanol, Dimethicone Crosspolymer, Caprylyl Glycol, Acrylates / C10-30 Alkyl Acrylate Crosspolymer, Chlorphenesin, Phellodendron Amurense Bark Extract, Santalum Album (Sandalwood) Extract, Caprylic/Capric Triglyceride, ract, Ethylhexylglycerin, Hexylene Glycol, Lecithin, Cyamopsis Tetragonoloba (Guar) Gum, Sodium Phytate, Xanthan Gum, Sorbitan Laurate, Vaccinium Angustifolium, Hydrolyzed Corn Starch, Allantoin, Dipotassium Glycyrrhizinate, Ergothioneine, Cetearyl Olivatate, Hydrogenated Lecithin, Hydroxyethylcellulose, Hydroxypropyl Cyclodextrin, Oligopeptide-68, Sodium Oleate, Acetyl Di peptide-1 Cetyl Ester, Sorbitan Olivatate, Alcohol, Retinyl Palmitate, Hydrolyzed Beta-Glucan, Vegetable Oil, Vitex Agnus Castus Extract, Ascorbyl Tetraisopalmitate, Cyclodextrin.