



# IMAGE AWARENESS WELLNESS INSTITUTE

## Age-Defying Skin Care

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### NUTRIANCE PERSONAL CARE PRODUCTS

The word Nutriance is a combination of “nutrition” and “radiance” conveying the idea that this collection of personal care items pays attention firstly to nourishing the skin and hair and secondly to restoring the youthful vitality and lustre of healthy skin and hair. The product line was developed by GNLD, the world’s leader in natural nutrition and lipid product development.

Nutriance personal care products have clinically proven performance. This performance has been verified by Europe’s most prestigious dermatological research facility. Exclusive Swiss laboratories guided by GNLD’s Scientific Advisory Board were involved in the development of these products. Comparable products in retail stores will often cost much more than GNLD personal care items and provide only half the benefits.

### THE SYNERGY CYCLE

The Nutriance Synergy Cycle is a 5-step formulated and proven program to make your skin look and act younger within 30 days, and to keep it looking younger for life with continuous use. Each product not only delivers its own specific benefits, but it also fits carefully within the whole cycle. Every product in **every step builds upon the performance of the one before,**

**prepares the skin for the next step, and multiplies the benefits.**

### SKIN TYPES

Nutriance has a program for normal to dry skin and another program for combination and oily skin. Skin care items for normal to dry skin are designated with a (1). Skin care items for combination to oily skin are designated with a (2). It is important to use the appropriate skin care items for best results.

### STEP 1: CLEANSING

The purpose of cleansing is to remove facial oils, makeup, dirt, and dulling impurities from the surface of the skin. Cleansing leaves your skin feeling clean and fresh. Nutriance cleansers are ultra-effective. They initiate the cleansing process. These

delicate cleansers will not destroy the skin’s delicate protective acid mantle. The subtle natural fragrances blend with the body’s chemistry to become invisible to the nose and will not conflict with cologne or perfume.

#### Refreshing Facial Cleanser (1)

*(Normal to Dry)*

The skin’s natural lipid production is encouraged with a unique combination of botanicals including orange flower extract, eyebright extract, ivy extract, and sweet almond extract. Avocado oil is added to promote skin elasticity. Green tea and echinacea extracts are added to boost the antioxidant activity in the skin and to provide support for healthy immune function in the skin.

Refreshing facial cleanser contains no soaps, added fragrances, or mineral oil.

#### Foaming Gel Cleanser (2)

*(Combination to Oily)*

The Foaming Gel Cleanser removes excess oils from the skin without stripping away essential moisture. A special combination of botanicals including extracts from witch hazel, tormentil, white oak bark, and sage helps to restore ideal lipid-to-moisture balance while also shrinking the appearance of pores. Green tea and echinacea extracts are also present for antioxidant and immune support.





## STEP 2: EXFOLIATE

The purpose of exfoliation is to encourage healthy circulation and to clear away old skin cells with ultra-fine walnut powder and witch hazel. Exfoliation smooths and clears the skin.

### Purifying Facial Scrub

Exfoliation is a crucial step toward younger-acting skin. The surface layer of the skin consists of dead cells that are constantly sloughing off (exfoliating) and being replaced by new cells from underneath. Makeup, poor diet, pollutants, and even the normal process of aging can interfere with this natural process of renewal, allowing dead skin cells to build up. The result is skin which looks and feels dull, rough, and dry. Purifying Fa-

cial Scrub uses ultra-fine walnut shell powder with cleansing agents from coconut and witch hazel to exfoliate and cleanse the skin.

Periodic clearing away of these dead cells and other skin debris supports the natural process of growth of healthy new skin cells. Selected botanicals including aloe vera gel, chamomile, witch hazel and bisabolol enhance the exfoliating process by working to soften, calm, and soothe the skin as the surface is purified.

**Clinical Testing: Verifies that a single application of Purifying Facial Scrub results in a 30%+ increase in smoothness and softness of the skin.**

## STEP 3: REFRESH

The purpose of the refreshing step is to tone and rebalance the skin. The refreshing step will remove the last traces of surface impurities while balancing and refreshing the skin with mild toners. The application of the toners is an essential step in preparing the skin for the process of moisturizing.

### Refining Toner (1)

*(Normal to Dry)*

Natural lipid production in the skin is encouraged and rebalanced with the combined action of orange flower, eyebright, ivy, and sweet almond. Contains pure avocado oil to promote skin elasticity as well as green tea and echinacea for antioxidant and immune support.

### Balancing Toner (2)

*(Combination to Oily)*

A healthy lipid-to-moisture balance is promoted with a combination of witch hazel, tormentil, white oak bark and sage extracts. The natural botanical action works to shrink the appearance of pores and blemishes.

**Clinical Testing: Balancing toner was shown to calm lipid production in the skin by up to 37%.**



## STEP 4: MOISTURIZE

The goal of the moisturizing step is to produce a soft and radiant skin. Skin is rehydrated, natural moisture retention is enhanced, and collagen and elastin are defended against aging free radicals.

Skin is 20% water and moisture is critical to healthy skin. Loss of moisture results in skin that looks and feels dry. Skin dryness is contributed to by exposure to the sun, wind, cold, and also by use of harsh skin care products and soaps.

Aging is the great enemy of moist skin. Oil production in the skin slows down as we age. The skin's ability to retain moisture can decline dramatically. Dry "thirsty" skin begins to show lines and wrinkles.

GNLD moisturizing products contain aloe vera gel, skin-conditioning amino acids, and moisture-binding saccharides to minimize the appearance of fine lines and wrinkles.

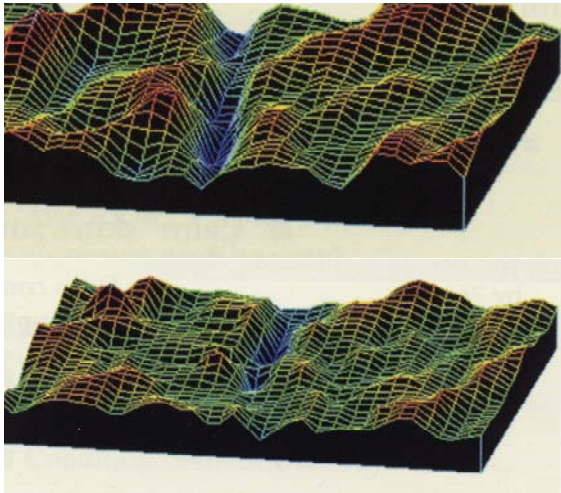
GNLD moisturizers provide significant UVA and UVB protection (SPF 4). The sun's powerful rays damage skin's natural collagen and elastin resulting in wrinkling and aging.

### Enriching Moisturizer (1)

*(Normal to Dry)*

Contains orange flower, eyebright, ivy, and sweet almond extracts to encourage natural lipid production.





Antioxidant and immune support is provided by vitamin E, green tea, and echinacea. Avocado oil is added to enhance moisture/lipid balance and to promote elasticity of the skin.

**Clinical Testing: Increases moisture within skin cells by 67% even four hours after application.**

**Revitalizing Moisturizer (2)**  
*(Combination to Oily)*

An oil-free formula containing witch hazel, tormentil, white oak bark, and sage to promote lipid-to-moisture balance and visible smoothness. Also contains green tea and echinacea extracts for antioxidant and immune support.

**Clinical Testing: Increases moisture within cells by up to 70% even four hours after application.**

**STEP 5: RENEW AND PROTECT**

The final step of the skin care cycle is designed to produce a youthful and resilient appearance. The skin's metabolism is renewed and protected against oxidative damage and the aging effects of ultraviolet light, preserving the youthful appearance of the skin.

**Renewing Antioxidant Treatment**

Contains GNLD's exclusive ACR (Activated Cellular Response) tech-

nology to stimulate skin cell metabolism and renewal. This is accomplished with a specific combination of biological precursors including amino acids, vitamins, and ATP (the primary component of cellular energy).

Renewing Antioxidant Treatment makes old skin behave like young skin. It contains echinacea for immune support and green tea extract as well as vitamins A, C, and E for antioxidant protection of the skin. An SPF of 4 protects the skin from solar UVA and UVB rays which damage and age the skin. Each application will delay the aging process of the skin.

**Clinical Testing: Proven to erase fine lines and wrinkles by as much as 28% in just 28 days. That means the skin looks 1% younger every day. The images above demonstrate the improvement in the skin of one individual after application of Renewing Antioxidant Treatment for 28 days.**

**EXTRAS FOR DIFFICULT SKIN**

**Nourishing Collagen Cream**

Designed to make the skin look and feel soft and very moist. This luxurious product minimizes the appearance of fine lines and wrinkles. The skin is bathed in moisture. This remarkable formula contains natural aloe vera, pathenol, cucumber extract, hydroelastin, mucopolysaccharides and pure Swiss collagen. The skin is soothed, plumped, and moisturized. Takes the skin one step beyond the Nutriance Synergy Cycle.

**Clinical Testing: Increased skin moisture by 76% 30 minutes after application.**

**Moisturizing Night Formula**

Pillows and bed linens can rob the skin of moisture. This formula provides extra pampering and deep moisturizing while you sleep. Contains an exclusive blend of pure aloe vera, rich Swiss collagen, sea vegetation sugar extracts, multiple emollients, and natural vitamins A and E. Natural humectants and moisturizing lipids gently deep-condition the skin helping to minimize the visible signs of aging. You will wake up with soft, smooth, silken skin. Carries the Nutriance Synergy Cycle one step further.

**PERSONAL CARE PRODUCTS**

**Aloe Vera Gel**

Alexander the Great was encouraged by Aristotle to conquer the island of Socotra in the Indian Ocean prior to setting out on his world conquest. The island produced large quantities of aloe which could be used to treat wounds. Aloe vera was also part of the beauty kit of Cleopatra.

The Aloe Vera Gel is exceptionally effective in providing relief from overexposure to sun, wind, and cold. It contains synergistic botanicals including linden extract, calendula, chamomile, cornflower, and St. John's wort.

**Refreshing Bath and Shower Gel**

This extra-mild multi-cleansing formula thoroughly cleans and refreshes the skin without upsetting the





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skin's natural pH balance. Botanical extracts including calendula, aloe vera, St. John's wort, and balm mint soothe, comfort, and protect the skin. Moisture retention is promoted with aloe vera, panthenol and glycerine.

### Hand and Body Lotion

Provides long-lasting moisturizing benefits. Soothing chamomile extracts (bisabolol and matricaria) nourish and revitalize your skin's healthy glow. Counters the moisture-robbing effects of sun, wind and cold by adding moisturizers and supporting moisture retention with aloe vera gel, glycerine and panthenol.



**Clinical Testing: Confirmed to increase moisture in the skin by 45% even four hours after application.**

### Rich Revitalizing Shampoo

Cleanses hair thoroughly without stripping away essential moisture through use of a synergistic, extra-mild multi-cleanser system. Natural witch hazel is added to assist removal of greasy buildup. Gives hair body and luster while rinsing freely and promoting moisture retention.

### Enriching Conditioner

A unique blend of conditioners that bond with the hair shaft to restore dry and damaged hair to its youthful appearance and feel. Helps provide protection from heat and other environmental stresses. Sweet almond extracts and panthenol help maintain hair's natural protective lipid balance. GNLD shampoo and conditioner will not disturb the scalp pH.

## AGE-DEFYING

Nutriance skin and hair care products nourish and protect the parts of our body most exposed to sun, wind, cold, and harsh chemicals. By providing superb nutritional support to skin

and hair these products have been clinically shown to turn back the hands of time, causing users to look and feel younger within a matter of days after they begin using the products.

## WEB RESOURCES

[www.imageawareness.com](http://www.imageawareness.com)  
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[www.jimmcafee.com](http://www.jimmcafee.com)

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