



## c serum

- Promotes collagen and elastin renewal
- Smooths the appearance of fine lines and wrinkles
- Minimizes age spots and evens skin tone
- Delivers pure Vitamin C - 50 times better than ascorbic acid
- Cacao has been shown to trigger neurotransmitters to release endorphins for mood-enhancing effects

### What is Beyond C Serum?

Beyond C Serum is a Neurocosmetic™. By blending the essence of the cacao bean to mobilize neurotransmitters in the skin, Beyond C serum may enhance one's mood and soften one's skin. Beauty never felt so good.

Formulated to strengthen, tighten, and reduce fine lines and wrinkles, Beyond C Serum features two powerful free radical destroyers - Vitamin C and Theobroma Cacao Extract. These powerful antioxidants have been shown to boost collagen synthesis, help reduce melanin production and enhance skin structure as they protect the skin from free radical damage.



### Beyond C Serum 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 one's 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 C Serum?**

Beyond C Serum should be used morning and night for best results.

## **Can both men and women use Beyond C Serum?**

The answer is that Beyond C Serum 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 C Serum, more than ever.

## **Is Tetrahexyldecyl Ascorbate (TA) a form of Vitamin C?**

TA is an oil-soluble stable form of vitamin C, formulated to penetrate the skin deeper than ascorbic acid, ascorbyl glucoside, and magnesium ascorbyl phosphate.

## **What are some of the skin benefits of using TA in Beyond C Serum?**

The benefits of using TA for one's skin are numerous. Such as eliminating age spots in ~12 weeks, increasing collagen 50% in vitro, delivering pure Vitamin C - 50 times better than ascorbic acid and reducing UV-A and U-VB skin damage.

## **I noticed that the ingredient deck of Beyond C Serum lists Theobroma Cacao Extract. How does this ingredient help one's skin?**

In one word, antioxidants. Cacao contains polyphenol antioxidants which belong to the same group of antioxidants that are contained in green tea and red wine. These antioxidants prevent the premature oxidation of the cells or destruction of the cells and hence they keep the skin feeling younger and glowing.

## **I have heard that Beyond C Serum with Theobroma Cacao Extract referred to as a “Neurocosmetic™.” What does this mean?**

Beyond C Serum with Theobroma Cacao Extract may be one of the first “feel good” Neurocosmetic™ products to hit the global market. Beyond C Serum can help you look great by improving your skin, but it may also help improve your mood. Cacao contains several compounds that may help boost mood and positively affect one's mental state.

## **What are the short-term and long-term benefits of using Beyond C Serum?**

The short-term benefits include softer skin, a more hydrated feeling, an increase in moisturization, and overall improvement of skin texture.

The long-term benefits include reduced wrinkles, improved skin texture, minimized and lightened age spots, tightening and lifting of the skin, reduction of crow's feet and fine lines and significant improvement in overall tone, texture, and appearance of skin.

## **Ingredients**

Cyclopentasiloxane, Dimethicone Crosspolymer, Caprylyl Methicone, Tetrahexyldecyl Ascorbate, Theobroma Cacao Extract, Argania Spinosa Kernel Oil, Helianthus Annuus (Sunflower) Seed Oil, Squalane.